

Who visits www.traditional-building.com?

Monthly numbers	TB
Unique visitors	85,521
Visitor sessions	162,291
Page views	411,601
Length of time spent	11 min
Yearly click thrus	914,532

**averages 7/07-7/08*

Based on a survey of www.traditional-building.com visitors:

- 30% are architects
- 13% are building owners, developers and facilities managers
- 12% are general contractors and specialty contractors
- 11% are restoration/renovation contractors
- 7% are interior designers
- 20% are home owners
- 32% do restoration/renovation on historic buildings
- 22% do adaptive reuse on historic buildings
- 15% build additions to old buildings
- 12% do period inspired new construction
- 8% do maintenance and repair work on historic buildings

Web visitors work on these building types:

Houses	Restaurants
Office buildings	Government buildings
Churches	Hotels
Retail buildings	Museums
Schools	

Web visitors specialize in historic work:

- 41% of survey respondents say traditional building accounts for half or more of their work
- 52% of survey respondents do an annual construction volume of \$1 million or more
- 75% do an annual volume of \$500,000 or more

When asked "why do you use www.traditional-building.com?" the following answers were written in by website users/visitors:

- *Good resources for restoration suppliers relevant to my business, well organized*
- *Help in narrowing my search for traditional materials*
- *It's a good source for hard-to-find products*
- *Easy and convenient*
- *It is the central repository for restoration products*
- *Well organized and easy to link to manufacturers web sites*
- *Materials research*
- *Looking for specialty items which match existing building*
- *Locate historical product manufacturers*
- *Because of the focus on traditional materials and methods*
- *The suppliers listed are the products we need and use*
- *Complete web site for the restoration/renovation industry*
- *Condensed and restoration related makes searches faster*
- *Reliability of sources*
- *Product research*
- *Research products, great resource for cream of the crop suppliers*
- *To get reliable information on products*
- *Can find almost any vendor or traditional product in one place*
- *To look at web seminars*
- *To seek unbiased opinions about suppliers and materials*
- *Quick reference, ability to go deeper for technical info*
- *Don't use the web site that much, prefer the Traditional Building magazine which is gone over with a fine tooth comb*



Restore Media, LLC, is publisher of *Clem Labine's Traditional Building*, *Clem Labine's Period Homes*, and *Tradweb*.
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