



2012 MEDIA KIT

Clem Labine's **Traditional Building**

COMMERCIAL, PUBLIC & INSTITUTIONAL

Clem Labine's Traditional Building magazine and its website, www.traditional-building.com, deliver a combined audience of 248,288 professionals in the commercial, public and institutional market for historic buildings.

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.



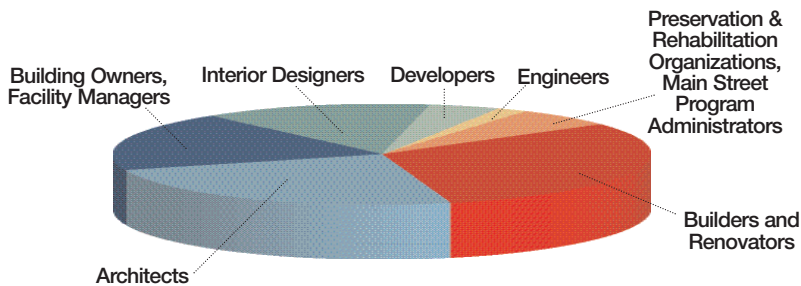
2012 MAGAZINE & WEBSITE

Chen Lakow's Traditional Building

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

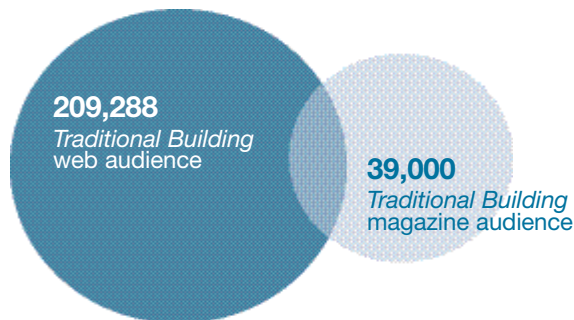
Analysis of readership by business classification

| BUSINESS CLASSIFICATION | NUMBER OF READERS | % OF TOTAL AUDIENCE |
|---|-------------------|---------------------|
| Architects | 12,090 | 31% |
| Builders and Renovators | 9,360 | 24% |
| Building Owners, Facility Managers | 7,410 | 19% |
| Interior Designers | 5,460 | 14% |
| Preservation and Rehabilitation Organizations, Main Street Program Administrators | 2,340 | 6% |
| Developers | 1,560 | 4% |
| Engineers | 780 | 2% |
| *Total | 39,000 | 100% |



Total Audience for the Traditional Building Website and Magazine: 248,288

Traditional Building magazine and www.traditional-building.com combined deliver the largest audience in the non-residential historical market.



248,288 Audience for the magazine and the website combined

*Includes print and online editions

EDITORIAL CALENDAR 2012

FEBRUARY The Annual Guidebook & Roundtable

Comprehensive indexed directory of historical products and services for public and commercial projects. Plus: Industry Roundtable on Greening Historic Buildings, with contributions from leading architects, a product report, book reviews and the Forum.

Product Report: Natural Stone: Specifying Tips for Architects

The Guidebook will contain listings in the following areas:

| | |
|---|--|
| Artwork, Art Glass & Furnishings | Salvaged Materials & Antiques |
| Columns & Capitals | Stone, Brick & Masonry |
| Conservatories & Outbuildings | Timber Framing & Barns |
| Doors, Windows, Shutters & Hardware | Tools & Equipment |
| Elevators, Lifts & Dumbwaiters | Woodwork |
| Exterior Elements, Ornament & Finishes | Green Building Products & Services: |
| Flooring | Finishes, Paints & Sealants |
| Interior Ornament & Finishes | Flooring |
| Landscape, Streetscape & Garden Specialties | Lighting & Electrical |
| Lighting & Electrical | Mechanical Systems & Plumbing |
| Mantels, Fireplaces & Chimneys | Millwork |
| Metalwork | Roofing |
| Plumbing, Bath & Heating | Windows & Doors |
| Professional Services | Salvaged & Recycled Materials |
| Roofing & Roof Specialties | And: Traditional Building's directory of LEED Consultants & Architects |

APRIL Public Architecture & Landscapes/Streetscapes

Focusing on restorations, renovations, additions and new construction of public buildings, including courthouses, libraries, city halls & more. Plus: Landscape & Streetscape Specialties, a product report, book reviews and the Forum.

Product Report: Columns & Capitals: Guidelines for Specifying and Installing

Sourcelists:

| | |
|-------------------------------------|-----------------------------|
| Historical Products Showcase | Metal Windows |
| Bird Control | Natural Building Stone |
| Balustrades | Roofing Specialties |
| Columns & Capitals | Shutters & Shutter Hardware |
| Doors & Entryways | Slate Roofing |
| Exterior Lighting | Storms & Screens |
| Exterior Molded Ornament | Tile Roofing |
| Landscape & Streetscape Specialties | Window Hardware |
| Masonry Restoration & Cleaning | Wood Roofing & Thatch |
| Metal Roofing | Wood Windows |

JUNE Custom Services & Technology & Green Building Products & Services

Special section: Sustainability in the Built Environment. Plus: The 10th Annual Palladio Awards, a product report, book reviews and the Forum.

Product Report: Wood Windows: When to Save Them, When to Replace Them

Sourcelists:

| | |
|---|--|
| Historical Products Showcase | Plumbing, Bath & Heating |
| Custom: | Roofing & Roof Specialties |
| Artwork, Art Glass & Furnishings | Stone, Brick & Masonry |
| Columns & Capitals | Timber Framing & Barns |
| Conservatories & Outbuildings | Woodwork |
| Doors, Windows, Shutters & Hardware | Green Building Products & Services: |
| Exterior Elements, Ornament & Finishes | Finishes, Paints & Sealants |
| Flooring | Flooring |
| Interior Elements, Ornament & Finishes | Lighting & Electrical |
| Landscape, Streetscape & Garden Specialties | Mechanical Systems & Plumbing |
| Lighting & Electrical | Millwork |
| Mantels, Fireplaces & Chimneys | Roofing |
| Metalwork | Windows & Doors |
| | Salvaged & Recycled Materials |
| | And: Traditional Building's directory of LEED Consultants & Architects |

AUGUST Hospitality & Commercial Interiors

Hotels, theaters, restaurants and other similar buildings will be featured, focusing on restorations, renovations, additions and new construction in traditional styles. Plus: The Fourth Annual Clem Labine Award.

Product Report: Restoration Hardware: Finding the Right Products for Your Project

Sourcelists:

| | |
|------------------------------|----------------------------|
| Historical Products Showcase | Mantels & Fireplaces |
| Art Glass | Metal Stairs & Railings |
| Ceramic Tile | Murals & Mosaics |
| Decorative Painting | Non-Wood Flooring |
| Doors & Entryways | Ornamental Ceilings & Fans |
| Glass Domes | Registers & Grilles |
| Hardware | Venetian Plaster |
| Interior Lighting | Wood Flooring |
| Interior Molded Ornament | Wood Stairs & Railings |
| Interior Woodwork & Moldings | |

OCTOBER Institutional Architecture & Landscapes/Streetscapes

Featuring universities, schools, museums and other similar buildings, including restorations, renovations, additions and new construction in traditional styles. Also, a product report, book reviews and the Forum. Plus: Landscapes and Streetscapes.

Product Report: Metal Fencing: What to Look For, What to Avoid

Sourcelists:

| | |
|--------------------------------|---------------------------------|
| Historical Products Showcase | Landscapes/Streetscapes: |
| Architectural Sheet Metal | Benches & Street Furnishings |
| Balustrades | Bird Control |
| Columns & Capitals | Fences & Gates |
| Doors & Entryways | Fountains & Water Features |
| Exterior Lighting | Gazebos & Outbuildings |
| Exterior Molded Ornament | Landscape & Streetscape |
| Exterior Woodwork | Specialties |
| Gas Lighting | Pavers |
| Hardware | Planters & Urns |
| Masonry Restoration & Cleaning | Public Sculpture |
| Roofing & Roof Specialties | |
| Shutters | |
| Windows & Window Restoration | |

DECEMBER Religious Buildings

Churches, synagogues, temples and other religious buildings are the focus of this issue. Articles will feature renovations, restorations, additions and new construction in traditional styles. Plus: Book reviews, a product report and the Forum.

Product Report: Interior Lighting: How to Bring Historic Buildings Out of the Shadows

Sourcelists:

| | |
|--|---------------------------|
| Historical Products Showcase | Sculpture & Statuary |
| Art Glass | Slate Roofing |
| Columns & Capitals | Snow Guards |
| Decorative Painting | Specialty Brick & Mortar |
| Doors & Door Hardware | Steeple, Domes & Cupolas |
| Ecclesiastical Furnishings & Specialties | Stone & Terrazzo Flooring |
| Forged & Wrought Metalwork | Stone Carving |
| Gilding | Tile Roofing |
| Interior Lighting | Windows & Window Hardware |
| Metal Castings | Wood Carving |
| Metal Roofing | Wood Flooring |
| Murals & Mosaics | |

RATES & SIZES ISSUE DEADLINES

Chen Lohr's Traditional Building

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 |

*When you advertise a 1/6 page or larger you qualify for a FREE ad on the corresponding online edition of the magazine.

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 *Traditional Building* (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 *Traditional Building* (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 Traditional Building

| Issue | Ad Closing | Materials | Mail |
|---------------|------------|-----------|---------|
| February 2012 | 1/6/12 | 1/13/12 | 2/15/12 |
| April 2012 | 3/7/12 | 3/9/12 | 4/9/12 |
| June 2012 | 5/4/12 | 5/10/12 | 6/11/12 |
| August 2012 | 7/3/12 | 7/10/12 | 8/8/12 |
| October 2012 | 8/31/12 | 9/10/12 | 10/9/12 |
| December 2012 | 11/1/12 | 11/8/12 | 12/7/12 |

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.traditional-building.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.traditional-building.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 *Traditional Building* 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 Traditional Building 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 *Traditional Building*. 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 *Traditional Building* 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

Online Statistics

| Average Monthly | Traditional Building | Restore Media Network |
|------------------------|----------------------|-----------------------|
| Visitors | 209,288 | 375,089 |
| Page Views | 429,198 | 864,947 |
| Length of time on Site | 8 minutes | 7 minutes |

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

CONNECT TO RESTORE MEDIA'S DATABASE OF 350,000



SALES REPRESENTATIVES

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