

# The Directory of Mail Order Catalogs

## The Directory of Business to Business Catalogs

### Mailing List & Database Information

Grey House Publishing's annually updated database of the Catalog Industry includes over 8,500 companies that mail Consumer or Business-to-Business catalogs. This database also contains executive contact names, printing information, product lines, mailing list sizes, sales volumes – and more.

Size of List (Total Number of Catalog Companies)	8,510
Directory of Mail Order Catalogs	6,324
Directory of Business to Business Catalogs	3,474

#### Pricing

Base Price:	\$150/M
Minimum:	\$450.00 plus delivery
Source:	Directory Files
Updates:	Continuous

#### Executives

President	7,186
Chairman	662
CFO	1,597
Marketing Manager	2,632
Production Manager	1,125
Fulfillment	228

#### Delivery Options

PS Labels	\$10/M
Diskette, Email, or FTP	\$50/F

#### Selection Charges

Sales Volume	\$8/M
Employee Size	\$8/M

#### Sales Volume Selections

Under \$500,000	882
\$500,000 - \$1,000,000	597
\$1,000,000 - \$3,000,000	1,065
\$3,000,000 - \$5,000,000	684
\$5,000,000 - \$10,000,000	718
\$10,000,000 - \$20,000,000	713
\$20,000,000 - \$50,000,000	558
\$50,000,000 - \$100,000,000	236
\$100,000,000 - \$500,000,000	145
\$500,000,000 - \$1,000,000,000	52
\$1,000,000,000+	121

#### Additional Data Fields\*

Additional Contacts	\$150/M each
Phone Numbers	\$ 30/M
Printing Information	\$15/M
Key Coding	\$5/M

\*Standard File Layout includes: company name, complete mailing address, product code, and (1) contact with title.

#### Additional Mailings

Each Additional	30% of original order
Unlimited mailings	\$300/M

Multiple User Licensing and Pricing available upon request.

#### Employee Size Selections

1 – 10	1,553
10 – 20	1,023
20 – 50	1,381
50 – 100	826
100 – 250	819
250 – 500	410
500 – 1000	253
Over 1000	293

#### Terms & Conditions

All names ordered are for one-time mailing usage only, unless ordering additional mailings. Lists can be used for one year from invoice date. Sample Mailing Piece and List Rental Agreement required for all orders. Prepayment is required. Please allow 3-5 working days for list fulfillment. Cancellations after mail date are fully due. Broker discounts available on base rate and selections with the exception of pressure sensitive labels.

To place an order or inquire about counts, please contact the List Manager at Grey House Publishing (800) 562-2139 x118

**Grey House Publishing ♦ 4919 Route 22 ♦ PO Box 56 ♦ Amenia, NY 12501**  
**(518) 789-8700 ♦ (800) 562-2139 ♦ FAX (518) 789-0556 ♦ gkvam@greyhouse.com ♦ www.greyhouse.com**

# CONSUMER & BUSINESS TO BUSINESS CATALOGS

DIRECTORY OF MAIL ORDER CATALOGS; DIRECTORY OF BUSINESS TO BUSINESS CATALOGS

<u>Counts by State</u>		<u>Business Product Selections</u>		<u>Consumer (Mail Order) Product Selections</u>	
Alabama	61	Agriculture	120	Animals and Animal Products	128
Alaska	11	Arts & Graphic Arts	63	Arts & Graphic Arts	127
Arizona	113	Audio Visual	63	Audio Visual Products	24
Arkansas	41	Automotive	197	Automotive Products	377
California	969	Aviation	57	Aviation Products	40
Colorado	138	Book Publishers	75	Baby Products	31
Connecticut	238	Building Supplies	296	Boating Products	94
Delaware	20	Business Information	91	Books	343
District of Columbia	18	Chemical Processing	38	Camping Products	35
Florida	335	Computers	119	Clothing	500
Georgia	162	Dental	20	Collectibles	188
Hawaii	13	Disability Products	24	Computers	184
Idaho	43	Electronics	68	Consumer Electronics	31
Illinois	503	Exhibits	51	Disability Products	45
Indiana	152	Fire Protection	39	Educational Products	178
Iowa	79	Furniture	37	Electronics	63
Kansas	84	Gifts	91	Environmental Products	26
Kentucky	75	Healthcare	68	Film, Video & Recordings	102
Louisiana	53	Heating & Cooling	329	Fishing & Hunting Products	145
Maine	86	Interior Textiles	132	Food & Beverage Products	493
Maryland	129	Laboratory	65	Garden & Lawn Products	439
Massachusetts	383	Landscaping	165	Gifts	339
Michigan	242	Law Enforcement	26	Handicrafts	573
Minnesota	241	Lighting	31	Health & Personal Care	260
Mississippi	18	Mailing Lists & Fulfillment	65	Hobbies	108
Missouri	158	Metalwork	65	Home Building and Repair	247
Montana	30	Models	7	Home Furnishings	444
Nebraska	83	Office Products	146	Jewelry	83
Nevada	36	Optical	48	Kitchenware	48
New Hampshire	90	Packaging	238	Motorcycles	50
New Jersey	379	Plastics	49	Music Products	58
New Mexico	34	Printing	91	Office Products	148
New York	773	Restaurants	91	Optical Products	19
North Carolina	171	Safety	144	Performing Arts Products	22
North Dakota	5	Sanitation	52	Photography Products	28
Ohio	417	Security	61	Scientific Products	49
Oklahoma	46	Telecommunications	32	Shoes	67
Oregon	172	Tools & Machinery	266	Sporting Goods	229
Pennsylvania	452	Work Apparel & Uniforms	71	Stationary & Forms	87
Rhode Island	44			Tobacco Products	19
South Carolina	66			Tools and Machinery	134
South Dakota	13			Toys & Games	86
Tennessee	111			Travel & Leisure Products	30
Texas	311				
Utah	54				
Vermont	115				
Virginia	168				
Washington	176				
West Virginia	18				
Wisconsin	342				
Wyoming	29				

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