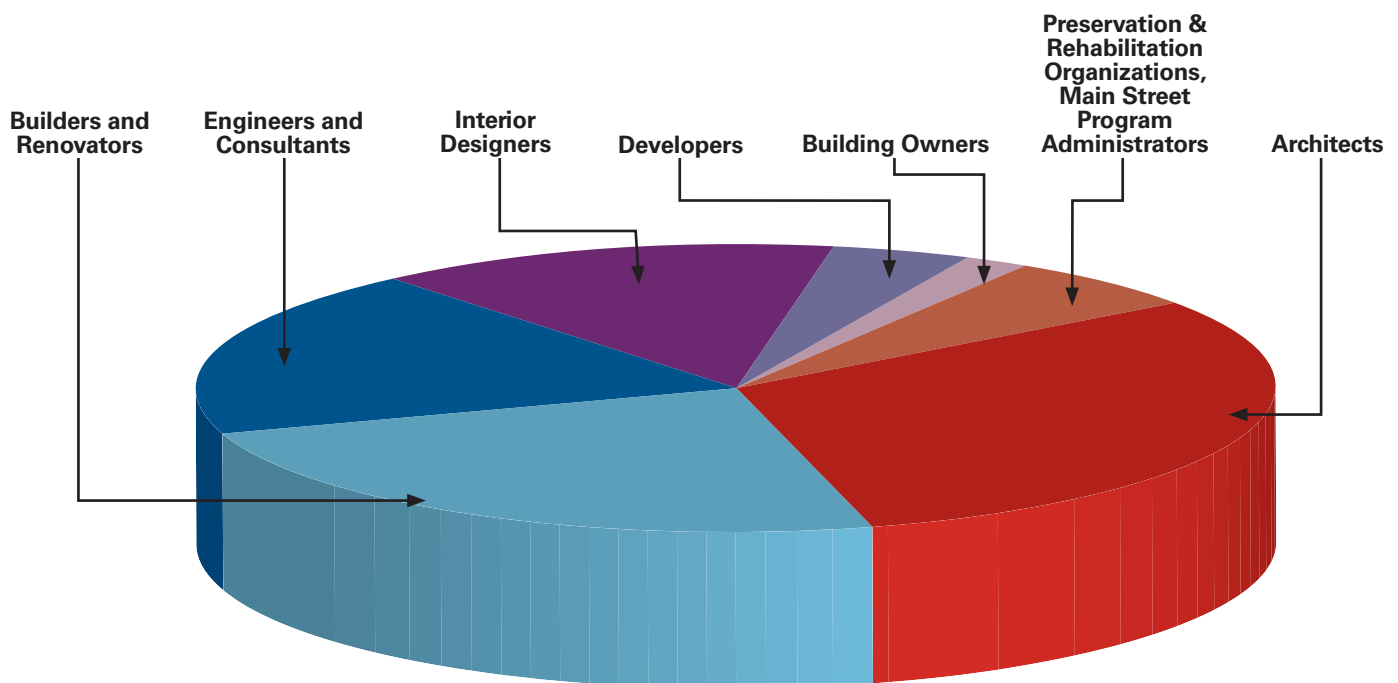


Traditional Building Delivers Buyers and Specifiers in the Commercial, Public and Institutional Restoration, Renovation, and Historically Inspired New Construction Market

Analysis of readership by business classification

BUSINESS CLASSIFICATION	NUMBER OF READERS	% OF TOTAL AUDIENCE
Architects	14,880	31%
Builders and Renovators	11,520	24%
Engineers and Consultants	9,120	19%
Interior Designers	6,720	14%
Developers	1,920	4%
Building Owners	960	2%
Preservation and Rehabilitation Organizations, Main Street Program Administrators	2,880	6%
TOTAL	48,000	100%



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