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For Immediate Release

December 27, 2019

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Grey House Publishing Announces the 2020 Edition of *The Directory of Mail Order Catalogs*

Grey House Publishing is proud to announce the publication of the 2020 edition of *The Directory of Mail Order Catalogs*. This thirty-fourth 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 300 new catalogs throughout the chapters. And we continue to remain true to our mission—no online-only catalogs.

The Directory of Mail Order Catalogs has two distinct directories. Section One, Consumer Catalogs 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 catalogs in 39 major chapters, from Agriculture to Work Apparel.

These sections are separated by a colorful divider card for easy reference, and the Table of Contents is a helpful guide to the directory's listings. 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, updated data points, from basic contact information—12,400 key executive names, 5,182 fax numbers, 6,104 web sites and 4,465 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: Consumer catalogs and catalog companies.
- Business Catalog & Company: Business catalogs and catalog companies.
- Consumer Geographical Index: Consumer catalog companies by state.
- Business Geographical Index: Business catalog companies by state.
- Product Index: Catalogs in more than 5,000 product categories.

Free Online Access

Library buyers of the 2020 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, 2020

Publication Date: December 2019

Softcover | 740 Pages

ISBN: 978-1-64265-106-5

List Price: \$250.00

Editorial Director: Laura Mars

Publisher: Leslie Mackenzie