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Grey House Publishing announces the 2019 Edition of *The Directory of Mail Order Catalogs*

Grey House Publishing is proud to announce the publication of the 2019 edition of *The Directory of Mail Order Catalogs*. This thirty-third edition of *The Directory of Mail Order Catalogs* represents Grey House Publishing's longest-running annual reference directory. In this age of e-commerce, the **American Catalog Mailers Association** is so intent on proving that print catalogs are not dead, that their website offers a running list of articles discussing compelling reasons why print catalogs live on. With these reasons in mind, this edition of *Directory of Mail Order Catalogs* includes more than 213 new catalogs throughout the chapters. And we continue to remain true to our mission—no online-only catalogs.

The Directory of Mail Order Catalogs is divided into two distinct directories. Section One, **Consumer Catalogs**, includes 6,326 catalogs directed at consumers, arranged in 43 major chapters, including: Arts & Graphic Arts, Clothing, Collectibles, Consumer Electronics, Educational Products, Food & Beverage, Hobbies, Kitchenware, Science, Sporting Goods, Travel & Leisure, and more. These 43 chapters are further defined into 220 subcategories.

Section Two, **Business to Business Catalogs**, is aimed at the business buyer, listing 2,647 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 nearly 800 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 14,493 key executive names, 5,847 websites, 5,074 fax numbers, and 4,278 email addresses.

Online Database

Library buyers of the 2019 print edition of *The Directory of Mail Order Catalogs* receive one year of free online access. 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, 2019

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