

2010 Product E-Newsletters

Capitalize on the *Period Homes* and *Traditional Building* reader's insatiable appetite for period product information and supplier sourcing. Sponsor one or a series of product e-newsletters, e-mailed biweekly to 42,000 opt-in subscribers. Sponsor benefits include:

- Drive qualified, product-info-hungry readers to your web site
- Branding, via useful, timely editorial content
- Augment your monthly advertising leads with biweekly, sales leads
- Use the web, proactively, by reaching out to new prospective buyers/specifiers

Period Homes and *Traditional Building* magazines deliver comprehensive information on historically inspired and period style building products every month. Now, this visually exciting magazine content is also available, twice a month, via PERIOD HOMES PRODUCTS and TRADITIONAL BUILDING PRODUCTS E-Newsletters, e-mailed to custom builders, historic renovation contractors, architects, building owners, facilities managers, developers and interior designers who seek more information on "hard-to-find" historical products for both residential and commercial applications.

Product E-Newsletters are produced by the magazine editors; each e-newsletter presents a complementary variety of product types, including the sponsor's own product photography and caption. Web links are provided to direct readers to the sponsor web site. Sponsorship is exclusive.

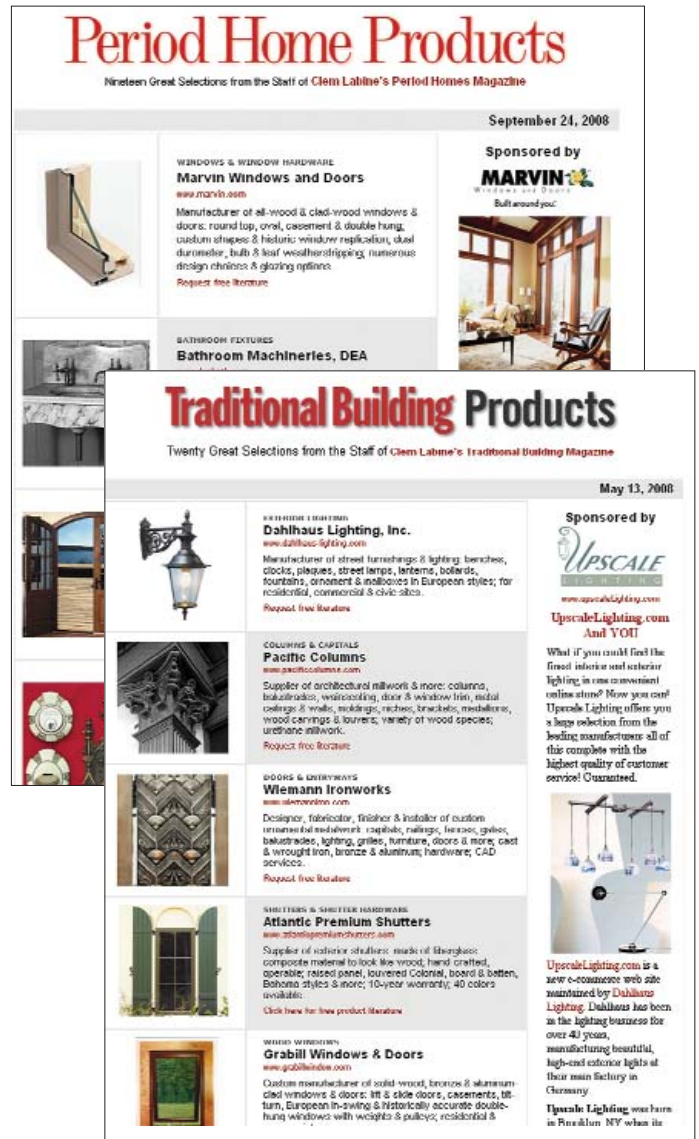
Exclusive Sponsor rate: \$3,000 per e-newsletter

Mail dates: PH: The first Tuesday of each month

TB: The third Tuesday of each month

Advertising Specs: Sponsorship artwork, logos and links to web sites should be no wider than 165 pixels. Gif or jpg format at 72dpi.

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