

The McGraw-Hill Cos. (New York) increased directory revenues 8.1% to \$86.5 million in 1998, with Sweet's Group, publisher of the *Sweet's Catalog* of construction equipment, accounting for \$84 million, an increase of 7.7%. McGraw-Hill's *World Aviation Directory* increased sales 25% to \$2.5 million in 1998.

The Polk Co. (Detroit), publisher of about 1,300 custom-published city directories, increased directory sales 2.8% to an estimated \$72 million in 1998. Polk attributed the growth to increased sales in the directories that are marketed to cities and regions in the upper Midwest and south-central U.S.

Phillips Business Information (Potomac, MD), which publishes directories on oil, gas and satellite transmission, increased its directory sales 8.3% to an estimated \$65 million in 1998, due in part to growth in single-copy sales of the directories, which are predominantly subscription-based.

Grey House Publishing Acquires Directory Of Venture Capital Funds

Grey House Publishing continued its aggressive acquisition strategy last month when it closed a deal to acquire the *International Directory of Venture Capital Funds* from Chicago-based Fitzroy Dearborn. Terms were not disclosed.

The directory, which has been published annually since 1996, presents proprietary information on more than 1,000 domestic and 700 international venture capital firms. The directory is a good fit with the Grey House (Lakeville, CT) stable of 20 directories that cover business, health and education, president Richard Gottlieb said.

Fitzroy Dearborn decided to sell the directory because it did not fit its publishing niche, which was primarily education-based, RDP learned.

Grey House will publish a new edition of the *International Directory of Venture Capital*

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Funds this fall and will feature expanded domestic and international coverage, with particular attention to the expansion of venture capital activity that has taken place on the Internet, Gottlieb said. The directory, which does not carry advertising, will be sold for \$175 and will eventually be available electronically, he said.

The acquisition comes on the heels of the April purchase by Grey House of Universal Reference Publications (RDP, May 1999) and the acquisition last September and October of three reference directories from The Gale Group (RDP, November 1998).

PCNA To Publish Delaware State Bar Directory As its 40th State Bar Directory

The Publishing Company of North America increased its legal directory offerings this month when it landed the publishing contract for the

Delaware State Bar Association membership directory. PCNA publishes bar association directories for 40 states.

The directory is scheduled for publication in the first quarter of 2000 and is valued at approximately \$70,000, chief operating officer William Wrigley said. Terms of the publishing agreement call for PCNA (Lake Helen, FL) to retain all advertising revenues as well as a percentage of the revenues from the sale of the directories, Wrigley said.

Separately, PCNA signed an agreement last month with FindLaw Inc. (www.findlaw.com) to use listings from its online directory of legal news and decisions. The information from the FindLaw site will be incorporated into PCNA's online legal information site *Attorneys Online*. The site is a division of PCNA and is designed to give PCNA an Internet presence for its legal



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