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**Grey House Publishing announces the Twenty-Fifth 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 2011 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.

Since the 2007 edition, *The Directory of Mail Order Catalogs* has been combined with its companion volume, *The Directory of Business to Business Catalogs*. We have remained true to our mission of this title – no online-only catalogs. As a result, a small number of listings have been deleted from the last edition, but our research uncovered hundreds of new catalogs – for a total of 10,694.

Each listing includes dozens of important data points, from basic contact information – 14,719 key executive names, 7,545 fax numbers, 7,478 web sites and 5,321 e-mails – to more specific fields, including company size, sales and the catalog’s physical features.

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

- Section 1: Consumer Catalogs, covers 6,909 consumer catalog companies in 43 major product chapters from Animals to Toys & Games to Window Treatments.
- Section 2: Business to Business Catalogs, details 3,785 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 easy-to-use 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.

The Directory of Mail Order Catalogs has five indexes:

- Consumer Catalog & Company Name Index: An alphabetical listing of all consumer catalogs and catalog companies.
- Business Catalog & Company Name Index: An alphabetical listing of all business catalogs and catalog companies.
- 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.

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 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 or sales leads. As an added bonus, buyers of the 2011 edition get a free 30-day trial of the new online database. Finding catalog companies and mail order products has never been easier, and now it's only one click away. Visit <http://www.grehouse.com/> <http://gold.greyhouse.com> 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 updated 2011 edition is sure to be referred to again and again.

The Directory of Mail Order Catalogs, 2011

Softcover ISBN 13: 978-1-59237-584-4 900 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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