



Old-House Magazines Brought To Life!

Our Audience Is Your Best Customer!

For more than three decades, old house restoration and renovation has been a cherished lifestyle for many. Today, this segment is enjoying recognition as a leader in the renewable and sustainable housing market. Old house restoration and renovation also represents a substantial percentage of the home building and decorating markets.

As serious renovators and independent baby-boomers continue to spend time and money on restoration projects, a whole new generation of 30-somethings is entering the market. Eager and energetic, these are the consumers who buy cottage Victorians and bungalows, ranches and Capes, with an eye toward restoration and improvement. These are our readers, your customers...meet them at Old-House Live!

The strength and reach of our nationally distributed publications – **Old-House Journal**, **Old-House Interiors**, **New Old House**, **Arts & Crafts Homes** and **Early Homes** – will bring these customers right to you at Old-House Live! Attendees are looking for restoration products, flooring, lighting, windows, doors, decorative hardware and more. Showcase your products and services to these passionate old-house enthusiasts.

Did you know...

- 95% of our audience are already homeowners
- Average renovation cost is \$98,300
- 55% of our audience is currently renovating/decorating

You will find well-educated, affluent, and eager customers at Old-House Live! Our exhibit hall is the BEST place to meet these customers face-to-face. **Added bonus: many come ready to buy, making Old-House Live! attendees your best prospects!**



Presented by
Old-House OLD-HOUSE
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