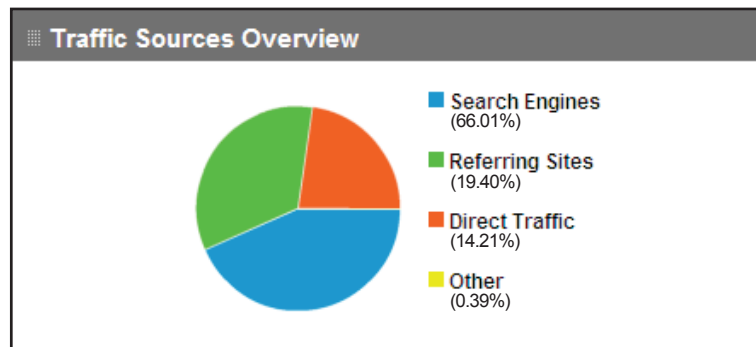


LogHome.com Audience Profile:

Visitors to **LogHome.com** are actively searching for information and resources to help them plan, build, restore, and decorate their primary or vacation log home. Last year, our audience of 800,000 unique visitors viewed more than 8 million pages of content on LogHome.com, making it the most visited site on the Internet for log home information.

LogHome.com is an informational and inspirational resource for people interested in building a log home. With a wealth of practical information, the web's most highly accessed directory listings of companies in the log home industry, showcase of custom log homes, and library of log home floor plans, **LogHome.com** is the most-visited log home website on the internet.

LogHome.com is featured in both editorial content and advertising space throughout the pages of Log Home Living and Country's Best Log Homes. Specific ads are run to promote individual sections of the website to best showcase the companies who make up the log home industry. Weekly e-newsletters, twice-monthly magazines, and extensive focus on search engine rankings - not to mention, presence at the largest series of Log and Timber Home Shows in North America make **LogHome.com** the premiere place for targeted, qualified log home enthusiasts than any other website.



*Source: Google Analytics

DEMOGRAPHICS

Age

18-34	24%
35-54	45%
55+	31%

Sex

Male	46%
Female	54%

Education Level**

College	45%
Grad School	17%
Other	39%

Household Income

Under \$30K	23%
\$30,000 - \$60,000	25%
\$60,000 - \$100,000	33%
\$100,000+	19%

**Source: Quantcast February 2011

* Compete.com Aug 2011

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