

MidCentury Style



Mid-Century is mod cool!

In 2005, what is now Mid-Century Style Magazine began as a “Meanwhile Back at the Ranch” a houseblog chronicling our adventures in renovating a 1950’s blonde brick ranch. We tried to pull information together for the rest of the Mid-Century fanatics out there.

As time marched along this blog morphed into it’s current state as a magazine about all things Mid-Century with an emphasis on preservation and recreation of lost styles and passions from the 1950’s and 1960’s. We try to bring you current events on preservation of commercial as well as residential buildings in danger and we hope to educate people on preserving and not destroying your homes historical value.

We’ve recently launched “Mid-Century Motels” www.midcenturymotels.com as well as bringing you articles and reviews about retro travel.

Regular contributors:

Jim Hinckley - award winning author and photographer who has served as America’s travel guide to the back roads of Route 66.

Ted Cleary - His firm Studio Cleary Landscape Architecture focuses primarily on landscape projects for single-family homes.

and more:

<http://www.midcenturystyle.net/index.php/contributing-writers/>

Statistics for www.midcenturystyle.net

Average Monthly Visitors: 31,000
Average Monthly Page Views: 77,000
Facebook group: 2274 members
Flickr group: 2,107 members
Twitter Followers: 1227
Twitter: [midcenturystyle](https://twitter.com/midcenturystyle)
Facebook:
www.facebook.com/MidCenturyStyle
Pinterest:
www.pinterest.com/midcenturymag

Demographics on website:

Top 5 States (in order of traffic):
California, Louisiana, Colorado, Texas, and Illinois

75% US Traffic, the top 5 countries after that are Australia, Canada, United Kingdom, Germany and the Netherlands

Men 35% Women 62%

Gender and Age - Graphical

