

Introduction

Welcome to *The National Directory of Catalogs*, your link to a \$400+ billion dollar marketplace. The U.S. catalog industry is made up of thousands of catalogs, some very large and some very small, with many in-between. This directory brings you an extensive collection of the finest catalogs in the U.S. and Canada.

While the exact size of the catalog industry is impossible to pinpoint, we do know that catalog marketing is growing. The annual compounded growth rate for catalog sales between 2001-2006, was 5.95%, according to the American Catalog Mailers Association (ACMA). That is 25% more than brick and mortar retail stores that had a growth rate of 4.08% for the same period. This growth is expected to continue in the future, thanks to baby boomer marketing trends. Research shows that baby boomers (45+ years of age) are the most active catalog buyers. The 25-44 age group ranks second, and the 18-24 age group ranks third.

There are approximately 20 billion catalogs mailed each year. Approximately 60% of the catalogs are consumer oriented (B2C), and 35% are business oriented (B2B), with 5% hybrid (B2B/B2C). It is estimated that 49% of all consumers buy from catalogs; 55% are Women, and 45% Men. The most popular catalog products are Apparel, Gifts, Books, Music, Video, Toys, Games, Electronics, Sporting Goods, Home Décor & Furniture, Gardening, Flowers, Food, and Pets.

Given the high cost of gasoline, the sluggish economy, and the struggling stores, the National Mail Order Association (NMOA) predicts that catalogs and other direct marketing channels will be the big winners in the coming years.

“The Multi-Channel Catalog Study,” by comScore Networks and sponsored by the U.S. Postal Service demonstrates that catalogs drive Internet sales and benefit retailers by enhancing business growth. The study revealed that 15% of consumers who receive a catalog and visit the cataloger’s Web site make an online purchase.

“These findings dispel the myth that catalogs do not play a critical role in a retailer's promotional plan. Clearly, the study results reinforce the continued importance of print Direct Mail and reveal a significant marketing opportunity for online sales growth for any retailer,” said Anita Bizzotto, chief marketing officer and senior vice president, U.S. Postal Service.

“The bottom line,” said Linda Abraham, executive vice president of comScore Networks, “is that a retailer using a catalog to generate online sales can double its chances of making that sale by mailing the catalog.”

John Schulte, President
National Mail Order Association (NMOA)
www.nmoa.org
Email: schulte@nmoa.org • Tel: 612-788-1673
American Catalog Mailers Association (ACMA)
www.catalogmailers.org

Preface

We are proud to present the 18th edition of *The National Directory of Catalogs*, containing 12,330 consumer and business-to-business catalogs, compared to 12,136 catalogs last year. There are 8,675 catalogs that appear both in print and online; 1,574 print only catalogs, 1,868 online only catalogs, and over 741 catalogs new to this directory.

The top ten categories in the 2008 National Directory of Catalogs are:

Books	1,156	Gifts & Greeting Cards.....	358
Apparel & Accessories	819	Food & Food Preparation	332
Automotive	593	Religion	329
Education	528	Home: Furnishings & Entertainment.....	317
Gardening.....	422	Sports & Sporting Goods	312

The categories that showed the most growth in the past year are Film, Safety, Hardware, Photography, and Baby & Pregnancy.

Catalog listings include, where available, address/phone/fax/URL/and email of catalog companies; names of owner, president, marketing director; number and frequency of mailings; product line; print specifications, including trim size, page count, type of paper, binding, and color; name and address of printing company; list rental information, and name and address of list management company.

There are 9,680 company email addresses, 11,932 company Web sites, 1,602 catalogs that rent their customer lists, and 438 that accept advertising. To help readers find catalogs fast the contents are arranged alphabetically within 231 subject categories. Three different indexes afford targeted searches: Title/Company, Company/Title, and Company by State.

Catalogers may update their catalogs or list new ones by going to our Web site: **www.mediafinder.com**, where all of our data is available online by subscription. Information on our print directories may be found at **www.oxbridge.com**.

User's Guide

The sample listing below illustrates the type of information available in this directory. Not every listing contains all the fields of data possible. If you have any questions or suggestions please contact us at 800-955-0231 x 212, custserv@oxbridge.com, or www.mediafinder.com

1. Catalog company name, followed by catalog name

Apple Productions - Little Apple Catalog

2. Company address, phone, fax, e-mail, url

Address: 123 Central Ave., Sixth Floor, New York, NY 12345;
Tel (212) 555-0231 Fax (212) 555-6789 (800) 122-7753
E-Mail lac@appleproductions.com www.littleapples.com

8. The names of key staff

3. Catalog-specific information

Catalog Info: E-Mail tsmith@applecatalog.com

Personnel: Owner - Alice Kraft
President - Brad Upton
Production Dir. - Charles Prentiss
List Mgr. - Lucy Mason

9. Number mailed/year; frequency; cost, if any

4. General description of product line

Product Line: Fruit baskets and gourmet cheese

Distribution: 1,000,000; Bi-Monthly; \$3/copy

5. Target audience, year established, available formats

General Info: *Consumer*; Yr. est. 1996; Media: Online, Print

List Rental Info: Price: \$100/M Quantity: 525,000

10. Name and address of list management company, if applicable

List Management Co: Little Apple Lists, 456 Sunny Rd., Rye, NY 10580
Tel (914) 555-1234 Fax (914) 555-5678

6. Cost and quantity of list if applicable

Printing Specifications: 32pp; 8 X 10-1/2; Color-4; Web Offset; Saddle-Stitched; Coated

7. Number of pages and size of catalog; use of color; method of printing; type of binding; type of paper stock

Printing Co: Apple Press, PO Box 56897, Clifton, NJ 07015
Tel (973) 234-5678 Fax (973) 123-4567

11. Name and address of printing company

TABLE OF CONTENTS

Subject	Category Count	Page #
ACCOUNTING	(12)	3
ADVERTISING & MARKETING	(37)	3
AERONAUTICS/ASTRONAUTICS	(65)	5
AGRICULTURE & AGRICULTURAL SUPPLIES	(63)	8
ANIMALS & PETS	(102)	12
ANTHROPOLOGY	(2)	19
ANTIQUES & ART GOODS	(69)	19
APPAREL & ACCESSORIES	(819)	23
APPLIANCES	(35)	75
ARCHITECTURE	(38)	78
ART & SCULPTURE	(220)	80
ASTROLOGY	(7)	93
ASTRONOMY	(18)	93
AUDIO	(65)	94
AUTOMOTIVE	(593)	97
BABY & PREGNANCY	(55)	139
BAKING	(52)	142
BANKING & FINANCE	(12)	145
BARBER & BEAUTICIAN	(30)	146
BASEBALL & SOFTBALL	(28)	148
BASKETBALL	(10)	149
BEVERAGES/BREWING	(110)	150
BIOCHEMISTRY	(20)	157
BIOLOGY	(48)	159
BLIND	(15)	162
BOATS & BOATING	(125)	163
BOOKS & BOOK TRADE	(1156)	171
BRIDAL	(69)	260
BROADCASTING	(21)	264
BUSINESS & INDUSTRY	(19)	266
CATS	(10)	267
CHAMBER OF COMMERCE	(1)	267
CHEMISTRY & CHEMICALS	(33)	267
CHILDREN	(136)	269
CLUBS & ASSOCIATIONS	(5)	274
COLLECTIBLES	(142)	274
COLLEGE GENERAL	(16)	282
COMICS	(18)	282
COMPUTERS & AUTOMATION	(227)	283
CONFECTIONERY	(189)	296
CONSTRUCTION & BUILDING	(124)	307
CONSUMER INTERESTS	(4)	314
COSMETICS/PERFUME	(110)	315
CRAFTS	(227)	321
CREDIT/CREDIT BUREAUS & CREDIT UNIONS	(1)	334
CROSSWORD & OTHER PUZZLES	(9)	334
CYCLING - BICYCLE & MOTOR	(92)	335
DAIRY	(24)	340
DANCE	(37)	342
DEAF	(6)	344
DENTISTRY	(29)	344
DEPARTMENT STORE & RETAIL	(102)	346
DIRECT MARKETING	(50)	353
DISABILITY	(94)	357
DOGS	(38)	362
DRUGS & PHARMACEUTICALS	(21)	365
ECONOMICS	(14)	366
EDUCATION	(528)	366
ELECTRIC & ELECTRONIC EQUIPMENT	(194)	399
EMPLOYMENT	(11)	411
ENERGY	(25)	412
ENGINEERING	(32)	413

Subject	Category Count	Page #
ENGINEERING/CHEMICAL	(12).....	415
ENGINEERING/CIVIL	(5).....	416
ENGINEERING/ELECTRICAL	(7).....	416
ENGINEERING/MECHANICAL	(11).....	416
ENTERTAINMENT	(46).....	417
ENTOMOLOGY	(6).....	420
ENVIRONMENT & ECOLOGY	(47).....	420
ETHNIC	(115).....	422
FAMILY	(17).....	427
FAN/CELEBRITY PUBLICATIONS	(2).....	428
FEED, GRAIN & MILLING	(1).....	428
FILM	(114).....	428
FIRE PROTECTION	(53).....	435
FISH & FISHERIES	(24).....	439
FLAGS & EMBLEMS	(28).....	440
FLORIST	(29).....	442
FOOD & FOOD PREPARATION	(332).....	444
FOOTBALL	(11).....	464
FORESTRY	(16).....	465
FUNERAL SERVICE	(34).....	466
FURNITURE	(199).....	468
GAMBLING	(7).....	480
GAMES & TOYS	(166).....	480
GARDENING & HORTICULTURE	(422).....	491
GAY & LESBIAN INTEREST	(13).....	521
GENEALOGY	(7).....	522
GENERAL INTEREST	(26).....	522
GENETICS	(4).....	524
GEOGRAPHY	(21).....	525
GEOLOGY	(4).....	526
GIFTS & GREETING CARDS	(358).....	526
GLASS/STONE & CLAY	(77).....	546
GOLF	(43).....	550
GOVERNMENT	(14).....	553
GUNS & FIREARMS	(44).....	554
HARDWARE	(180).....	556
HEALTH & FITNESS	(262).....	567
HEARING & SPEECH	(14).....	583
HEATING/PLUMBING/A.C./REFRIG.	(82).....	584
HISTORY	(50).....	590
HOBBIES	(95).....	591
HOME: FURNISHINGS, ENTERTAINMENT	(317).....	597
HORSES	(67).....	616
HOSPITALS & NURSING HOMES	(16).....	621
HOTEL INDUSTRY	(1).....	622
HUNTING & FISHING	(159).....	622
INDUSTRIAL DESIGN	(5).....	633
INDUSTRIAL RELATIONS/HUMAN RESOURCES	(45).....	633
INDUSTRIAL SUPPLIES & EQUIPMENT	(129).....	636
INSTRUMENTS: SCIENTIFIC, TECHNICAL	(99).....	644
INSURANCE	(7).....	651
INTERIOR DESIGN & DECORATION	(40).....	651
INTERNATIONAL AFFAIRS	(21).....	653
INTERNATIONAL TRADE	(5).....	654
INVESTMENT	(6).....	654
JEWELRY/CLOCKS & WATCHES	(198).....	655
LAUNDRY/CLEANING & DYEING	(8).....	667
LAW	(36).....	667
LAW ENFORCEMENT & PENOLOGY	(33).....	669
LEASING & RENTING	(2).....	671
LEATHER & LEATHER PRODUCTS	(40).....	671
LIBRARY & INFORMATION SCIENCE	(60).....	674
LIFESTYLE	(5).....	677
LIGHTING	(93).....	678

Subject	Category Count	Page #
LITERARY REVIEWS	(1).....	684
LITERATURE & LINGUISTICS	(28).....	684
LIVESTOCK	(18).....	685
LUMBER & WOOD	(100).....	686
MACHINERY	(82).....	692
MANAGEMENT	(15).....	697
MANUFACTURING	(244).....	698
MATHEMATICS	(8).....	713
MEAT & MEAT PROVISIONS	(47).....	713
MEDIA & COMMUNICATIONS	(10).....	717
MEDICINE	(122).....	717
MEETINGS & CONVENTIONS	(28).....	723
MEN	(21).....	725
METALS & METALWORKING	(73).....	726
METEOROLOGY	(10).....	729
MICROBIOLOGY	(1).....	730
MILITARY & NAVAL	(52).....	730
MINING & MINERALS	(3).....	733
MOBILE HOMES/RV	(7).....	733
MUSEUMS	(22).....	733
MUSIC & MUSIC TRADES	(298).....	735
MYSTERY & HORROR	(6).....	753
NATURAL HISTORY/WILDLIFE	(12).....	753
NEEDLEWORK/SEWING/KNITTING	(146).....	754
NEW AGE	(36).....	763
NEWSPAPER INDUSTRY	(5).....	765
NUMISMATICS	(30).....	766
NURSING	(14).....	767
NUTRITION	(35).....	768
OFFICE ADMINISTRATION & EQUIPMENT	(257).....	770
OPTICS & SIGHT	(50).....	787
ORNITHOLOGY	(22).....	790
OUTDOORS	(139).....	791
PACKAGING	(70).....	798
PAINT	(10).....	803
PAPER & PAPER PRODUCTS	(39).....	803
PARKS & RECREATION AREAS	(30).....	805
PERIODICAL INDUSTRY	(45).....	807
PETROLEUM & NATURAL GAS	(10).....	810
PHILANTHROPY & FUND RAISING	(27).....	810
PHILATELY & POSTAL AFFAIRS	(32).....	812
PHILOSOPHY	(15).....	814
PHOTOGRAPHY	(102).....	814
PHYSICS	(4).....	821
PLASTICS	(50).....	821
POETRY & CREATIVE WRITING	(4).....	824
POLITICAL SCIENCE & POLITICS	(25).....	824
POOLS & SPAS	(22).....	825
POULTRY & POULTRY PRODUCTS	(10).....	827
PREMIUMS & INCENTIVES	(186).....	828
PRINTING/GRAPHIC ARTS	(121).....	840
PRODUCE	(85).....	846
PSYCHIATRY	(8).....	852
PSYCHOLOGY	(49).....	853
RAILROADS	(14).....	855
REAL ESTATE	(14).....	856
REGIONAL INTEREST	(13).....	857
RELIGION & THEOLOGY	(329).....	858
RESTAURANTS & CATERING	(52).....	874
RUBBER	(14).....	878
SAFETY	(154).....	879
SALESMANSHIP & SELLING	(15).....	889
SANITATION	(38).....	890
SCHOOL ADMINISTRATION	(6).....	892

Subject	Category Count	Page #
SCIENCE	(96).....	892
SCIENCE FICTION & FANTASY	(9).....	897
SECURITY & SURVEILLANCE	(38).....	897
SENIOR CITIZENS	(19).....	900
SEX	(23).....	901
SHIPS & SHIPPING	(11).....	902
SNOW & ICE SPORTS	(44).....	902
SOCIAL SERVICES & WELFARE	(11).....	905
SOCIOLOGY	(14).....	906
SOUND ENGINEERING	(5).....	906
SPORTS & SPORTING GOODS	(312)	907
SURVIVAL/WEAPONS	(9).....	925
TAXES	(9).....	925
TELECOMMUNICATIONS	(33).....	926
TELEVISION & VIDEO	(129)	928
TENNIS & RACQUET SPORTS	(20).....	934
TEXTILES	(25).....	935
THEATER	(41).....	937
TOBACCO	(20).....	939
TRACK & FIELD/RUNNING	(6).....	940
TRAFFIC & TRANSPORTATION	(10).....	941
TRAVEL	(170)	941
TRUCKING	(1).....	952
U.S. (& CANADIAN) FED. GOVT.	(10).....	952
VETERINARY	(37).....	953
WAREHOUSING & DISTRIBUTION	(18).....	955
WATER SUPPLY, POWER & WASTE	(26).....	956
WELDING	(13).....	958
WOMEN	(48).....	959
YOUTH	(16).....	960
ZOOLOGY	(1).....	961

Index	Page #
INDEX TO COMPANIES BY STATE	963
COMPANY/TITLE INDEX	1085
TITLE/COMPANY INDEX	1161

Catalogs by Primary Product Line

- Catalogs arranged in sections by primary product line featured in catalog, each section in alphabetical order.

APPAREL & ACCESSORIES

Ashro® Lifestyle - Ashro® Lifestyle Black History

Address: 2748 Wisconsin Ave., Downers Grove, IL 60515 (866) 274-7646
Fax (630) 852-3133 www.ashro.com Parent Co.-Swiss Colony®, The

Product Line: Features African design influence and contemporary style apparel geared towards African-American women.

Distribution: Annually

General Info: *Consumer*; Media: Online, Print

Printing Specifications: 64pp.; Trim Size-7½ x 10½; Color-4; Saddle-stitched; Coated

Aspen Luggage Company - Aspen Luggage Company

Address: 555 E. Durant Ave., Aspen, CO 81611 Tel (970) 925-9368 (800) 326-5156 Fax (970) 544-8437 E-Mail info@aspennluggage.com www.aspennluggage.com

Personnel:

Pres. — Galen Bright

Product Line: Premium quality nylon luggage, duffel bags, ski bags, rolling duffels, suitcases, backpacks, and handbags. Corporate imprint program available.

Distribution: Semi-annually

General Info: *Consumer*; Media: Online, Print

Printing Specifications: 12pp.; Trim Size-8½ x 11; Color-4; Saddle-stitched; Coated

Athleta - Athleta

Address: 1450 Technology Ln., Ste. 150, Petaluma, CA 94954 (888) 322-5515 Fax (888) 806-4499 www.athleta.com

Product Line: Women's sports apparel for runners, cyclists, climbers, skiers, trekkers, yogis, and adventure seekers.

Distribution: Quarterly

General Info: *Consumer*; Media: Online, Print

List Rental Info: Inquire for rates

Printing Specifications: 71pp.; Trim Size-8 x 10½; Color-4; Saddle-stitched; Coated

Auditions® - Auditions® (season)

Address: 1251 First Ave., Ste. 115, Chippewa Falls, WI 54774 (800) 462-7739 Fax (800) 446-2329 www.auditionsshoes.com

Product Line: Features many different styles of women's shoes, slippers, and boots. Also has Softspots, Naturalizer, Player, Ros Rhommerson, tic-tac-toes, Hush Puppies, Clarks of England, Siamanto, Bailey, Woodstock, and other brands.

Distribution: Quarterly

General Info: *Consumer*; Media: Online, Print

Printing Specifications: 46pp.; Trim Size-7⅞ x 10½; Color-4; Saddle-stitched; Coated

Augsburg Fortress - Augsburg Fortress - Friar Tuck Tailored for Ministry

See: *RELIGION & THEOLOGY, Lutheran*

Augsburg Fortress - Augsburg Fortress Handcrafted Paraments and Vestments Catalog

See: *RELIGION & THEOLOGY, Lutheran*

Aussie Slippers - Aussie Slippers

Address: 25440 NW Dairy Creek Rd., North Plains, OR 97133 (800) 950-2668 Fax (610) 523-4651 E-Mail comfort@aussieslippers.com www.aussieslippers.com

Product Line: Features Australian shearling slippers and scuffs.

Distribution: 100,010; \$2/copy

General Info: *Consumer*; Yr. est. 1983; Media: Online

Printing Specifications: 20pp.; Trim Size-5½ x 8½; Color-4; Saddle-stitched; Coated

Austin Hall Boot Co. - Austin Hall Boot Co.

Address: 230 Chelsea St., El Paso, TX 79905 Tel (915) 771-6113 Fax (915) 771-6347 E-Mail austinhallboot@juno.com www.angelfire.com/tx2/austinhall/

Personnel:

Pres. — Diana Farmer

Product Line: Boots are made to measure with a choice of leather, toe, and heel styles. There are over 50 styles to choose from.

Distribution: 5,000; Annually

General Info: *Consumer*; Media: Print

Printing Specifications: 30pp.; Trim Size-5½ x 8½; No Color; Saddle-stitched; Coated

Australian Boot Co. - Australian Boot Co. Catalogue

Address: 2644 Yonge St., Toronto, ON M4P 2J5 Canada (877) 842-1126 E-Mail info@australianboot.com www.australianboot.com

Product Line: The world's best boots.

General Info: *Consumer*; Media: Online, Print

Printing Specifications: 47pp.; Trim Size-6 x 6; Color-4; Saddle-stitched; Coated

Australian Outback Collection - Australian Outback Collection

Address: 1090 East Georgia St., Vancouver, BC V6A 2A7 Canada Tel (604) 253-5654 (800) 267-2622 Fax (604) 253-5652 E-Mail orders@australianoutback.com www.australianoutback.com

Product Line: Western wear in the style of Australian ranchers.

Distribution: Annually; \$2/copy

General Info: *Consumer*; Media: Online, Print

Printing Specifications: 13pp.; Trim Size-8¼ x 10⅞; Color-4; Saddle-stitched; Coated

Australian Stock Saddle Co., The - Australian Stock Saddle Co. Catalogue, The

See: *HORSES*

Avedis Zildjian Co. - Zildjian® Basics Catalog

Address: 22 Longwater Dr., Norwell, MA 02061 Tel (781) 871-2200 (800) 229-1623 Fax (781) 871-3984 www.zildjian.com

Personnel:

Pres. — Craigie Zildjian

Product Line: Features shirts, hats, jackets & novelty items for casual and athletics with the Zildjian name or logo.

Distribution: Irregular

General Info: *Consumer*; Media: Online, Print

Printing Specifications: 6pp.; Trim Size-7½ x 11; Color-4; Saddle-stitched; Coated

Avedis Zildjian Co. - Zildjian® Price List and Product Index (year)

See: *MUSIC & MUSIC TRADES*

Avenue® - Avenue®

Address: One United Retail Plaza, Troy, OH 45373 Tel (800) 441-1362 (888) 283-6831 Fax (800) 360-2582 E-Mail avenue.customer.service@avenue.com www.avenue.com; **Catalog Info:** Tel (888) 319-4653 (800) 441-1362

Product Line: The latest fashions for women sizes 14 to 32.

Distribution: Quarterly

General Info: *Consumer*; Media: Online, Print

Avirex, Inc. - Avirex Aviator's Club

Address: 15 W. 39th St., New York, NY 10018 Tel (212) 575-1616 (800) 354-5514 Fax (212) 575-1636 E-Mail info@cockpitusa.com www.avirexaviator.com

Product Line: Men's jackets inspired by military aviators. Also has pins, badges, and cigarette lighters with military aviation designs.

Distribution: \$3/copy

General Info: *Consumer*; Media: Online, Print

List Rental Info: Inquire for rates

Aviva Design - Aviva Design

Address: 14 Pleasant Ct., Walnut Creek, CA 94597 Tel (925) 946-1566 (888) 701-1088 E-Mail sales@avivadesign.com www.avivadesign.com

Product Line: Customizable promotional apparel and merchandise for businesses.

General Info: *Business*; Media: Online

Avon Products, Inc. - Curves®

Address: 1261 Ave. of the Americas, New York, NY 10020 Tel (212) 282-7000 (800) 367-2866 E-Mail avon.websites@avon.com www.avontoday.com

Product Line: Shoes, socks, comfortable products by Curves.

General Info: *Consumer*; Media: Online, Print

B.A. Mason® - B.A. Mason®

Address: 1251 First Ave., Chippewa Falls, WI 54729 Tel (715) 723-1871 (800) 422-1000 Fax (800) 446-2329 E-Mail sales@wissotatrader.com www.bamason.com

Personnel:

Pres. — Daniel Hunt

Ed. — Tom Drehmel

Mktg. Dir. — Darren Schemenauer

Art Dir. — Greg Wallace

Product Line: Offers a full line of American made shoes for men and women, ranging from casual, dress, and sport shoes to a line of tough, durable work shoes, and boots. Includes sizes 4 to 17, widths AAAA to EEEEE.

Distribution: Quarterly

General Info: *Consumer*; Yr. est. 1904; Media: Online, Print

List Rental Info: Inquire for rates

Printing Specifications: 56pp.; Trim Size-7⅞ x 10½; Color-4; Web Offset; Saddle-stitched; Coated

Index To Companies By State

- Features catalog firms in each state, listed alphabetically, followed by Canadian catalog firms listed alphabetically by province.

Company/Title Index

- Features company name, title of catalog and page number.

Title/Company Index

- Features catalog title, company name and page number.