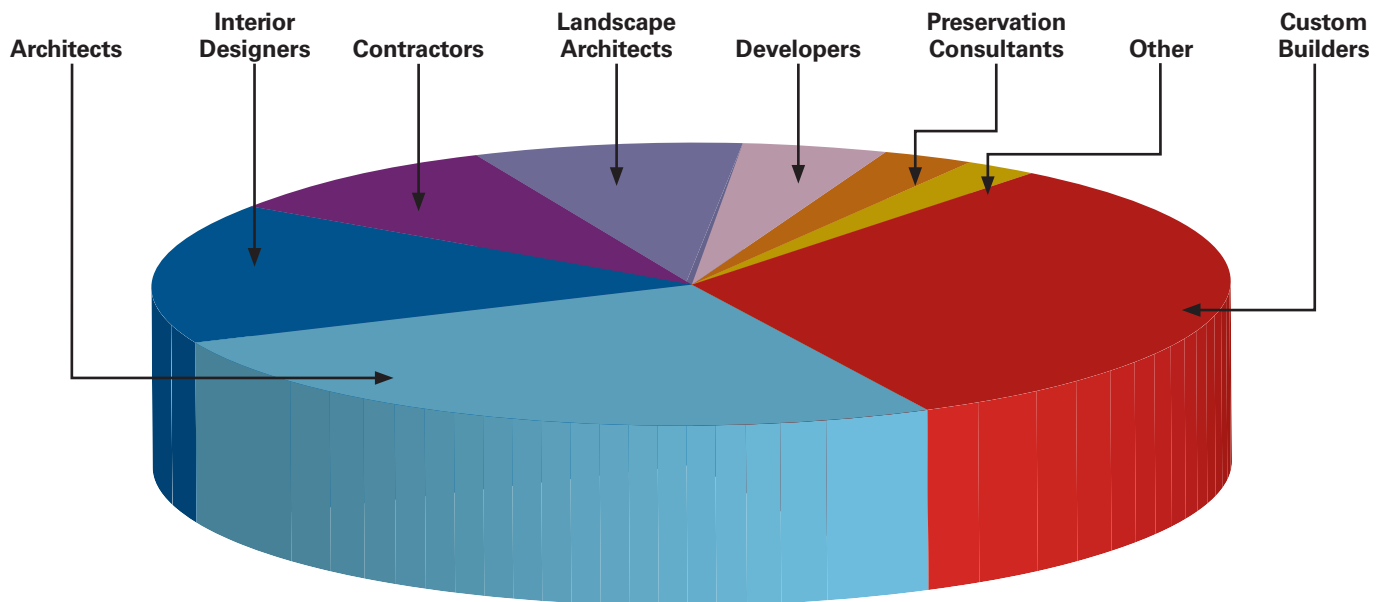


Period Homes Delivers Buyers and Specifiers in the Residential Restoration, Renovation and Historically Inspired New Construction Market

Analysis of readership by business classification

BUSINESS CLASSIFICATION	NUMBER OF READERS	% OF TOTAL AUDIENCE
Custom Builders	13,120	32%
Architects	10,660	26%
Interior Designers	6,560	16%
Contractors	3,690	9%
Landscape Architects	3,280	8%
Developers	1,640	4%
Preservation Consultants	1,230	3%
Other Building Professionals	820	2%
TOTAL	41,000	100%



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