Clem Labine's

Traditional Building

THE PROFESSIONAL'S RESOURCE FOR PUBLIC ARCHITECTURE

Based on subscriber research, 85% of Traditional Building readers use your magazine advertising to find your web site.

Survey Question/Answers	Percent of Readers	Graph
1. What is the first action you take when you want information from a Traditional Building magazine advertiser? (check only one)		
I go to the company web site.	83.67%	
I call the company directly.	4.08%	
I call the local distributor or representative.	2.04%	
I tear the advertisement out of the magazine and contact the company later.	6.12%	
I go online to the magazine web site and fill out the online reader service card.	2.04%	
I fill out the reader service card in the magazine and mail it in.	2.04%	
Other (please specify).	0%	
2. What is your firm's primary business? (check only one)		
Architect	40.82%	
Builder	8.16%	
Developer	2.04%	
Restoration/Renovator/Contractor	16.33%	
General Contractor	4.08%	
Sub-Contractor/Craftsperson	4.08%	
Facility Manager	4.08%	
Interior Design	0%	
Landscape Architect	2.04%	
Landscape Contractor	0%	
Government Employee	4.08%	
Other (please specify):	14.29%	
3. What is your firm's primary type of project? (check only one)		
Residential	44.90%	
Commercial/Institutional/Industrial	20.41%	
Both	34.69%	

RESTORE MEDIA, LLC

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

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