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

Grey House Publishing is proud to announce the publication of the 2012 edition of *The Directory of Mail Order Catalogs*. This twenty-sixth 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 2012 edition, with more print catalogs and more company details than the last edition, is proof positive that print catalogs deliver.

According to **MultiChannel Merchant** "Great catalogs are no longer about selling products. They must go further to emotionally connect with readers; they must offer options that engage customers; they must allow customers complete control over when and how they shop."

MCM goes on to say that "Catalogs continue to be an important ingredient in the multi-channel mix . . . [so] don't get caught up in the sentiment that they won't be around forever and lose an opportunity to create a more powerful selling tool."

Encouraged by the increased effectiveness of print catalogs, and how they drive business to their online buying web sites, companies continue to develop new catalogs and improve existing ones, appealing not only to the consumer's softer side, but to their sensitive "green" side as well with alternative paper and inks, and smaller print runs.

Our research for this edition of *The Directory of Mail Order Catalogs* confirmed the strength of the print catalog industry. While remaining true to our mission of this title (no online-only catalogs) we added more than 100 additional print catalogs for this edition, most brand new and a few returning to print after an online-only attempt.

Directory Statistics

The Directory of Mail Order Catalogs is two distinct directories. **Section One, Consumer Catalogs**, includes 7,072 catalogs directed at consumers, arranged in 43 major chapters, from Animals to Travel & Leisure. These 43 chapters are further defined into 220 subcategories. **Section Two, Business Catalogs**,

is aimed at the business buyer, listing 3,791 catalogs in 39 major chapters, from Agriculture to Work Apparel.

These sections are divided by a colorful card for easy reference and the Table of Contents is a helpful guide to the directory's nearly 1,000 pages. Many catalogs are included in more than one chapter, and five indexes allow you to search by catalog name, company name, geographical location, and product.

Each listing includes dozens of important data points, from basic contact information – 15,743 key executive names, 7,534 fax numbers, 7,447 web sites and 5,393 e-mails – to more specific fields, including company size, sales and the catalog's physical features.

The Directory of Mail Order Catalogs has five indexes:

- **Consumer Catalog & Company Name Index:** An alphabetical listing of all consumer catalogs and catalog companies (in bold).
- **Business Catalog & Company Name Index:** An alphabetical listing of all business catalogs and catalog companies (in bold).
- **Consumer Geographical Index:** A listing of all consumer catalog companies by state.
- **Business Geographical Index:** A listing of all business catalog companies by state.
- **Consumer Product Index:** Includes consumer catalogs in over 1,000 major categories and more than 4,000 sub-categories.

Praise for previous editions:

“ . . . the overall amount of data have improved since the previous editions. . . This kind of directory not only provides specific information on hard-to-locate companies, but it is also a lot of fun to browse through. There is something for everyone. . . ”

American Reference Books Annual

For even easier access to data, *The Directory of Mail Order Catalogs* is available on our online database platform, <http://gold.greyhouse.com>. Subscribers have access to all of this business-building detail, and can search by geographic area, printing information, key contacts, sales volumes, employee size, keyword and so much more. Plus, subscribers can download contact sheets to create their own mailing list of sales leads.

The Directory of Mail Order Catalogs, 2012

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Online Database (annual subscription)

 Single User (Directory of Mail Order Catalogs): \$550.00

 Single User (Business to Business Catalogs): \$325.00

 Multiple Users & Library Access: Please Call for Quote

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