

Imprints
Grey House Publishing
Sedgwick Press
Universal Reference Publications



185 Millerton Road
P.O. Box 860
Millerton, NY 12546

518-789-8700
800-562-2139
Fax: 518-789-0556
E-mail: books@greyhouse.com
www.greyhouse.com

For Immediate Release

January 2, 2008

Contact: Jessica Moody, VP Marketing
Grey House Publishing
(800) 562-2139 x101
jmoody@greyhouse.com

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

“This is a godsend for those looking for information on any one of thousands of mail order catalogs published in the United States. Recommended for general reference collections of public libraries.”

-Reference Book Review

“The organization, scope and continuous updating and revision of this work ensures its place as a **standard reference.**”

-ARBA

Grey House Publishing is proud to announce the publication of the Twenty-Second 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 entire 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 2008.

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

Since the 2007 edition, *The Directory of Mail Order Catalogs* has been combined with its companion volume, *The Directory of Business to Business Catalogs*. Remaining true to our mission of this title – to not include online-only catalogs, some listings have been deleted. But our research uncovered hundreds of new catalog listings to offer just under 13,000 catalog companies in one easy-to-use volume.

- Section 1: Consumer Catalogs, covers over 9,000 consumer catalog companies in 44 different product chapters from Animals to Toys & Games.
- Section 2: Business to Business Catalogs, details 5,000 business catalogs with everything from computers to laboratory supplies, building, construction and much more.

As always, this new edition contains both updated and new listings in 82 categories, with a total of just over 15,000 catalogs included. These sections are clearly divided by a colorful card now making it easy to reference the table of contents. *The Catalog Index* and *Geographical Index* have been combined to include both the consumer and business sections.

The Product Category Index is still unique to the consumer catalog section, and enormously helpful in finding anything from Accordions to Zippers not to mention company data, such as company size, annual sales, frequency of catalog mailings, and much more.

Consumer catalogs are divided into 43 sections from Animal Accessories to Window Treatments. Business catalogs are divided into 39 sections including Agriculture, Automotive, Building Supplies, Disability Products, Heating & Cooling, Office Products, Packaging, Restaurants, and Work Apparel & Uniforms.

The listings in each chapter are clearly divided into subchapters 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 indexes, 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.

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For 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 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 2008 edition is sure to be referred to again and again.

The Directory of Mail Order Catalogs

Softcover ISBN 10: 1-59237-156-6 1,199 pages \$350.00/\$250.00 library price

Softcover ISBN 13: 978-1-59237-156-3

Mail Order Online Database (annual subscription) \$495.00

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

Editorial Director: Laura Mars-Proietti

Publisher: Leslie Mackenzie