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Grey House Publishing announces the 2016 Edition of *The Directory of Mail Order Catalogs*

Grey House Publishing is proud to announce the publication of the 2016 edition of *The Directory of Mail Order Catalogs*. This thirtieth edition of *The Directory of Mail Order Catalogs* represents Grey House Publishing's longest-running annual reference directory. Despite ongoing challenges for the mail order catalog industry, this 2016 edition proves the formidable success of print catalogs, with 750 new print catalogs, several new catalog categories, and more company details than the last edition.

The Directory of Mail Order Catalogs is divided into two distinct directories. Section One, **Consumer Catalogs**, includes 6,512 catalogs directed at consumers, arranged in 44 major chapters, including: Arts & Graphic Arts, Clothing, Collectibles, Consumer Electronics, Educational Products, Food & Beverage, Hobbies, Kitchenware, Science, Sporting Goods, Travel & Leisure, and more. These 44 chapters are further defined into 221 subcategories.

Section Two, **Business to Business Catalogs**, is aimed at the business buyer, listing 2,760 catalogs in 39 major chapters, including: Agriculture, Building Supplies, Business Information, Disability Products, Fire Protection, Healthcare, Heating & Cooling, Office Products, Packaging, Printing, Work Apparel & Uniforms, and more. Just like the Consumer Catalog section, these 39 chapters are also further defined into subcategories.

The two sections are separated by a colorful divider for easy reference, and the Table of Contents is a helpful guide to the directory's more than 1,000 pages. Many catalogs are included in more than one chapter, and five indexes allow users to easily save research time: **Consumer Product Index**, **Consumer Catalog & Company Index**, **Business Catalog & Company Index**, **Consumer Geographical Index**, and **Business Geographical Index**.

Each listing includes dozens of updated data points, from company size, sales figures, and the catalog's physical features to basic contact information, including 15,864 key executive names, 7,400 websites, 6,572 fax numbers, and 5,778 email addresses.

Online Database

All buyers of the 2016 print edition of *The Directory of Mail Order Catalogs* receive free access to Grey House's online database platform at <http://gold.greyhouse.com>. Subscribers have access to all of the business-building details provided in the print volume, but are able to search by geographic area, printing information, key contacts, sales volumes, employee size, keyword, and so much more, making research time quick and easy. Additionally, subscribers can download contact sheets to create their own mailing list of sales leads. Visit the site or call 800-562-2139 to set up a free demo of the online database.

The Directory of Mail Order Catalogs is the largest and most comprehensive resource covering this billion-dollar industry. As the standard in its field, this important resource is a useful tool for entrepreneurs searching for catalogs to pick up their product, vendors looking to expand their customer base in the catalog industry, market researchers, small businesses investigating new supply vendors, and library patrons exploring the available catalogs in their areas of interest.

The Directory of Mail Order Catalogs, 2016

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