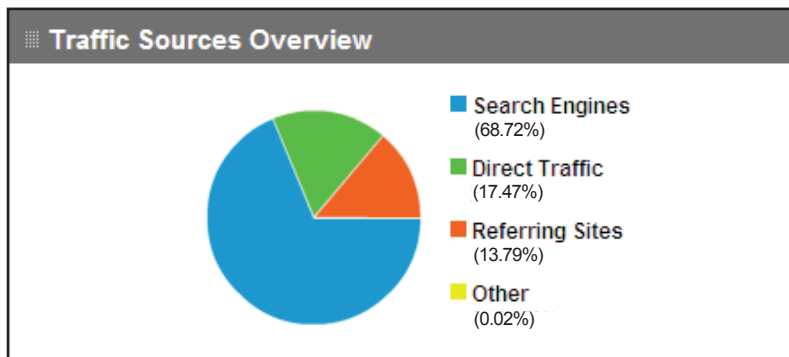


# Timber Home Living .COM AUDIENCE PROFILE

The **TimberHomeLiving.com** audience is highly educated, prosperous and interested in comfortable, energy-efficient living. They appreciate fine things: great food, good quality, authentic craftsmanship, and memorable experiences. They are ready to buy. These affluent consumers do their homework before making a purchase, but once they decide, they move quickly. This group logs onto **TimberHomeLiving.com** to research products and services before making final buying decisions.

**TimberHomeLiving.com** offers an archive of beautiful timber frame homes, hundreds of floor plans, decor tips, and directories of timber home companies and builders. In the past year, more than 150,000 unique visitors have visited **TimberHomeLiving.com** and viewed more than 1.3 million pages.

TimberHomeLiving.com is featured in both editorial content and advertising space throughout the pages of **Timber Home Living** magazine. Specific ads are run to promote individual sections of the website to best showcase the companies who make up the timber home industry. Bi-weekly e-newsletters, 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 **TimberHomeLiving.com** the premiere place for targeted, qualified timber home enthusiasts than any other timber website.



\*Source: Google Analytics

## DEMOGRAPHICS

### Age

Under 34	27%
35-49	40%
50+	33%

### Sex

Male	57%
Female	43%

### Education Level

College	47%
Grad School	15%
Other	39%

### Household Income

Under \$30K	29%
\$30,000 - \$60,000	26%
\$60,000 - \$100,000	25%
\$100,000+	20%

\*Source: Quantcast February 2011

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