

RECENT REVIEWS

The Grey House Directory of Special Issues

“This first edition identifies 1,833 magazines in 95 industry categories – “Amusement and Entertainment,” “Art and Antiques,” “Fishing Industry,” “Gifts,” “Internet,” “Shoes,” “Travel,” and “Water Supply,” to name a few. “Special issues” are generally published annually and can be factbooks, yearbooks, buyers’ guides, directories, reviews, forecasts, statistical reports, rankings, marketing studies, convention and trade show reports and membership rosters.

Within each category entries are arranged alphabetically by magazine name. Each entry offers the name of the magazine, address, phone and fax numbers and Web site and E-mail addresses if available. Key contacts, a brief description and a list of special issues follow...Information provided for the special issues includes name, frequency of publication and publication month. At the end of every chapter are entries for additional industry-specific magazines that do not have special issues. These listings include address, phone and fax numbers and Web site and E-mail addresses.

The volume has two indexes. The “Entry and Publisher Index” includes all 4,601 magazines with publishers in bold type and magazines with special issues identified with an asterisk. The subject index lists over 400 terms, from Accessories to Wood & Wood Products, to provide more access points to the entries.

This comprehensive new business reference, with information verified by research and phone interviews, will meet the needs of advertising agencies, career planning services, entrepreneurs, inventors, market researchers and public relations personnel, as well as business school students and faculty. Most library business collections will want to add it to their shelves.”

–Booklist

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