

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 more than 6,000 companies that use 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)	6,846
Directory of Mail Order Catalogs	5,437
Directory of Business to Business Catalogs	2,246

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

Executives

President	5,497
Chairman	534
CFO	1,106
Marketing Manager	1,715
Production Manager	736
Fulfillment	154
Buyers	374
International Manager	127

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	556
\$500,000 - \$1,000,000	400
\$1,000,000 - \$3,000,000	657
\$3,000,000 - \$5,000,000	481
\$5,000,000 - \$10,000,000	531
\$10,000,000 - \$20,000,000	537
\$20,000,000 - \$50,000,000	397
\$50,000,000 - \$100,000,000	112
\$100,000,000 - \$500,000,000	45
\$500,000,000 - \$1,000,000,000	25
\$1,000,000,000+	105

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 are available upon request.

Employee Size Selections

1 – 9	899
10 – 19	586
20 – 49	942
50 – 99	498
100 – 249	545
250 – 499	206
500 – 999	133
1000 & Over	269

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 are 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 are 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 at (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 ♦ nambery@greyhouse.com ♦ www.greyhouse.com

CONSUMER & BUSINESS TO BUSINESS CATALOGS

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

Counts by State

Alabama	64
Alaska	12
Arizona	132
Arkansas	46
California	1,159
Colorado	144
Connecticut	279
Delaware	20
District of Columbia	22
Florida	378
Georgia	165
Hawaii	15
Idaho	45
Illinois	527
Indiana	152
Iowa	85
Kansas	81
Kentucky	81
Louisiana	70
Maine	88
Maryland	154
Massachusetts	421
Michigan	284
Minnesota	227
Mississippi	19
Missouri	167
Montana	29
Nebraska	51
Nevada	40
New Hampshire	99
New Jersey	453
New Mexico	52
New York	968
North Carolina	175
North Dakota	6
Ohio	333
Oklahoma	54
Oregon	211
Pennsylvania	485
Rhode Island	56
South Carolina	72
South Dakota	18
Tennessee	115
Texas	333
Utah	54
Vermont	114
Virginia	188
Washington	204
West Virginia	23
Wisconsin	332
Wyoming	29

Business Product Selections

Agriculture	83
Arts & Graphic Arts	31
Audio Visual	32
Automotive	135
Aviation	40
Book Publishers	49
Building Supplies	201
Business Information	55
Chemical Processing	28
Computers	40
Dental	13
Disability Products	15
Electronics	35
Exhibits	39
Fire Protection	24
Furniture	29
Gifts	62
Healthcare	55
Heating & Cooling	223
Interior Textiles	49
Laboratory	34
Landscaping	132
Law Enforcement	15
Lighting	16
Mailing Lists & Fulfillment	27
Metalwork	49
Models	4
Office Products	81
Optical	30
Packaging	163
Plastics	35
Printing	55
Restaurants	59
Safety	101
Sanitation	46
Security	46
Telecommunications	14
Tools & Machinery	195
Work Apparel & Uniforms	59

Consumer (Mail Order) Product Selections

Animals and Animal Products	136
Arts & Graphic Arts	86
Audio Visual Products	31
Automotive Products	316
Aviation Products	51
Baby Products	63
Boating Products	91
Books	377
Camping Products	34
Clothing	406
Collectibles	152
Computers	83
Consumer Electronics	19
Disability Products	48
Educational Products	155
Electronics	60
Environmental Products	20
Film, Video & Recordings	57
Fishing & Hunting Products	134
Food & Beverage Products	453
Garden & Lawn Products	380
Gifts	293
Handicrafts	484
Health & Personal Care	236
Hobbies	64
Home Building and Repair	198
Home Furnishings	291
Jewelry	72
Kitchenware	33
Motorcycles	41
Music Products	41
Office Products	94
Optical Products	22
Performing Arts Products	29
Photography Products	28
Scientific Products	54
Shoes	47
Sporting Goods	289
Stationery & Forms	83
Tobacco Products	24
Tools and Machinery	131
Toys & Games	84
Travel & Leisure Products	34

To place an order or inquire about counts, please contact the List Manager at Grey House Publishing at (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 ♦ nambery@greyhouse.com ♦ www.greyhouse.com