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"ARMCHAIR SHOPPING" PRICING PHILOSOPHIES

When Renovator's first decided to offer catalog space to advertisers, it did so as a service to our customer base. Rates were established to cover the cost of paper and postage. This was a great deal for our advertisers and we received many compliments from our customers as well. Our advertisers were able to reach an audience of catalog buyers rather than previously only being able to reach readers by advertising in magazine publications. Advertising rates were also far lower for the same size audience than could be acquired in the magazine publishing trades. **Twenty-four years later,** our approach to catalog advertising remains unchanged! Our pricing structure delivers the most qualified BUYING AUDIENCE that can be found. This audience is a blend of not only our own loyal buying base, but also a carefully selected tapestry of highly active BUYERS from many national sources. You receive the benefit of reaching a massive audience of focused consumers ready to act on what they see.

Measured in CPM (cost per thousand), Renovator's current pricing levels reflect **average savings of 17 to 75% or more…**compared to current rates of national magazine advertising for similar circulation level. The exact savings you will realize will be determined by many factors including ad size, color choice, and frequency of issues. **The only true measure** that matters is your return on the investment of ad dollars you place with anybody. While no one can guarantee success, no one but Renovator's can give you access to our entire customer base of eager and interested buyers. We strongly believe that the quality of the audience you'll get will more than justify your investment in the ads you run. We encourage you to call us to discuss a test rate schedule so you can see for yourself…what our advertisers have come to believe over 24 years…**RENOVATOR'S WORKS!**

"THE RENOVATOR'S CATALOG" – 2006
PRELIMINARY SCHEDULE*

ISSUE	Tentative In-Home	Closing Date For Ads
#166	December 26, 2005	November 18, 2005
#168	March 1, 2006	January 17, 2006
#169	April 30, 2006	March 20, 2006
#170	June 29, 2006	May 17, 2006
#171	August 28, 2006	July 17, 2006
#172	October 27, 2006	September 14, 2006

*Due to the unique marketing aspects of our catalog dates shown are subject to change.

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