

RANK	Catalog	Recent 12-mth. housefile and month confirmed	Previous 12-mth. housefile and month confirmed	Percent growth	Average order value	Products	List Manager
1	Sur La Table	163,680 12/06	56,295 9/05	191	\$85	cookware	Mokrynski <i>direct</i>
2	Dog.com	139,829 9/06	51,031 5/05	174	\$115	pet supplies	List Locators & Managers
3	Knit Picks	73,502 6/06	27,347 6/05	169	\$60	crafts	Walter Karl
4	Cutter & Buck	70,938 1/07	30,555 1/06	132	\$147	men's apparel	Mokrynski <i>direct</i>
5	Kinsman Co.	27,090 12/06	12,695 9/05	113	\$83	gardening supplies	D-J Associates
6	Fannie May Confections	72,173 11/06	34,794 10/05	107	\$36	candy, chocolates	Millard Group
7	Leichtung Workshops	20,312 9/06	9,958 7/05	104	\$52	woodworking tools	Names & Addresses Millard Group
8	Orion Telescopes and Binoculars	33,445 7/06	16,849 7/05	99	\$175	telescopes	Millard Group
9	Time for Me	141,411 1/07	71,958 10/05	97	\$95	women's apparel	Mokrynski <i>direct</i>
10	Siegel Display Products	33,569 10/06	17,474 10/05	92	\$300	promotional display products	Direct Media
11	Smith & Hawken	140,722 11/06	74,971 10/05	88	\$125	gardening supplies	Belardi/Ostroy ALC
12	Redding Medical	13,689 12/06	7,642 8/05	79	\$95	nursing supplies	Fasano and Associates
13	Penn Herb Co. Ltd.	26,459 4/06	14,837 5/05	78	\$54	natural remedies	Walter Karl MidWest
14	Edwin Watts Golf	328,416 8/06	185,448 5/05	77	\$250	golf equipment	Venture Direct Worldwide
15	Staples	3,843,101 12/06	2,183,681 11/05	76	\$250	office products	Direct Media
16	Sporty's Men's Collection	12,926 1/07	7,368 5/05	75.4	N/A	men's recreational products	Millard Group
17	New England Business Service (NEBS)	1,114,626 12/06	636,766 9/05	75	\$120	office products	MeritDirect
18	Woolrich	102,928 12/06	59,073 12/05	74	\$105	outdoor apparel	Millard Group
19	BuyCostumes.com	436,543 9/06	253,446 10/05	72	\$54	costumes	AB Data Ltd.
20	The Barn Door	16,998 6/06	10,003 9/05	70	\$78	equestrian gifts	Mail Marketing



Sur La Table

This privately held merchant of cooking and kitchen products got its start in 1972 as a small retail store in Seattle's Pike Place Market. The first catalog was a black-and-white affair mailed to customers by request in 1988. Color photography was added in 1991.

In 1995, Sur La Table was bought by the Behnke family of Seattle. They soon opened a second store in Berkeley that year, and have expanded nationally

since. The company is now owned by a group of private investors, including Freeman Spogli and the Behnke family.

The company today operates more than 55 retail locations nationwide and annually mails 9 million catalogs. The company's Web site, launched in 1999, features store events, recipes, gift registries and culinary program information. A redesigned Web site was launched in 2006.

— Matt Griffin

#1

Rank	Catalog	Recent 12-mth. housefile and month confirmed	Previous 12-mth. housefile and month confirmed	Percent growth	Average order value	Products	List Manager
21	National Ropers Supply	38,889 12/06	23,393 8/05	66	\$128	equestrian supplies	Chilcutt Direct Marketing
22	Napastyle	103,010 10/06	62,658 8/05	64	\$150	food, home décor	Millard Group
23	Raceline Direct	36,042 10/06	22,393 10/05	61	\$70	NASCAR-related products	Millard Group
24	Bra Smyth	50,833 12/06	32,284 8/05	57.5	\$206	intimate apparel	Belardi/Ostroy ALC LLC
25	Griot's Garage	97,097 12/06	61,720 8/05	57.3	\$110	car detailing supplies	Mokrynski <i>direct</i>
26	4imprint	103,062 10/06	65,916 10/05	56.4	\$650	promotional products	MeritDirect
27	Paul Fredrick Menstyle	137,179 9/06	88,162 8/05	55.6	\$140	men's apparel	Millard Group
28	Gardeners Edge	26,769 1/07	17,284 8/05	54.9	\$90	gardening supplies	21st Century Marketing
29	Van Bourgondien Brothers	80,746 12/06	52,253 6/05	54.5	\$56	bulbs and perennials	RMI Direct Marketing
30	Beautiful Music Co.	112,945 1/07	73,304 11/05	54.1	\$20	music CDs, tapes	D-J Associates
31	United Vet Equine	25,364 10/06	16,495 8/05	53.8	\$100	equine supplies	List Locators & Managers
32	National Geographic Catalog	131,721 11/06	85,800 11/05	53.5	\$90	gifts and collectibles	Direct Media
33	Young Explorers	143,342 11/06	93,995 7/05	52.5	\$70	educational toys and games	Mokrynski <i>direct</i>
34	Fisher Price	234,328 12/06	154,607 10/05	51.6	N/A	toys	Millard Group
35	Valu-Bilt Tractor Parts	67,618 12/06	44,852 9/05	51	N/A	agricultural supplies	Midwest Direct Marketing
36	Posh Tots	12,633 8/06	8,481 9/05	48.97	\$450	children's furniture	Catalyst Direct Marketing
37	Waterfronts By Sportif	33,962 1/07	22,805 1/06	48.92	\$105	nautical apparel	Millard Group
38	Anthony Richards	590,914 12/06	397,099 11/05	48.8	\$57	women's apparel	Mokrynski <i>direct</i>
39	Yankee Candle	255,595 9/06	172,114 6/05	48.5	\$45	candles, gifts	Millard Group
40	J. Jill	808,750 12/06	546,924 10/05	47.9	\$150	women's apparel	Millard Group
41	Rejuvenation	15,963 7/06	10,798 7/05	47.8	\$300	period-authentic lighting, house parts	Millard Group

Gardeners Edge

In 1996, Piqua, Ohio-based B-to-B horticultural tools cataloger A.M. Leonard added a consumer catalog to its marketing efforts to increase revenue. Taking its name and catalog design from the original B-to-B A.M. Leonard title, the book had a hard time finding a niche among the serious gardeners it was trying to reach, says Beth Marshall,

marketing manager for A.M. Leonard.

In 2005, the consumer book was rebranded as Gardeners Edge. Marshall cites the redesign of the catalog, a new holiday catalog in 2005 and 2006, and housefile modeling using co-op database NextAction as the core strategies that led to strong housefile and sales growth over the past year. — MG



RANK	Catalog	Recent 12-mth. housefile and month confirmed	Previous 12-mth. housefile and month confirmed	Percent growth	Average order value	Products	List Manager
42	Mini Boden	110,335 10/06	74,836 9/05	47.4	\$180	apparel	Millard Group
43	Lilliput Motor Co.	10,000 9/06	6,800 10/05	47.1	\$225	nostalgic collectibles	Mokrynski <i>direct</i>
44	Wind & Weather	139,841 1/07	95,814 9/05	46	\$102	weather and garden products	Millard Group
45	Jos. A. Bank Clothiers	144,263 11/06	99,164 10/05	45.5	\$170	men's apparel	Mokrynski <i>direct</i>
46	Celebration Fantastic	30,292 4/06	20,900 7/05	45	\$120	celebration-theme gifts	ALC
47	Home Bistro	57,528 9/06	40,000 9/05	43.82	\$100	frozen gourmet meals	Millard Group
48	Haband	294,049 12/06	209,187 12/05	41	\$55	women's apparel	Mokrynski <i>direct</i>
49	Hammacher Schlemmer	564,635 1/07	403,744 11/05	39.9	\$135	high-tech gifts	Belardi/Ostroy ALC LLC
50	In the Company of Dogs	54,878 11/06	39,327 7/05	39.5	\$88	gifts for dogs and dog owners	Mokrynski <i>direct</i>
51	Pendleton	90,427 7/06	64,871 7/05	39.4	\$250	apparel	Mokrynski <i>direct</i>
52	Pfaltzgraff	250,096 10/06	182,412 11/05	37	\$60	dishes	Millard Group
53	Lehman's	85,674 12/06	63,079 7/05	35.8	\$65	vintage-style home and garden products	Millard Group
54	A Taste of Britain by Post	16,420 10/06	12,100 9/05	35.7	\$50	British-imported food	Evergreen Marketing
55	Whatever Works	60,792 11/06	45,027 3/06	35	\$62	home care, pest control products	Mokrynski <i>direct</i>
56	Avenue	98,097 7/06	72,800 9/05	34.8	\$75	plus-size women's apparel	Mokrynski <i>direct</i>
57	REI	1,240,608 12/06	922,477 10/05	34.5	\$96	outdoor sporting gear	Millard Group
58	Paper Wishes	57,084 10/06	42,593 10/05	34	\$50	scrapbook making supplies	Walter Karl MidWest
59	McMurray Hatchery	67,889 12/06	50,720 10/05	33.9	\$47	poultry-related goods for hobbyists	Chilcutt Direct Marketing
60	Swell	85,500 12/06	64,132 4/05	33.3	\$80	CDs, DVDs, surfing accessories	Mokrynski <i>direct</i>
61	SA-SO	13,936 10/06	10,510 10/05	32.6	N/A	traffic and building signs	Walter Karl
62	Back to Basics Toys	149,464 12/06	112,934 10/05	32.4	\$75	toys	Catalyst Direct Marketing

Yankee Candle

Yankee Candle Co. was founded in 1969 when 16-year-old Mike Kittredge made a candle for his mother that a neighbor asked to purchase. The company now manufactures more than 80 million candles a year.

The company's appeal is that it sells not just candles, but fragrances as well, says Dana Spring, general manager of the consum-

er direct business of the South Deerfield, Mass.-based Yankee Candle. And to bring that fragrance aspect to the fore, the company in 2005 added scented pages to its catalogs. Although 2005 was a test year for the endeavor, 2006 featured a massive roll-out of scented catalogs to Yankee Candle's housefile and prospects. — MG



#39

RANK	Catalog	Recent 12-mth. housefile and month confirmed	Previous 12-mth. housefile and month confirmed	Percent growth	Average order value	Products	List Manager
63	Anthropologie	218,939 11/06	166,203 8/05	31.7	\$195	apparel	Mokrynski <i>direct</i>
64	U.S. Cavalry	68,888 1/07	52,475 11/05	31.3	\$90	military-themed clothing and gear	Estee Marketing Group
65	Soft Surroundings	358,809 10/06	274,182 8/05	30.9	\$170	women's apparel and domestics	Mokrynski <i>direct</i>
66	Appleseed's	507,062 12/06	387,958 12/05	30.7	\$100	women's apparel	Millard Group
67	FAO Schwarz	80,890 12/06	62,917 12/05	28.57	\$150	toys	Estee Marketing Group
68	Backroads	61,286 10/06	47,688 7/05	28.52	\$1,250	bicycle tours	Chilcutt Direct Marketing
69	Clark's Register	19,488 1/07	15,177 10/05	28.4	\$225	men's apparel	Belardi/Ostroy ALC LLC
70	Regalia	65,205 12/06	51,293 06/05	27.1	\$92	women's plus-size apparel	Mokrynski <i>direct</i>
71	Virginia Born and Bred	17,938 10/06	14,181 10/05	26.5	\$124	Virginia heritage-themed gift baskets	Millard Group
72	Charles Tyrwhitt	65,058 10/06	51,551 9/05	26.2	\$180	men's apparel	Millard Group
73	Gevalia	247,913 1/07	196,545 12/05	26.1	\$60	coffee, gifts	Mal Dunn Associates
74	Soy Matters	62,313 7/06	49,497 7/05	25.89	\$90	soy products	Chilcutt Direct Marketing
75	Taylor Gifts	212,562 1/07	168,938 12/05	25.82	\$66	gifts, general merchandise	RMI Direct Marketing
76	Wine Enthusiast	120,151 7/06	95,534 8/05	25.8	\$275	wine gifts, home décor	Belardi/Ostroy ALC LLC
77	Crate & Barrel	621,000 12/06	500,000 12/05	24.2	\$90	home furnishings, housewares	Specialists
78	Nasco Farm & Ranch	60,882 11/06	49,089 9/05	24	\$75	dairy supplies	Millard Group
79	Rugs Direct	72,061 6/06	58,187 12/05	23.8	\$325	rugs	Mokrynski <i>direct</i>
80	Ulla Popken	64,421 10/06	52,051 8/05	23.7	\$100	women's apparel	Mokrynski <i>direct</i>
81	ComputerGear	29,604 7/06	24,075 7/05	22.97	\$64	computer gifts	Mokrynski <i>direct</i>
82	Alpenland International	28,143 12/06	22,895 9/05	22.92	\$75	gifts, collectibles	Direct Media



Back to Basics Toys

Husband and wife team Eric and Diane Garfinkel founded Back to Basics Toys in 1988 as an outgrowth of their hobby of collecting classic toys. They wanted their children to enjoy the same quality of play that they remembered. Since its inception, the Herndon, Va.-based toy catalog has helped keep classic playthings such as Tinker Toys, Lincoln Logs and Rock 'Em, Sock 'Em

Robots on the market.

Since 2003, Back to Basics Toys has been owned by educational products marketer Scholastic, which has maintained the catalog's commitment to enriching playtime. And it's that commitment that has driven growth in the past year, says Ken Moe, managing director at Back to Basics Toys.

— MG

#62

RANK	Catalog	Recent 12-mth. household and month confirmed	Previous 12-mth. household and month confirmed	Percent growth	Average order value	Products	List Manager
83	Wayside Gardens	110,531 1/07	90,030 11/05	22.77	\$90	flowers, trees, shrubs	Millard Group
84	Signals	417,617 8/06	340,225 9/05	22.75	\$90	gifts, home décor	Mokrynski <i>direct</i>
85	Aerosoles	106,960 12/06	87,272 11/05	22.6	\$100	footwear	Mokrynski <i>direct</i>
86	Promo Direct	26,328 7/06	21,583 5/05	21.985	\$300	promotional products	Walter Karl
87	The Tog Shop	230,151 10/06	188,677 8/05	21.981	\$95	women's apparel, accessories	Belardi/Ostroy ALC LLC
88	Schnees	12,778 11/06	10,490 10/05	21.8	\$175	footwear	Chilcutt Direct Marketing
89	Source Perrier Collection	23,670 9/06	19,457 9/05	21.7	\$180	home furnishings, décor	Mokrynski <i>direct</i>
90	Victorian Trading Co.	176,539 12/06	145,195 11/05	21.6	\$81	gifts, collectibles, home décor	Mokrynski <i>direct</i>
91	Cuddledown	70,243 1/07	57,821 11/05	21.5	\$230	bedding, sleepwear	Millard Group
92	Characters	18,522 11/06	15,290 9/05	21.1	\$65	gifts, collectibles	Direct Media
93	Smarthome	135,131 6/06	111,783 4/05	20.89	\$205	home automation products, gadgets	Walter Karl
94	HoneyBaked Ham	148,880 7/06	123,191 7/05	20.85	\$150	food	Estee Marketing Group
95	Barbie Collectibles	54,571 1/07	45,158 12/05	20.84	N/A	dolls, collectibles	Millard Group
96	Parking Zone	20,685 5/06	17,145 1/05	20.7	N/A	parking operations supplies	Walter Karl
97	Garnet Hill	435,362 1/07	361,809 12/05	20.3	\$170	bedding, home furnishings, apparel	Millard Group
98	Fingerhut	917,667 12/06	766,114 12/05	19.8	\$125	general merchandise	Adrea Rubin Management
99	Skymall	115,744 1/07	96,694 10/05	19.7	N/A	upscale general merchandise	Specialists
100	Collections Etc.	3,046,344 12/06	2,547,249 12/05	19.6	\$50	home furnishings, gifts	Adrea Rubin Management
101	Campmor	545,873 12/06	457,231 12/05	19.39	\$80	outdoor equipment, apparel	Chilcutt Direct Marketing
102	A.J. Prindle and Co.	38,712 8/06	32,434 9/05	19.36	\$85	auto accessories	Millard Group



Cuddledown

A family-owned business based in Portland, Maine, Cuddledown has manufactured and sold down comforters since the company's founding in 1973. Other bedding soon followed, and these days the catalog sells apparel, home furnishings and pet products in addition to its signature line of down products.

Growth in the past year has been from "more extensive matchbacks, leading to more opportunities to increase prospecting," says Cuddledown president Chris Bradley. "In the past, we did them periodically. Now, we have a better idea of where our customers are coming from and mail more efficiently to support that." — MG

RANK	Catalog	Recent 12-mth. housefile and month confirmed	Previous 12-mth. housefile and month confirmed	Percent growth	Average order value	Products	List Manager
103	TravelSmith	566,124 11/06	474,818 11/05	19.2	\$150	travel apparel, accessories	Belardi/Ostroy ALC LLC
104	Active Mailorder	166,637 9/06	139,958 8/05	19.1	\$90	skateboards, skate gear	ALC
105	U.S. Fund For UNICEF	64,571 12/06	54,271 12/05	19	\$45	cards, stationery, gifts	D-J Associates
106	Rod's Western Palace	56,299 1/07	47,361 2/06	18.9	\$92	western apparel	D-J Associates
107	Seeds of Change	48,131 10/06	40,625 10/05	18.5	\$40	flower, herb, vegetable seeds	D-J Associates
108	Park Seed	214,811 1/07	181,498 11/05	18.4	\$40	seeds, bulbs, potted plants	Millard Group
109	American Girl	1,017,266 12/06	860,323 11/05	18.2	\$100	books, toys, collectibles	Millard Group
110	Gurney's Seed & Nursery Co.	368,359 1/07	312,036 11/05	18.1	\$42	plants	ALC
111	Connecting Threads	80,675 6/06	68,349 6/05	18	\$50	quilting books, supplies	Walter Karl
112	Pierre Deux	17,769 9/06	15,074 10/05	17.88	\$145	home furnishings, décor	Mokrynski <i>direct</i>
113	Road Runner Sports	365,464 12/06	310,139 9/05	17.84	\$110	sports apparel, shoes	Millard Group
114	Deer Shack	48,944 12/06	41,546 9/05	17.81	\$60	deer hunting gifts, supplies	The Other List Co.
115	Bass Pro Shops	1,104,357 1/07	937,998 12/05	17.7	\$100	outdoor apparel, gear	Chilcutt Direct Marketing
116	Spilsbury	196,341 8/06	167,100 11/05	17.5	\$55	games, puzzles, gifts	Direct Media Consumer Div.
117	Spring Hill Nurseries	390,803 1/07	332,814 12/05	17.4	\$60	landscaping plants	ALC
118	Northwest River Supply	30,366 9/06	25,875 10/05	17.36	\$115	rafting equipment	Chilcutt Direct Marketing
119	Overton's	288,346 7/06	246,302 6/05	17.1	\$150	water sports equipment, apparel	List Services Corp.
120	Sierra Adventure Edge	46,541 11/06	39,807 8/05	16.9	\$115	sports gear, apparel	Belardi/Ostroy ALC LLC
121	Duluth Trading Co.	392,459 10/06	335,893 7/05	16.8	\$77	tools, apparel	Names & Addresses
122	Serenade Music	12,820 1/07	10,979 10/05	16.77	\$48	soul, gospel, jazz music	Direct Media.
123	Wall Street Creations	14,347 11/06	12,301 12/05	16.6	\$160	financial-themed gifts, collectibles	Direct Media



TravelSmith

No stranger to growth, this catalog of travel apparel and accessories has been on the Catalog Success 200 four times previously — each year we've published it. TravelSmith is one of the catalogs that makes up Cornerstone Brands, which was purchased by IAC/InterActiveCorp in early 2005. In February 2006, the Novato, Calif.-based company launched IOS, or Individual Original Style, a women's apparel catalog and Web site.

The catalog's emphasis always has been on wrinkle-resistant fabrics — both natural and high-performance — that still can look great even after being crammed in a suitcase for a week or worn for long stretches on airplanes. TravelSmith, which employs like-minded travelers with a passion for sharing their knowledge and experience with customers, developed lightweight accessories designed to make travel more secure and comfortable.

— MG

RANK	Catalog	Recent 12-mth. household and month confirmed	Previous 12-mth. household and month confirmed	Percent growth	Average order value	Products	List Manager
124	Home Trends	552,725 11/06	474,735 11/05	16.43	\$50	cleaning, storage, organizational products	Belardi/Ostroy ALC LLC
125	Stumps	159,836 10/06	137,347 11/05	16.37	\$109	party supplies	Direct Media
126	Femail Creations	90,880 11/06	78,162 11/05	16.3	\$80	apparel, books, gifts	Direct Media
127	Stonewall Kitchen	70,622 12/06	60,878 12/05	16	\$68	specialty foods	Millard Group
128	Petals	127,473 12/06	109,931 10/05	15.96	\$105	silk flowers	Belardi/Ostroy ALC LLC
129	Eckler's Corvette	86,102 1/07	74,259 11/05	15.95	\$190	Corvette parts, gifts	Names & Addresses
130	Christian Book Distributors	782,656 11/06	677,000 12/05	15.6	\$70	Christian books, videos, gifts	Millard Group
131	Boston Proper	349,844 12/06	302,841 9/05	15.52	\$185	apparel, swimwear, shoes	Mokrynski <i>direct</i>
132	SmartScrubs	116,279 10/06	100,667 10/05	15.51	\$90	professional healthcare apparel	Direct Media
133	Get Organized	188,841 1/07	163,510 12/05	15.49	\$75	organizational products	RMI Direct Marketing
134	Museum Replicas	22,871 9/06	19,885 9/05	15	\$140	historical weapons, jewelry	List Locators & Managers
135	Critics Choice Video & DVD	201,522 1/07	175,388 12/05	14.9	\$57	movies	Direct Media
136	J&R Music & Computer World	1,154,877 10/06	1,006,473 9/05	14.8	\$190	audio/video equipment, movies, music	Statlistics
137	RedEnvelope	995,927 12/06	869,514 11/05	14.54	\$75	gifts	Belardi/Ostroy ALC LLC
138	Journeys	104,015 9/06	90,848 9/05	14.493	\$90	footwear	Fasano and Associates
139	Home Decorators Collection	647,936 12/06	565,953 11/05	14.486	\$300	home furnishings, décor	Mokrynski <i>direct</i>
140	Beauty Boutique	243,474 12/06	212,716 11/05	14.46	\$47	beauty products	Mokrynski <i>direct</i>
141	Venus USA	339,500 7/06	296,900 10/05	14.4	\$95	swimwear, apparel	Specialists
142	That Pet Place	35,886 12/06	31,405 12/05	14.3	\$77	pet supplies	Chilcutt Direct Marketing
143	Pottery Barn Kids	885,772 10/06	776,825 10/05	14	\$170	children's home furnishings, décor	Specialists
144	Burpee	183,066 6/06	160,656 5/05	13.95	\$40	seeds, plants	Millard Group
145	Nueskes	26,113 6/06	22,960 6/05	13.73	\$100	smoked meats	Direct Media
146	Support Plus	114,826 10/06	100,982 9/05	13.71	\$65	orthopedic garments, personal care supplies	Mokrynski <i>direct</i>
147	Golf Warehouse	280,288 12/06	246,620 9/05	13.65	\$130	golf equipment	ALC
148	For Counsel	25,992 7/06	22,893 8/05	13.54	\$80	legal-themed gifts, novelties	Millard Group
149	West Elm	174,500 10/06	153,779 10/05	13.48	\$200	home furnishings, décor	Specialists
150	Green Mountain Coffee Roasters	27,461 11/06	24,237 11/05	13.3	\$55	coffee, gifts	D-J Associates
151	Eximious of London	17,009 10/06	15,016 8/05	13.27	\$110	gifts	Belardi/Ostroy ALC LLC
152	Acorn Direct	170,785 10/06	150,967 11/05	13.1	\$105	British-themed videos, gifts	Mokrynski <i>direct</i>
153	Kevin's	12,786 10/06	11,322 10/05	12.93	\$120	outdoor gear, apparel	D-J Associates

RANK	Catalog	Recent 12-mth. housefile and month confirmed	Previous 12-mth. housefile and month confirmed	Percent growth
154	Just My Size	452,825 11/06	401,028 11/05	12.92
155	High Country Gardens	30,448 10/06	26,973 12/05	12.88
156	Edmund Scientific	78,943 11/06	69,979 10/05	12.81
157	WinterSilks	228,204 1/07	202,338 10/05	12.78
158	Back in the Saddle	82,161 11/06	72,928 7/05	12.66
159	Carol Wright	2,672,815 11/06	2,373,160 10/05	12.63
160	Burgers' Smokehouse	47,898 11/06	42,599 10/05	12.4
161	Tigerdirect	2,117,426 10/06	1,887,759 10/05	12.17
162	Museum Tour	67,858 8/06	60,507 8/05	12.15
163	Doctors Foster and Smith	1,225,384 10/06	1,092,873 7/05	12.13
164	Myron Manufacturing Co.	181,449 10/06	162,666 10/05	11.6
165	Motherwear	29,500 9/06	26,545 10/05	11.1
166	Bits and Pieces	416,345 10/06	375,104 12/05	10.99
166	Office Scapes Direct	22,543 7/06	20,312 10/05	10.98
168	Bullock and Jones	32,008 9/06	28,852 10/05	10.94
169	Silhouettes	331,667 12/06	299,103 12/05	10.89
170	Magellan's	249,793 12/06	225,333 11/05	10.86
171	Brookstone	345,709 12/06	312,028 10/05	10.79
172	Hale Indian River Groves	131,590 8/06	118,813 4/05	10.75
173	Urban Outfitters	482,753 11/06	435,960 12/05	10.73
174	Neiman Marcus	269,322 12/06	243,595 12/05	10.6
175	Terry's Village	738,918 8/06	668,807 9/05	10.48
176	Omaha Steaks	1,507,417 12/06	1,364,425 11/05	10.48
177	Victoria's Secret	5,268,700 7/06	4,789,160 10/05	10

RANK	Catalog	Recent 12-mth. housefile and month confirmed	Previous 12-mth. housefile and month confirmed	Percent growth
178	Autosport	125,243 12/06	113,941 12/05	9.9
179	Dean and DeLuca	42,636 9/06	38,816 9/05	9.8
180	Dolly Duz	18,834 11/06	17,200 11/05	9.5
181	Tiffany & Co.	516,928 11/06	472,518 8/05	9.4
182	Crutchfield	557,280 12/06	510,275 1/06	9.2
183	Klockit	69,464 1/07	63,665 12/05	9.1
184	Office Depot	1,541,157 12/06	1,414,255 12/05	8.97
185	Bloomingdales by Mail	436,912 11/06	400,997 10/05	8.96
186	Musician's Friend	951,092 10/06	874,146 10/05	8.8
187	Problem Solvers	70,546 1/07	64,887 11/05	8.7
188	Undergear	84,533 11/06	77,932 11/05	8.47
189	KingSize	431,748 12/06	398,099 12/05	8.45
190	Domestications	963,568 12/06	888,896 12/05	8.4
191	Sierra Trading Post	862,021 11/06	796,220 9/05	8.3
192	Orvis	691,100 12/06	640,387 11/05	7.9
193	Valley Vet Supply Equine	128,982 10/06	119,605 10/05	7.8
194	Sahalie	254,079 12/06	235,788 11/05	7.76
195	Bike Nashbar	270,130 10/06	251,302 12/05	7.49
196	FLAX art & design	98,362 10/06	91,541 10/05	7.45
197	Creative Irish Gifts	128,655 12/06	119,778 9/05	7.41
198	Discovery Channel Store	61,586 10/06	57,480 10/05	7.14
199	Jessica London	569,299 1/07	531,534 11/05	7.11
200	Photoflex	107,891 9/06	100,736 10/05	7.1



The mIn Process

The Catalog Success 200 is made possible by information gathered from the current and archival databases of Marketing INFORMATION Network® (mIn). mIn's 35 staff members provide proactive, continual updating, codification and data standardization of information about mailing lists from more than 4,000 sources.

Retrievable source documents and interview records are archived after populating the real-time mIn databases. mIn serves about 3,000 response-media brokers in more than 250 list-brokerage firms.

The mIn research staff provides updates on a minimum quarterly schedule resulting in the quarterly update/validation of more than 1 million category/selection codes available to mIn clients.

In addition to spreadsheet-formatted and continually updated list recommendation decks, the company provides custom print formats for individual brokerage clients. More information can be found at www.minokc.com.

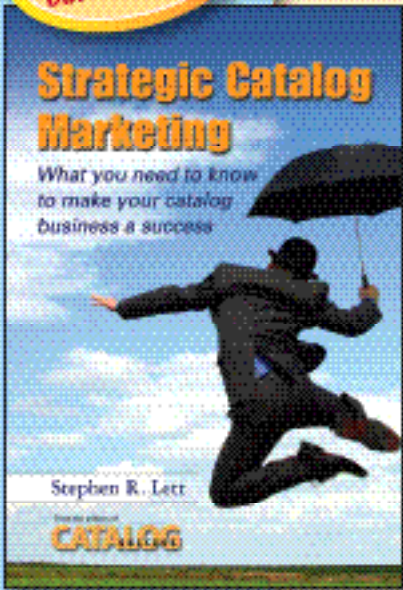
Our Methodology

Marketing INFORMATION Network® (mIn), a data-card database system, provided *Catalog Success* editors with full access to its database, which consists of thousands of list rental datacards. From there, we whittled down a file of more than 3,600 catalog datacards down to more than 750 for further examination.

We then underwent an online vetting process and eliminated the following types of catalog-related lists: e-mail only, overseas only, compiled lists and catalogs with 2006 12-month housefiles of less than 10,000 names.

After we narrowed down the field, mIn calculated recent housefile growth rates for those catalogers and ranked them in descending order. CS staff members then examined every datacard in the top 250 we received, further eliminating those in which an apples-to-apples comparison of current and prior 12-month housefile numbers couldn't reliably be established. We then kept the leading 200 — and there you have it.

If you have any questions about the Catalog Success 200, please contact Paul Miller, editor in chief, at (914) 669-8391 or pmiller@napco.com.



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