

# RENOVATOR'S



MEDIA KIT 2006

Manufacturer and Supplier of Quality Items for Your Home



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- **WHAT IS THE RENOVATOR'S SUPPLY CATALOG?**

- **WHY ADVERTISE IN THE "ARMCHAIR SHOPPING" SECTION?**

- **WHO GETS THIS CATALOG AND WHY ARE THEY A GREAT AUDIENCE?**

- **The Renovator's Supply catalog** is considered **the sourcebook** for people renovating, remodeling, or redecorating their homes. We pride ourselves on, and have built a reputation for offering hard-to-find period fixtures, hardware, and accessories. **For millions of Americans** any new construction or remodeling project starts in the pages of Renovator's catalog. We **are** the ultimate source to find bathroom and kitchen fixtures – authentic reproductions of period bathtubs – fine bath accents – home, hearth, and exterior accessories – an extensive range of lighting choices – period and modern hardware, doorknobs, cabinet pulls, wall coverings, and more. In fact, we carry everything for remodeling and decorating – including the kitchen sink! **The majority of our products** are crafted in our Millers Falls, Massachusetts forge and foundry. Our customers are looking for quality and value – and we have found that making our own products allows us to deliver both! We never skimp at Renovator's. Customers know that our doorknobs are solid brass – our exclusive Renovator's Supply Finish (RSF) will shine beautifully for years and our "hardware store" has the best selection and prices anywhere.

- **"Armchair Shopping" - Backed by over 24 years of proven results**

**For over twenty-three years** advertisers have been finding new customers through the Renovator's Supply catalog. Our advertising section at the center spread of each Renovator's book is called the **"Armchair Shopping"** section. **It is ideal for generating sales and leads** for architectural accents, period reproductions, artwork, furniture, and other home related products. When you advertise in this section, you are reaching an audience that's ready to shop. They already have remodeling and decorating on their minds. Many have already made a selection from our catalog – and now they are **ready to buy** further items and accessories from you!

- **COMPARE RENOVATOR'S AND TEST AGAINST TRADITIONAL MAGAZINES**

**Take a look at our buyer's profile page.** Aren't these the people you want to reach? Consider the advantage that our audience is made up of **proven mail order buyers**. It's easy to see that – dollar for dollar – you reach a better-targeted audience with Renovator's than with almost any magazine. **Isn't it worth testing an ad in the next Renovator's catalog?** We are quite confident you'll be pleased with your advertising presence here, and that having advertised here, you will put Renovator's Catalog on your regular media schedule. In these days of the shrinking media dollar, Renovator's catalog offers a unique, cost-effective opportunity to reach customers who are ready to buy! Find out more on our **profile page!**