

# LOGHOME.COM



Your log home neighborhood

POWERED BY LOGHOME LIVING LOGHOME DESIGN

## [ ONLINE 2008 ]

### OVERVIEW

LogHome.com presents your product to engaged readers who are actively seeking the log home lifestyle. The website combines authoritative editorial and expert advice with floorplans and dealer/manufacturer directories offering insight and guidance to our audience, whether they are in the stage of planning, shopping, buying or maintaining a log home. LogHome.com is the online voice and the leading publisher in the log home market.

### ACTIVELY INTERESTED AUDIENCE

More than 135,000 leads generated for product manufacturers in 2006

Well over 100,000 visitors referred to partner web sites in 2006

More than 1,800 event postings (log home raisings, model home openings, seminars, workshops and home shows)

More than 800 builder/dealer listings

Well over 200 floorplans

More than 115 log home manufacturer listings

### DEMOGRAPHIC HIGHLIGHTS

Median Age: 45

Median Income: \$106,000

Male/Female: 50/50

Married: 70%

57% own land; 35% plan to build within 36 months

Building budget of \$200,000 - \$400,000 (excluding land)

Plan to build a home of approximately 2500 to 3,000 sq ft.

59% use the internet frequently for their log home research

90% are active online shoppers

Source: 2007 Home Buyer Publications Online User Survey

Home Buyer Publications  
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