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

"The time the editors have put into developing and maintaining this title shows; this...directory is logically arranged and easy to navigate...The most impressive thing about the Directory is the sheer number of print catalogs it contains...The volume is recommended for public libraries and... academic libraries."

—Journal of Business & Finance Librarianship

Grey House Publishing is proud to announce the publication of the Twenty-Third 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 ongoing challenges for the print industry, analysts agree that the print catalog is here to stay. This combined reference tool is designed to more handily meet the needs of both consumers and business buyers. These sections are clearly divided by a colorful card for easy reference, and the table of contents is a helpful guide through the book.

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 nearly 15,000 catalog companies in one easy-to-use volume.

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- Section 1: Consumer Catalogs, covers consumer catalog companies in 42 different product chapters from Animals to Toys & Games to Window Treatments.
- Section 2: Business to Business Catalogs, details business catalogs, 39 sections offer catalogs with everything from Automotive to Computer Parts to 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.

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.

For easier access to information, *The Directory of Mail Order Catalogs* is also available on our Grey House OnLine Database platform (G.O.L.D.). Subscribers to G.O.L.D. 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 one click away. Visit <http://gold.greyhouse.com> for a free search through the Online Database or call (800) 562-2139 for more information.

With the significant updates 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 up-dated 2009 edition is sure to be referred to again and again.

The Directory of Mail Order Catalogs

Softcover ISBN 13: 978-1-59237-396-3 830 pages \$395.00/ \$250.00 library price

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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