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**Grey House Publishing announces the Twenty-first Edition of  
*The Directory of Mail Order Catalogs***

Grey House Publishing is proud to announce the publication of the Twenty-first Edition of *The Directory of Mail Order Catalogs*, the company's longest-running annual reference directory. This resource is the most comprehensive directory of the consumer mail order catalog industry, offering valuable, current, and detailed information to both consumers and businesses.

Despite the ubiquitous nature of the internet and the rise in internet-only sales and specials among online retailers, the Direct Mail Association (DMA) has reported that catalog distribution has risen by nearly 3 billion from 2002 to 2005 and shows no sign of slowing down. In light of the continued strength of the catalog industry, we are pleased to bring you an updated and expanded *Directory of Mail Order Catalogs* for 2007.

As always, this new edition contains both updated and new listings in 82 categories, with a total of just over 15,000 catalogs included. Listings cover both basic contact information and important company data, such as company size, annual sales, frequency of catalog mailings, and much more.

The largest change in the 2007 *Directory of Mail Order Catalogs* is the inclusion of the listings from our *Directory of Business to Business Catalogs*, thereby making this edition the most comprehensive compendium of mail order catalogs we've ever produced. Consumer catalogs are divided into 43 sections, including: Animals, Collectibles, Food & Beverage, Home Furnishings, Music, Sporting Goods, and Tools and Machinery. Business catalogs are divided into 39 sections, including: Agriculture, Automotive, Building Supplies, Disability Products, Heating &

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Cooling, Office Products, Packaging, Restaurants, and Work Apparel & Uniforms. The listings in each major section are clearly divided into subsections covering topics such as: Pet Accessories & Gifts, Comic Books, Ethnic & International Foods, Instruments & Accessories, Baseball, Skiing & Snowboarding, Chemicals & Pest Control, Car Care, Flooring & Paneling, Lifts, Ramps & Elevators, Pumps & Compressors, Stationery & Forms, and many more.

We've also included two articles relevant to the mail order industry:

- ✓ *Cuddling Up to Comailing* addresses the practice of bundling catalogs into a single mailing as a way for catalog companies to save on postage
- ✓ *Finding Money in the Mail* discusses the use of postal logistics by catalog companies in order to make their catalog distribution more efficient and effective.

This brand new edition also includes three indices, two of which apply to the entire content of the book and one that applies just to the consumer catalog section. The Catalog & Company Name Index is an alphabetical listing of all catalogs and catalog companies contained in the volume. The Geographical Index organizes all of the listings by state. The third and final index, the Product Index, contains more specific categories for the consumer catalog listings, in order to make it even easier to pinpoint the exact product for which the user is looking.

For even easier access to information, *The Directory of Mail Order Catalogs* is also available as an Online Database. Subscribers to the Online Database will have immediate access to the detailed listings of mail order catalogs contained in the print directory, with important updates all year long. With *The Directory of Mail Order Catalogs—Online Database*, users will be able to conduct in-depth searches of the database to pinpoint companies that meet their search criteria—with hotlinks to the listee's web sites and email addresses. Finding catalog companies and mail order products has never been easier, and now it's only a click away. Visit [www.greyhouse.com](http://www.greyhouse.com) for a free search through the Online Database or call (800) 562-2139 x. 118 for more information.

With the significant updates and expansions detailed above, we are confident that *The Directory of Mail Order Catalogs* will continue to be considered “the bible of the mail order industry.” Already a staple in the collections of public libraries and a much-used tool on the desks of marketing executives across the country, the expanded 2007 edition is sure to be referred to again and again.

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*The Directory of Mail Order Catalogs*

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Mail Order Online Database (annual subscription)                      \$495.00

Business to Business Online Database (annual subscription) \$325.00

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