



2012 MEDIA KIT

Clem Labine's Period Homes

RESIDENTIAL ARCHITECTURE

Clem Labine's Period Homes magazine and its website, www.period-homes.com, deliver a combined audience of 169,583 professionals focusing on residential restoration/renovation and period-style new construction.

THE TRADITIONAL BUILDING MARKET

If you want to sell in the \$170-billion traditional building market, we can help. The market's professionals – contractors, building owners, facility managers, developers, architects, custom builders, interior designers and tradespeople – buy and specify an estimated \$50 billion of building materials for the renovation and restoration of historic buildings and historically inspired new construction. Together, these publications and their websites give you total coverage of the traditional building market.

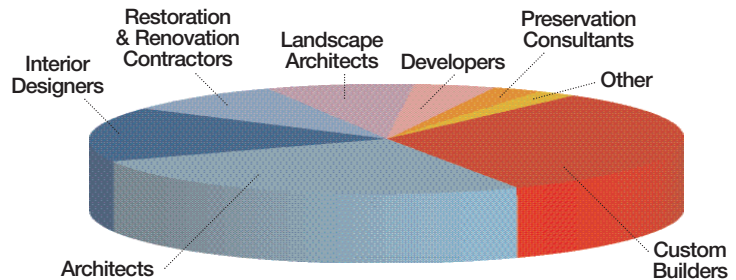
2012 MAGAZINE & WEBSITE

Period Homes

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

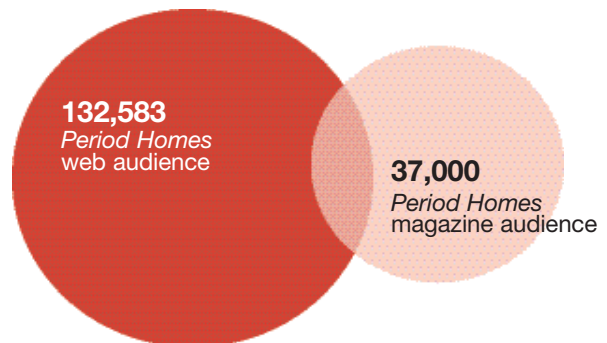
Analysis of readership by business classification

BUSINESS CLASSIFICATION	NUMBER OF READERS	% OF TOTAL AUDIENCE
Custom Builders	11,840	32%
Architects	9,620	26%
Interior Designers	5,920	16%
Restoration & Renovation Contractors	3,330	9%
Landscape Architects	2,960	8%
Developers	1,480	4%
Preservation Consultants	1,110	3%
Other Building Professionals	740	2%
*Total	37,000	100%



Total Audience for the Period Homes Website and Magazine: 169,583

Period Homes magazine and www.period-homes.com combined deliver the largest audience in the residential historical market.



169,583 Audience for the magazine and the website combined



*Includes print and online editions

EDITORIAL CALENDAR 2012

JANUARY The Annual Guidebook

Comprehensive indexed directory of historical products and services for residential projects. Special Sustainability Section: Green Building Products & Services.

Product Report: Exterior Paints & Finishes

The Guidebook will contain listings in the following areas:

Artwork, Art Glass & Furnishings	Stone, Brick & Masonry
Columns & Capitals	Timber Framing & Barns
Conservatories & Outbuildings	Tools & Equipment
Doors, Windows, Shutters & Hardware	Woodwork
Elevators, Lifts & Dumbwaiters	Green Building Products & Services
Exterior Elements, Ornament, Finishes & Siding	Green Doors & Windows
Flooring	Green Flooring
Interior Elements, Ornament & Finishes	Green Lighting & Electrical
Landscape & Garden Specialties	Green Exteriors – Roofing, Siding & Decking
Lighting & Electrical	Green Mechanical Systems & Plumbing
Mantels, Fireplaces & Chimneys	Green Structural Systems & Insulation
Metalwork	Green Paints & Finishes
Plumbing, Bath & Heating	Green Adhesives, Caulking & Sealants
Professional Services	Salvaged & Recycled Materials
Roofing & Roof Specialties	LEED Consultants & Architects
Salvaged Materials & Antiques	

MARCH Interiors

Restorations, renovations, additions and new construction in traditional styles, focusing on interiors.

Product Report: Arts & Crafts Products

Buying Guides:

Historical Products Showcase	Ornamental Ceilings
Ceramic Tile	Registers, Grilles & Radiators
Columns & Capitals	Stairs & Railings
Decorative Painting & Finishes	The Period Bath
Furnishings	The Period Kitchen
Interior Lighting	The Wood Interior
Interior Molded Ornament	Wallcoverings
Mantels & Fireplaces	Wine Cellars
Murals & Mosaics	Wood Flooring
Non-Wood Flooring	Classical Specialties

MAY Exteriors & Gardens

Restorations, renovations, additions and new construction in traditional styles, focusing on exteriors, gardens & landscapes.

Product Report: Landscape & Garden Specialties

Buying Guides:

Historical Products Showcase	Landscape & Garden Specialties
Balustrades	Period Garages & Garage Doors
Benches & Garden Furniture	Planters & Urns
Columns & Capitals	Porches, Decks & Porch Parts
Conservatories & Sunrooms	Sculpture & Garden Ornament
Doors & Door Hardware	Shutters & Shutter Hardware
Exterior Lighting	Siding
Exterior Molded Ornament	Stone, Brick & Masonry
Exterior Paints & Finishes	Windows & Window Hardware
Fences & Gates	Arts & Crafts Specialties
Fountains & Water Features	
Gas Lighting	

JULY Doors, Windows, Hardware & Roofing

Comprehensive guide to the most sought-after elements of the period home. Also featuring the annual Palladio Awards.

Product Report: Wood and Clad-Wood Windows

Buying Guides:

Historical Products Showcase	Skylights
Chimneys	Slate Roofs
Cupolas	Snowguards
Door Hardware	Specialty Glass
Doors & Entryways	Tile Roofs
Gutters & Leader Boxes	Weather vanes, Finials & Cresting
Metal Roofs	Window Hardware
Metal Windows	Wood Roofing & Thatch
Screens & Storms	Wood Windows
Shutters & Shutter Hardware	The Palladio Awards Supplier List

SEPTEMBER The New Period Home

New design and construction in traditional styles. Special Sustainability Section: Green Building Products & Services. Also features the annual Clem Labine Award.

Product Report: Door Hardware

Buying Guides:

Artwork, Art Glass & Furnishings	Timber Framing & Barns
Columns & Capitals	Tools & Equipment
Conservatories & Outbuildings	Woodwork
Doors, Windows, Shutters & Hardware	Green Building Products & Services
Elevators, Lifts & Dumbwaiters	Green Doors & Windows
Exterior Elements, Ornament, Finishes & Siding	Green Flooring
Flooring	Green Lighting & Electrical
Interior Elements, Ornament & Finishes	Green Exteriors – Roofing, Siding & Decking
Landscape & Garden Specialties	Green Mechanical Systems & Plumbing
Lighting & Electrical	Green Structural Systems & Insulation
Mantels, Fireplaces & Chimneys	Green Paints & Finishes
Metalwork	Green Adhesives, Caulking & Sealants
Plumbing, Bath & Heating	Salvaged & Recycled Materials
Roofing & Roof Specialties	LEED Consultants & Architects
Salvaged Materials & Antiques	
Stone, Brick & Masonry	

NOVEMBER Restoring the Period Home

Restorations, renovations & sympathetic additions.

Product Report: Exterior Lighting

Buying Guides:

Artwork, Art Glass & Furnishings	Lighting & Electrical
Columns & Capitals	Mantels, Fireplaces & Chimneys
Conservatories & Outbuildings	Metalwork
Doors, Windows, Shutters & Hardware	Plumbing, Bath & Heating
Exterior Elements, Ornament & Finishes	Professional Services
Flooring	Roofing & Roof Specialties
Interior Elements, Ornament & Finishes	Salvaged Materials & Antiques
Landscape & Garden Specialties	Stone, Brick & Masonry
	Timber Framing & Barns
	Tools & Equipment
	Woodwork

RATES & SIZES ISSUE DEADLINES

Period Homes Clem Labrie's

2012 PRINT ADVERTISING RATES

Rates

Size	1x b&w	1x color	3x b&w	3x color	6x b&w	6x color	12x b&w	12x color
Full Page	\$4,000	\$4,825	\$3,800	\$4,625	\$3,500	\$4,325	\$3,200	\$4,025
Half Page	2,350	3,175	2,175	3,000	1,950	2,775	1,825	2,650
Third Page	1,650	2,425	1,575	2,350	1,500	2,275	1,350	2,125
Quarter Page	1,450	2,075	1,300	1,925	1,175	1,800	1,100	1,725
Sixth Page	1,075	1,700	975	1,600	925	1,550	875	1,500
Eighth Page	925	1,375	850	1,300	775	1,225	725	1,175
Twelfth Page	825	1,175	725	1,075	675	1,075	650	1,000
Minimum	650	850	625	825	575	775	550	750

Cover Rates*

Inside Front	\$7,050
Inside Back	6,125
Back	7,650

*Cover rates include 4/c

Six Issue Package

When you buy 6 ads in *Period Homes* (any size) you will receive the following advertiser benefits:

- Free product photo and description in each issue.
- Free 12 month listing and link on the magazine's product database.
- Free product photo and description in magazine's Product Gallery for 12 months.
- Free online text ad (50,000 impressions) in 2012.

Three Issue Package

When you buy 3 or more ads in *Period Homes* (any size) you will receive the following advertiser benefits:

- Free product photo and description in each issue containing your ad.
- Free 6 month listing and link on the magazine's product database.
- Free product photo and description in magazine's Product Gallery for 6 months.

Deadlines 2012 Period Homes

Issue	Ad Closing	Materials	Mail
January 2012	12/2/11	12/9/11	1/11/12
March 2012	2/3/12	2/10/12	3/12/12
May 2012	4/4/12	4/9/12	5/10/12
July 2012	6/1/12	6/8/12	7/9/12
September 2012	8/1/12	8/8/12	9/6/12
November 2012	10/2/12	10/9/12	11/7/12

Ad Sizes

Page Trim Size	10.375" x 13"
Safety — allow 1/4" from trim on all sides	
Full-page bleed	10.625" x 13.25"
Full-page non-bleed	9.125" x 12"
1/2 horizontal	9.125" x 5.85"
1/2 vertical	6.79" x 9.375"
1/2 banner	4.46" x 12"
1/3 horizontal	9.125" x 3.75"
1/3 vertical	4.46" x 7.8"
1/4 horizontal	9.125" x 2.78"
1/4 vertical	4.46" x 5.85"
1/4 banner	2.125" x 12"
1/6 horizontal	4.46" x 3.75"
1/6 vertical	2.125" x 7.83"
1/8 horizontal	4.46" x 2.78"
1/8 vertical	2.125" x 5.85"
1/12 horizontal	4.46" x 2.125"
1/12 vertical	2.125" x 3.75"
Minimum	2.125" x 2.125"



ONLINE ADVERTISING OPPORTUNITIES

Measure Your Advertising ROI

When you advertise on any of Restore Media's websites, e-casts or e-newsletters, you are connected to our proprietary sales lead tracking system. We will collect important information on the traditional building professionals and enthusiasts who click on your advertising. We help you turn click-thrus into real-time sales leads.

1. Product Category Sponsorships: Position your 160X600 tower advertisement next to your company's listing where buyers are searching for your product type (wood windows, door hardware etc.). Advertising in your product category drives click-thrus to your website and builds your company's brand awareness.

Advertising Rates

www.period-homes.com

6 Months	\$1,200
12 Months	\$1,800

2. Super Category Sponsorship: Position your online ad on one of the 14 "Super Category" product pages. This is the introductory page to your product category type (lighting, flooring, etc.).

Advertising Rates

www.period-homes.com

6 Months	\$1,600
12 Months	\$2,800

3. Run of Site Advertising: If you want the maximum number of web impressions and the highest number of quality sales leads advertise where *Period Homes* readers go for up-to-the-minute industry information on our websites.

Advertising Rates: \$50 per 1,000 impressions

Text Ad Rates: \$25 per 1,000 impressions

4. Run of Network Advertising: Take full advantage of Restore Media's seven websites by running your online advertisement across our network of websites. Each site provides unique information on the Period Homes marketplace.

Advertising Rates: \$50 per 1,000 impressions

Text Ad Rates: \$25 per 1,000 impressions

5. E-Newsletters: Sponsor an outbound e-newsletter delivered to 42,000 opt-in professionals (architects, builders, renovators, interior designers and developers) who want updates on period products hand picked by the editors of *Period Homes*. This proactive online advertising approach helps build your brand awareness and generates high quality sales leads.

Sponsorship Rate: \$3,000 (exclusive to you)

6. Company E-Casts: Promote your company's new products and website directly to Restore Media's 42,000 email list of industry professionals. This outbound option is a cost-effective way to create brand awareness and produce high-quality sales leads.

Sponsor Rate: \$1,800

7. Web Seminars: Underwrite *Period Homes* developed, AIA approved, continuing education, web-delivered live seminars for architects, developers, building owners and facility managers, designers, builders and renovators. Sponsorship is turn-key and includes content development, speaker selection, integrated attendance promotion, registration management and reporting. Web seminars are LIVE first, then archived on our websites. Sponsor one or a series.

Sponsor Rate: \$10,500 per web seminar

For more detailed information on all of Restore Media's online opportunities visit www.period-homes.com. Click on "advertising information" or contact your Restore Media representative.

CONNECT TO RESTORE MEDIA'S DATABASE OF 350,000



Traditional Building

Period Homes

TRADITIONAL BUILDING CONFERENCE SERIES



BuildingPort.com

TRADITIONAL PRODUCT

Galleries

Traditional Product Reports



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Restore Media, LLC, is the publisher of *Clem Labine's Period Homes*, *Clem Labine's Traditional Building*, Buildingport.com, REX, Tradweb, Traditional Product Galleries, Traditional Product Reports and producer of the Traditional Building Conference Series.