

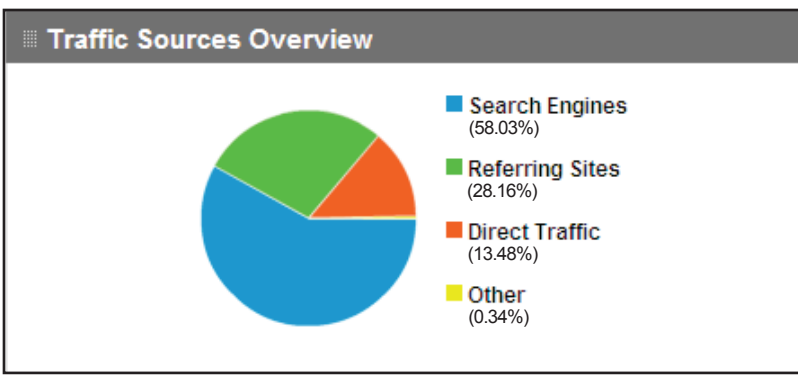


# AUDIENCE PROFILE

The **OldHouseOnline.com** audience is well educated in every sense—they know the ins and outs of old houses. They are eager to learn about the products and services that will help them restore and care for their cherished period homes. This audience craves the inspiration, how-to advice, photos, and products found on **OldHouseOnline.com**, and view the site as the essential research tool. Traditional products, period decor, and goods and services that help simplify the restoration and maintenance process do very well with this group.

Considered the “go-to-resource” by our audience, **OldHouseOnline.com** provides the tools necessary to research, plan, and complete period-perfect restoration projects. It is also the home of the Products & Services Directory, the most authoritative and comprehensive guide to suppliers of products and services for old homes and old-house style. **OldHouseOnline.com** also offers online webinar courses designed to inform and engage consumers hungry to learn more about restoring and caring for old houses.

Last year, this website grew 37% in traffic, more than 825,000 unique visitors have visited **OldHouseOnline.com** and viewed more than 3 million pages.



\*Source: Google Analytics

## DEMOGRAPHICS

<b>Age</b>	
Under 34	26%
35-54	45%
55+	29%
<b>Sex</b>	
Male	53%
Female	47%
<b>Education Level</b>	
College	46%
Grad School	19%
Other	35%
<b>Household Income</b>	
Under \$30K	18%
\$30,000 – \$60,000	27%
\$60,000 - \$100,000	32%
\$100,000+	23%

\*Source: Compete.com August 2011

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