

# 200

## Our Sixth-Annual Ranking of the Year's Leading Catalogers as Measured by Housefile Growth Rates

**COMPANIES** of all sorts can quantify their value in numerous tangible ways, from sales volume to store counts to merchandise value and so forth. For catalogers and multichannel marketers who rely primarily on the catalog/online/direct element of their businesses, it's all about growing the housefile. If a multichannel marketer is adding new customers at a rapid clip, that's a winning team you want to be a part of.

Launched in 2003, the **Catalog Success 200** has always made housefile growth its *raison d'être*. So here follows our sixth annual exclusive ranking of U.S.-based catalogers (or U.S.-based catalog units of foreign companies) with the fastest recent housefile growth rates. Here's your guide to the companies that have added the most new customers to their databases over the past 12-month period. By viewing catalogers in this metric, you can get a good idea of the 200 healthiest multichannel merchants for calendar year 2007.

On these pages, you'll find more than 40 catalogs that sell apparel, shoes or accessories. Other product categories that placed large numbers of catalogers include food gifts, toys and novelties, general merchandise, CDs, DVDs and videos, furniture, and equestrian supplies.

And, perhaps not surprisingly, 15 B-to-B catalogers make the chart, reflecting the success of B-to-B business models that rely on finding fewer, but larger, customers compared to B-to-C.

### How This Works

The **Catalog Success 200** contains those catalogers that have rented out their housefiles during the past two years. Among them, it contains just those mailers that record their 12-month housefile numbers on both their most recent and prior datacards. There are likely others out there. But without the numbers for the market to view, they can't be charted.

Our chart doesn't account for seasonality because our data partner, Marketing INFORMATION Network®, independently verifies this data with list owners (the catalogers themselves) on a rotating basis throughout the year. So please note the dates in the columns marked "Recent 12-mth. housefile and month confirmed" and "Previous 12-mth. housefile and month confirmed."

The "confirmed by" dates can vary by cataloger. So please keep that in mind when comparing the catalogs in the chart.

—Paul Miller, Editor-in-Chief

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	X-treme Geek	68,440 1/25/2008	32,183 11/21/2006	112.66	\$103	gadgets, novelties	Specialists
2	Brookstone	346,416 1/8/2008	171,836 12/15/2006	101.60	\$130	housewares	Millard Group
3	Kevin's Fine Outdoor Gear & Apparel	25,702 1/29/2008	12,786 10/1/2006	101.02	\$120	hunting supplies	D-J Associates
4	Golfsmith	599,338 1/23/2008	309,452 11/1/2006	93.68	\$125	golf equipment	American List Counsel
5	CB2	118,700 1/24/2008	65,000 9/27/2006	82.62	\$120	furniture for teens	Specialists
6	Entertainment Earth	50,422 1/23/2008	27,647 12/11/2006	82.38	\$101	toys, novelties	Acculist USA
7	Johnston & Murphy	67,325 1/29/2008	37,582 10/26/2006	79.14	\$214	shoes	Millard Group
8	Beautiful Music Co.	200,479 12/7/2007	112,945 1/1/2007	77.50	\$12.98+	CDs, DVDs	D-J Associates
9	Only Natural Pet Store	112,899 1/30/2008	63,824 12/28/2006	76.89	\$50	pet vitamins	Walter Karl
10	Dean & DeLuca	75,152 1/14/2008	42,636 9/1/2006	76.26	\$129	food gifts	Millard Group
11	Day-Timers	491,985 1/23/2008	282,870 10/31/2006	73.93	\$45	diary planners	MeritDirect
12	Harrington's of Vermont	54,478 1/20/2008	31,752 12/18/2006	71.57	\$100	food gifts	Millard Group
13	Mini Boden	185,228 1/28/2008	110,335 10/13/2006	67.88	\$180	children's clothing	Millard Group
14	QC Supply	31,430 12/6/2007	19,271 12/1/2006	63.09	n/a	workwear	Edith Roman Assocs.
15	Auto Body Toolmart	27,581 1/23/2008	17,105 1/11/2007	61.25	\$450	auto supplies	MeritDirect
16	Design Within Reach	71,740 1/21/2008	45,275 7/2/2006	58.45	\$500	furniture	Millard Group
17	Legendary Whitetails	79,546 1/24/2008	50,693 3/15/2007	56.92	\$75	hunting gear	Statistics
18	Performance Bicycle	364,501 1/24/2008	237,099 11/1/2006	53.73	\$90	biking equipment	Belardi/Ostroy ALC
19	Seeds of Change	73,402 12/8/2007	48,131 10/1/2006	52.50	\$40	organic seeds	D-J Associates
20	The Wooden Boat Store	21,703 1/23/2008	14,552 11/29/2006	49.14	\$60	model boat supplies	Estee Marketing



## NUMBER 1 X-treme Geek

The catalog with the fastest housefile growth overall this past year has grown with something all geeks can appreciate—a formula. The merchandising formula for the high-tech electronic gadgets, performance computer parts, games and electronic collectibles catalog was slightly askew. Finding the solution has provided all the difference.

Heading into last year, “we seemed to hit upon the right formula of products

in the catalog,” says Wes Sumida, president/CEO of Efilliate Corp., the parent company of X-treme Geek.

With increased response from its customers, the company seized the opportunity for growth. “We decided to really push hard. So we got very aggressive about prospecting last year, and intentionally mailed heavy and grew the list prospecting at a profit.”

—Joe Keenan

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	Pretty Good Goods	53,762 11/9/2007	36,343 2/21/2007	47.93	\$65	religious-themed gifts	Millard Group
22	In The Company of Dogs	80,878 1/29/2008	54,878 11/6/2006	47.38	\$112	dog supplies	Millard Group
23	Things You Never Knew Existed	147,253 1/25/2008	99,957 12/1/2006	47.32	\$45	novelties	Johnson Smith
24	Gold Coast Africa	12,427 12/17/2007	8,456 4/26/2007	46.96	n/a	African-American gifts	Specialists
25	National Roper's Supply	56,641 11/22/2007	38,889 12/8/2006	45.65	\$225	horseback riding supplies	All That Marketing
26	Christian Book Distributors	1,134,375 1/14/2008	782,656 11/29/2006	44.94	\$70	religious-themed books	Millard Group
27	FAO Schwarz	115,974 1/20/2008	80,890 12/1/2006	43.37	\$150	toys	Estee Marketing
28	Young Explorers	205,110 1/10/2008	143,342 11/6/2006	43.09	\$85	toys	Millard Group
29	Art & Artifact	60,168 1/7/2008	42,075 8/16/2006	43.00	\$125	home furnishings	Millard Group
30	Back to Basics	210,253 1/24/2008	149,464 12/1/2006	40.67	\$75	toys	Catalyst Direct Marketing
31	1-800-Flowers.com Catalog	115,778 1/24/2008	82,596 11/30/2006	40.17	\$60	fresh flowers, gifts	Millard Group
32	Whatever Works	84,944 1/9/2008	60,792 11/6/2006	39.73	\$67	pest control products	Millard Group
33	Woolrich	143,305 12/26/2007	102,928 12/11/2006	39.23	\$105	apparel	Millard Group
34	Netherland Bulb	10,950 11/29/2007	8,000 1/23/2007	36.88	\$50	flower bulbs	Chilcutt Direct Marketing
35	Motherwear	40,223 1/24/2008	29,500 9/1/2006	36.35	\$90	nursing mother goods	Millard Group
36	Fingerhut	1,362,973 1/2/2008	1,002,174 2/17/2007	36.00	\$132	general merchandise	Adrea Rubin
37	The Walkers Warehouse	26,984 1/24/2008	19,884 8/1/2006	35.71	\$85	walking shoes	Statistics
38	Coldwater Creek - Northcountry	1,524,965 1/7/2008	1,128,211 1/3/2007	35.17	\$120	women's apparel	Belardi/Ostroy ALC
39	Colorado Pen	24,785 1/9/2008	18,418 11/6/2006	34.57	\$159	writing implements	Boutique List Services
40	Boden Catalog	297,189 1/5/2008	221,528 12/7/2006	34.15	\$220	apparel	Millard Group

## NUMBER 35 › Motherwear

Last year, Motherwear, a cataloger of apparel and accessories for nursing mothers, built on the effectiveness of its co-op database model by using greater detail to build the model while continuing its use of the resulting models. "Good data yielded a better model that yielded better results," says former CEO Tom Kothman, who left the company at the end of 2007.

Motherwear redesigned its catalog to an oblong digest format. "We reallocated the savings to more prospecting in some early 2007

drops; as much as a 50 percent increase over the normal prospecting allocation," Kothman says. Nearly 75 percent of the mailing was for prospecting.

What's more, the company implemented a "Buy \$50/Get a free subscription to *Mothering* magazine" incentive. "Response doubled our previous norm," Kothman says, with an average order value 40 percent greater than normal. — Paul Miller



RANK	Catalog	Recent 12-mth. housefile and month confirmed	Previous 12-mth. housefile and month confirmed	Percent growth	Average order value	Products	List Manager
41	Coldwater Creek	1,582,244 1/7/2008	1,192,060 1/9/2007	32.73	\$120	women's apparel	Belardi/Ostroy ALC
42	Ujena Swimwear	146,582 1/25/2008	110,526 11/9/2006	32.62	\$105	bathing suits and apparel	Carney Direct Marketing
43	Koo Koo Bear Kids	24,851 1/31/2008	18,767 12/22/2006	32.42	\$150	children's furniture	Direct Media
44	Eximious of London	22,495 12/13/2007	17,009 10/1/2006	32.25	\$110	general merchandise	Belardi/Ostroy ALC
45	Office Depot Catalog	641,178 1/12/2008	490,759 1/23/2007	30.65	\$160	office supplies	Walter Karl
46	Betty's Attic	152,238 1/25/2008	116,979 12/1/2006	30.14	\$50	novelties, memorabilia	Johnson Smith Co.
47	Flor Catalog	31,457 1/11/2008	24,267 4/5/2007	29.63	\$200	rugs	Millard Group
48	The Golf Warehouse (TGW)	363,263 1/31/2008	280,288 12/1/2006	29.60	\$130	golf equipment	American List Counsel
49	A&E Catalog	134,505 1/20/2008	105,298 12/1/2006	27.74	\$75	gifts	D-J Associates
50	Woodworker's Hardware	36,995 1/24/2008	29,099 4/26/2007	27.13	\$108	kitchen cabinet parts	Names & Addresses
51	Abercrombie & Fitch	515,730 1/14/2008	406,696 11/12/2006	26.81	\$130	teen apparel	Millard Group
52	The Wine Enthusiast	151,569 12/7/2007	120,151 7/1/2006	26.15	\$275	wine accessories	Belardi/Ostroy ALC
53	Dillon Precision Product	59,413 1/4/2008	47,324 1/3/2007	25.55	\$100	reloading equipment	Chilcutt Direct Marketing
54	Schnee's Boots & Shoes of Montana	16,039 12/26/2007	12,778 11/29/2006	25.52	\$175	shoes	Chilcutt Direct Marketing
55	Dog.com	175,275 1/23/2008	139,829 9/1/2006	25.35	\$115	pet supplies	List Locators & Managers
56	Taylor Gifts	266,332 11/26/2007	212,562 1/1/2007	25.30	\$66	gifts, novelties	List Services Corp.
57	Atlanta Cutlery Corp.	31,714 1/23/2008	25,330 2/2/2007	25.20	\$90	cutlery	List Locators & Managers
58	Duluth Trading Co.	488,416 1/15/2008	392,459 10/1/2006	24.45	\$77	general merchandise	Millard Group
59	Sweet Energy	25,186 11/25/2007	20,251 10/26/2006	24.37	\$43	food gifts	D-J Associates
60	Cutter & Buck	74,336 1/20/2008	59,799 10/17/2006	24.31	\$147	apparel	Millard Group

## NUMBER 52 Wine Enthusiast

Closing in on its 30th year in business, this cataloger of wine accessories, wine cellars and other wine drinking-related products is growing with its market. With wine consumption in the U.S. at an all-time high, Wine Enthusiast is reaping the benefits as it continues to grow its housefile. And it owes much of its growth to testing and segmenting its customers.

The company's growth has come from "focusing on how we're doing our tests and

segmentations, and understanding how to better present products more intelligently to customers," says Francis Juliano, chief information and marketing officer. "We've learned how to take action from our tests. We've reached deeper into the file and come up with better-targeted offers to our existing file."

While the catalog still plays a key role in the company, a shift to the Web is the future for many catalogers, Juliano says. —JK



RANK	Catalog	Recent 12-mth. housefile and month confirmed	Previous 12-mth. housefile and month confirmed	Percent growth	Average order value	Products	List Manager
61	Hammacher Schlemmer	701,866 1/28/2008	564,635 1/1/2007	24.30	\$135	high-tech gadgets	Belardi/Ostroy ALC
62	Hershey's Gifts	163,349 12/3/2007	131,584 10/30/2006	24.14	\$63	food gifts	D-J Associates
63	The Sportsman's Guide	1,040,515 1/28/2008	839,218 12/1/2006	23.99	\$90	hunting gear	Belardi/Ostroy ALC
64	Camellia & Main	28,799 12/26/2007	23,278 10/1/2006	23.72	\$140	home furnishings	Specialists
65	Metropolitan Museum of Art	114,322 1/28/2008	92,504 10/1/2006	23.59	\$72	museum gifts	Millard Group
66	Team One Newport	17,500 1/25/2008	14,200 3/19/2007	23.24	\$150	outdoor apparel	List Counsellors
67	The Fly Shop	13,310 12/12/2007	10,829 10/19/2006	22.91	\$103	fishing gear	Chilcutt Direct Marketing
68	PetEdge	158,668 12/3/2007	129,437 12/1/2006	22.58	\$150	pet supplies	Statistics
69	Crow's Nest Trading Co.	30,217 1/9/2008	24,703 11/21/2006	22.32	\$175	southwest apparel, home furnishings	Millard Group
70	Cooking Enthusiast	60,885 1/9/2008	49,867 11/8/2006	22.09	\$95	cooking supplies	Millard Group
71	Shumways Seed	41,477 11/30/2007	34,116 10/1/2006	21.58	\$35	seeds	Zed Marketing Group
72	L.L. Bean	4,261,926 1/15/2008	3,508,201 12/21/2006	21.48	\$75	apparel, outdoor sporting goods	Millard Group
73	Urban Outfitters	586,096 1/23/2008	482,753 11/1/2006	21.41	\$75	apparel	American List Counsel
74	Cushman's	96,559 1/25/2008	79,619 7/1/2006	21.28	\$85	fresh fruit	Estee Marketing Group
75	Fannie May Collections	87,519 1/10/2008	72,173 11/29/2006	21.26	\$36	chocolates	Millard Group
76	Sur La Table	197,917 1/23/2008	163,680 12/1/2006	20.92	\$85	cookware	Millard Group
77	Restoration Hardware	330,766 1/9/2008	273,623 11/1/2006	20.88	\$300	home furnishings	Millard Group
78	Growing Up With Garnet Hill	181,559 1/20/2008	150,528 1/11/2007	20.61	\$150	children's clothing	Millard Group
79	National Geographic Catalog	158,646 1/3/2008	131,721 11/1/2006	20.44	\$85	gifts	Direct Media
80	Signals	502,226 1/9/2008	417,617 8/16/2006	20.26	\$90	gifts	Millard Group

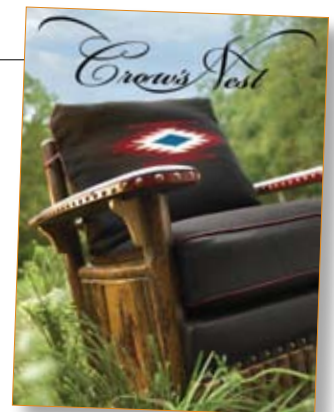
## NUMBER 69 › Crow's Nest Trading Co.

For this Wilson, N.C.-based catalog merchant of unique home furnishings and women's fashions for casual, western and southwestern lifestyles, many conversations last year were one-sided — with the customers doing the talking and Crow's Nest Trading executives listening. This was most notable when it came to the merchandise offered in the catalog.

This explains its housefile growth over the past year, says Co-Founder/Executive

Vice President Cary Tennis. "It's really our merchandising effort," she says. "Our customers vote on our merchandise selection with their purchases. So we make a huge effort to listen to what they're telling us."

Using this technique has helped put the cataloger in an enviable position. "We're definitely in a growth mode, and all of our efforts are to that end," Tennis says. "We plan to grow just as aggressively this year." —JK



RANK	Catalog	Recent 12-mth. housefile and month confirmed	Previous 12-mth. housefile and month confirmed	Percent growth	Average order value	Products	List Manager
81	Haband	349,972 12/30/2007	291,165 12/1/2006	20.20	\$55	apparel	Millard Group
82	NapaStyle	123,184 1/12/2008	103,010 10/11/2006	19.58	\$150	home furnishings	Millard Group
83	Lark in the Morning	11,784 1/23/2008	9,892 1/31/2007	19.13	\$85	musical instruments	Estee Marketing Group
84	Gevalia	295,121 1/28/2008	247,913 1/10/2007	19.04	\$60	coffee, coffeemakers	Dunn Dataco
85	Movies Unlimited	284,572 1/2/2008	239,053 11/1/2006	19.04	\$80	DVDs	Adrea Rubin
86	Sundance	319,692 1/23/2008	269,088 12/4/2006	18.81	\$185	southwest gifts	Millard Group
87	Heartland Music	53,777 1/10/2008	45,395 1/1/2007	18.46	\$100	CDs, tapes, records	Direct Media
88	Cheryl & Co.	214,415 1/27/2008	181,145 1/12/2007	18.37	\$89	food gifts	Millard Group
89	Grandin Road	214,616 1/17/2008	181,316 12/3/2006	18.37	\$175	home furnishings	Specialists
90	Isabella	57,737 1/20/2008	48,781 10/1/2006	18.36	\$72	gifts	Pacific Lists
91	Serenade Music	15,172 1/10/2008	12,820 1/1/2007	18.35	\$48	CDs	Direct Media
92	CTA Inc.	70,856 1/23/2008	59,900 10/12/2006	18.29	\$105	religious products	Bush Co.
93	Home Bistro	68,028 1/26/2008	57,528 9/14/2006	18.25	\$115	prepared meals	Millard Group
94	Serengeti	136,876 1/9/2008	116,115 11/6/2006	17.88	\$69	women's apparel	Millard Group
95	Catalog Favorites	590,345 1/21/2008	501,358 12/9/2006	17.75	\$57	general merchandise	Millard Group
96	Peruvian Connection	39,233 12/4/2007	33,373 10/1/2006	17.56	\$295	gifts	Belardi/Ostroy ALC
97	Hanna Andersson	350,594 1/31/2008	298,306 8/23/2006	17.53	\$120	children's clothing	Millard Group
98	Acorn Direct	199,820 1/14/2008	170,785 10/28/2006	17.00	\$107	DVD movies	Millard Group
99	Theradapt Products	18,807 1/24/2008	16,126 10/1/2006	16.63	n/a	youth physical therapy products	Direct Media
100	Monastery Icons	10,136 1/28/2008	8,697 7/1/2006	16.55	\$105	religious gifts	Catholic Church School Market



## NUMBER 85 › Movies Unlimited

Although 2007 was a challenging year for many catalogers, Movies Unlimited, which offers DVDs for movie buffs, continued to prospect last year as it has for its 30 years in business. “We also haven’t decreased mailings to our housefile, so we retain many of our current customers,” says General Manager Ed Weiss. “I still strongly believe in the printed catalog, where others don’t.”

Prospecting and mailing print catalogs aren’t the only ways Movies Unlimited

builds its housefile. The company conducts “a lot of viral marketing on search engines that has been consistent in getting us new names every year,” Weiss says. In addition, the marketer’s online business boasts a robust affiliate marketing program.

Movies Unlimited has also built up its file through an association with the Turner Classic Movies cable TV network. Weiss explains, “We get a lot of exposure and new customers through this avenue.” — *PM*

RANK	Catalog	Recent 12-mth. housefile and month confirmed	Previous 12-mth. housefile and month confirmed	Percent growth	Average order value	Products	List Manager
101	Oldies.com	83,916 1/21/2008	72,097 3/2/2007	16.39	\$65	CDs, DVDs	Estee Marketing Group
102	The Lighter Side	236,786 1/25/2008	203,833 11/1/2006	16.17	\$48	novelties	Johnson Smith Co.
103	Alsto	106,007 11/16/2007	91,317 10/1/2006	16.09	\$140	furniture	Specialists
104	Totally Tomatoes	54,500 11/30/2007	46,980 10/1/2006	16.01	\$24	vegetable seeds	Zed Marketing Group
105	Mountain Gear	110,743 10/29/2007	95,532 2/2/2007	15.92	\$150	mountain climbing equipment	Millard Group
106	Back in the Saddle	95,203 1/14/2008	82,161 11/6/2006	15.87	\$96	equestrian supplies	Millard Group
107	Williams-Sonoma Home	50,689 12/8/2007	43,757 11/28/2006	15.84	\$500	home furnishings	Specialists
108	Soft Surroundings	414,819 12/6/2007	358,809 10/7/2006	15.61	\$170	general merchandise	Millard Group
109	Yankee Candle	295,247 1/5/2008	255,595 9/7/2006	15.51	\$57	candles	Millard Group
110	Olive Juice	12,022 12/31/2007	10,427 1/4/2007	15.30	\$151	children's clothing	Direct Media
111	Swell	98,492 1/23/2008	85,500 12/7/2006	15.20	\$80	youth activewear	Millard Group
112	Expressions	68,151 1/15/2008	59,203 12/8/2006	15.11	\$105	home décor	Millard Group
113	Garnet Hill	500,107 1/20/2008	435,362 1/3/2007	14.87	\$170	apparel, home furnishings	Millard Group
114	Healthy Living	621,530 1/23/2008	541,210 12/1/2006	14.84	\$42	vitamins	Millard Group
115	Shannon Mail Order	44,566 1/9/2008	38,865 8/24/2006	14.67	\$125	Irish gifts	Millard Group
116	Orvis	791,143 1/5/2008	691,100 12/4/2006	14.48	\$135	outdoor sporting goods	Millard Group
117	Alpenland International	32,215 1/24/2008	28,143 12/1/2006	14.47	\$90	German gifts	Direct Media
118	Anthropologie	250,577 1/7/2008	218,939 11/1/2006	14.45	\$195	apparel, home décor	Millard Group
119	Design Toscano	123,235 1/30/2008	107,936 11/1/2006	14.17	\$135	home and garden décor	Belardi/Ostroy ALC
120	Collectors Choice Music	90,747 1/10/2008	79,793 1/16/2007	13.73	\$58	CDs	Direct Media

## NUMBER 110 › Olive Juice

As a relative newcomer founded in 2003, Wayne, Pa.-based children's apparel cataloger Olive Juice has acquired scores of names using co-op databases, says its founder, Maryellen Kane.

"The co-ops model the list succinctly by age group, income, size of household, etc., helping us target the names that would be responsive to our offerings," Kane says.

The company also has successfully

used e-mail to grow its housefile. "We've used e-mail campaigns," she says. "These ask for friends' e-mail addresses. We also send additional catalogs to those names."

The catalog is more than just a sales channel for Olive Juice. It also serves to help build the brand of the still flourishing catalog. "It's an artistic image piece that creates brand building," Kane says. "It's not strictly to sell."

—JK



RANK	Catalog	Recent 12-mth. housefile and month confirmed	Previous 12-mth. housefile and month confirmed	Percent growth	Average order value	Products	List Manager
121	Fisher Price Catalog	265,647 1/20/2008	234,328 12/24/2006	13.37	n/a	toys	Millard Group
122	Wayside Gardens	124,755 1/24/2008	110,531 1/1/2007	12.87	\$90	flower bulbs	Millard Group
123	Keystone Country Store	16,065 1/23/2008	14,246 3/13/2007	12.77	\$90	hunting gear	Estee Marketing Group
124	Museum Replicas Ltd.	25,757 12/6/2007	22,871 9/1/2006	12.62	\$140	medieval costumes	List Locators & Managers
125	Country Supply Equine	197,138 12/26/2007	175,151 9/1/2006	12.55	\$110	equestrian supplies	Midwest Direct Marketing
126	Highlights For Children Catalog	184,000 1/16/2008	164,050 11/1/2006	12.16	\$72	educational products	American List Counsel
127	Mrs. Fields Gifts	135,516 1/25/2008	120,908 10/31/2006	12.08	\$53	food gifts	D-J Associates
128	Gardener's Supply Co.	504,971 1/28/2008	450,770 11/1/2006	12.02	\$83	gardening supplies	Millard Group
129	Sunburst Visual Media	10,535 1/23/2008	9,427 11/14/2006	11.75	\$350	educators supplies	Rickard List Marketing
130	West Elm	194,973 12/9/2007	174,500 10/1/2006	11.73	\$200	furniture	Specialists
131	Dream Products	1,357,955 12/19/2007	1,218,142 1/24/2007	11.48	\$25	gifts, novelties	Direct Media
132	Aerosoles	119,232 1/14/2008	106,960 12/1/2006	11.47	\$100	shoes	Millard Group
133	Northern Tool & Equipment	1,144,753 1/11/2008	1,027,986 11/1/2006	11.36	\$220	industrial tools	American List Counsel
134	Get Organized!	209,983 11/26/2007	188,841 1/1/2007	11.20	\$75	housewares	List Services Corp.
135	King Ranch Saddle Shop	35,966 10/10/2007	32,365 3/27/2007	11.13	\$300	luggage and ranch supplies	Millard Group
136	Rush Industries	366,167 1/29/2008	330,287 3/15/2007	10.86	\$30	general merchandise	Rosemary Ganci & Assoc.
137	Pendleton	100,011 1/9/2008	90,427 7/26/2006	10.60	\$250	apparel	Millard Group
138	Victoria's Secret	5,820,100 1/25/2008	5,268,700 7/1/2006	10.47	\$110	intimate apparel	Specialists
139	J. Crew	1,324,400 1/14/2008	1,200,400 9/1/2006	10.33	\$150	apparel	Specialists
140	As We Change	48,679 1/25/2008	44,228 12/1/2006	10.06	\$88	women's health products	Direct Media
141	Celestaire Marine Navigation	28,600 1/25/2008	26,000 2/19/2007	10.00	\$120	navigation equipment	List Counsellors
142	Constructive Playthings	217,014 1/14/2008	197,686 1/1/2007	9.78	\$65	toys	D-J Associates
143	Pinetree Garden Seeds	48,073 11/25/2007	43,850 10/20/2006	9.63	\$18	plant seeds	Direct Communications
144	U.S. Toy Carnival	64,761 1/14/2008	59,194 10/1/2006	9.40	\$50	toys	D-J Associates
145	Sierra Trading Post	942,502 1/24/2008	862,021 11/15/2006	9.34	\$99	apparel, home décor	Belardi/Ostroy ALC
146	Imagine The Challenge	38,658 1/28/2008	35,359 12/20/2006	9.33	\$65	toys	Millard Group
147	Creative Irish Gifts	140,514 12/28/2007	128,655 12/1/2006	9.22	\$67	Irish gifts	Direct Media
148	Wisteria	72,237 1/23/2008	66,145 1/1/2007	9.21	\$165	antiques, home décor	Jordan Direct



RANK	Catalog	Recent 12-mth. housefile and month confirmed	Previous 12-mth. housefile and month confirmed	Percent growth
149	Raceline Direct	39,300 1/24/2008	36,042 10/16/2006	9.04
150	Posh Tots	13,763 1/23/2008	12,633 8/1/2006	8.94
151	Eagle America	18,451 1/11/2008	16,963 10/2/2006	8.77
152	Natchez Shooters Supplies	91,299 1/4/2008	84,025 8/1/2006	8.66
153	Boston Proper	380,092 1/23/2008	349,844 12/9/2006	8.65
154	Mid Am. Motorworks Volkswagon Catalog	26,797 1/28/2008	24,666 3/23/2007	8.64
155	TekSupply	34,947 1/11/2008	32,178 12/1/2006	8.61
156	Bliss	93,184 1/23/2008	85,853 12/1/2006	8.54
157	McFeely's	66,888 1/23/2008	61,730 10/1/2006	8.36
158	Autosport	135,618 1/10/2008	125,243 12/12/2006	8.28
159	Southwest Indian Foundation	148,366 12/9/2007	137,055 9/1/2006	8.25
160	Pottery Barn Kids	956,607 12/9/2007	885,772 10/1/2006	8.00
161	Lew Magram	123,954 1/28/2008	115,032 12/17/2006	7.76
162	King-Size Direct	464,764 1/31/2008	431,748 1/1/2007	7.65
163	One Step Ahead	603,054 12/27/2007	561,037 9/1/2006	7.49
164	Tiffany & Co.	554,381 10/8/2007	516,928 11/1/2006	7.25
165	Ben Silver Collection	21,620 1/23/2008	20,160 12/9/2006	7.24
166	Especially Yours	135,526 1/21/2008	126,393 1/18/2007	7.23
167	Charles Keath	65,366 1/10/2008	60,989 11/16/2006	7.18
168	FarmTek	90,334 1/11/2008	84,382 12/1/2006	7.05
169	Magellan's	267,291 12/22/2007	249,793 12/1/2006	7.01
170	American Science and Surplus	22,079 1/23/2008	20,636 11/22/2006	6.99
171	Lady Grace	64,455 1/24/2008	60,291 1/18/2007	6.91
172	Schneiders Saddlery	78,137 12/4/2007	73,094 3/12/2007	6.90

RANK	Catalog	Recent 12-mth. housefile and month confirmed	Previous 12-mth. housefile and month confirmed	Percent growth
173	J. Jill	862,708 1/29/2008	808,750 12/8/2006	6.67
174	Leaps and Bounds	178,757 12/26/2007	167,615 12/1/2006	6.65
175	Honeybaked Ham	158,474 1/23/2008	148,880 7/1/2006	6.44
176	Griots Garage	103,342 1/29/2008	97,097 12/1/2006	6.43
177	Williamsburg	49,311 1/24/2008	46,461 10/1/2006	6.13
178	What on Earth	412,633 1/9/2008	389,266 8/16/2006	6.00
179	Crutchfield	590,489 1/10/2008	557,280 12/28/2006	5.96
180	Stoecklein Collection	23,898 1/22/2008	22,574 4/11/2007	5.87
181	SmartScrubs	123,051 1/29/2008	116,279 10/1/2006	5.82
182	Potpourri	178,484 1/9/2008	169,382 11/6/2006	5.37
183	Virginia Traditions	21,990 12/14/2007	20,881 3/13/2007	5.31
184	Magic Cabin	69,935 12/24/2007	66,485 12/8/2006	5.19
185	Roaman's	1,129,769 11/25/2007	1,074,085 1/1/2007	5.18
186	Mackenzie Limited	15,936 1/24/2008	15,153 12/27/2006	5.17
187	Park Seed Co.	225,894 1/24/2008	214,811 1/1/2007	5.16
188	Cabela's	3,421,320 1/25/2008	3,253,720 12/8/2006	5.15
189	Northwest River Supply	31,915 11/29/2007	30,366 9/7/2006	5.10
190	Barbie Collectibles	57,348 1/13/2008	54,571 1/2/2007	5.09
191	Northstyle	263,380 1/9/2008	250,690 11/6/2006	5.06
192	Ginny's	307,103 1/6/2008	292,431 1/9/2007	5.02
193	Nancy's Notions Ltd.	75,019 1/24/2008	71,530 9/2/2006	4.88
194	Vermont Country Store	865,753 1/24/2008	826,534 3/1/2007	4.74
195	Healthy Trader	171,598 1/23/2008	164,041 1/30/2007	4.61
196	Silhouettes	346,800 12/26/2007	331,667 12/1/2006	4.56
197	Just My Size	472,894 1/29/2008	452,825 11/4/2006	4.43
198	Lamps Plus	191,634 1/24/2008	183,605 1/7/2007	4.37
199	Levenger	292,678 1/24/2008	280,424 12/10/2006	4.37
200	Old Pueblo Traders	811,701 1/24/2008	778,182 12/17/2006	4.31

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## Our Methodology

Marketing INFORMATION Network® (mIn), a datacard 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 to 800-plus for further examination.

We then eliminated the following types of lists: e-mail only, overseas only, compiled lists and catalogs with 2007 12-month housefiles of less than 10,000 names.

After we narrowed the field, mIn calculated recent housefile growth rates for those catalogers and ranked them in descending order. *Catalog Success* staff members then examined every datacard in the leading 250 we received, further eliminating those in which an apples-to-apples comparison of current and prior 12-month housefile numbers couldn't be reliably 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.

## About 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 staffers 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](http://www.minokc.com).

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