

Clem Labine's Period Homes

THE PROFESSIONAL'S RESOURCE FOR RESIDENTIAL ARCHITECTURE

Based on subscriber research, 85% of Period Homes readers use your magazine advertising to find your web site.

Survey Question/Answers	Percent of Readers	Graph
1. What is the first action you take when you want information from a Period Homes magazine advertiser? (check only one)		
I go to the company web site.	84.68%	
I call the company directly.	5.41%	
I call the local distributor or representative.	0.9%	
I tear the advertisement out of the magazine and contact the company later.	5.41%	
I go online to the magazine web site and fill out the online reader service card.	.90%	
I fill out the reader service card in the magazine and mail it in.	2.70%	
Other (please specify).	0%	
2. What is your firm's primary business? (check only one)		
Architect	36.04%	
Builder	9.01%	
Developer	4.50%	
Restoration/Renovator/Contractor	9.91%	
General Contractor	5.41%	
Sub-Contractor/Craftsperson	8.11%	
Facility Manager	0%	
Interior Design	3.60%	
Landscape Architect	.90%	
Landscape Contractor	0%	
Government Employee	1.8%	
Homeowner/Other	20.72%	
3. What is your firm's primary type of project? (check only one)		
Residential	61.16%	
Commercial/Institutional/Industrial	6.31%	
Both	31.53%	



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