

CATALOG SUCCESS

200

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

The **Catalog Success 200** presents a keen way of showing which catalog/multichannel marketers have been on the fast track. It tracks those that have rented out their housefiles in the past two years. There may be others out there, but without the numbers for the market to view, they can't be charted. Companies highlighted in red are either B-to-B or hybrids.

We received 12-month housefile counts from our data partner, **Marketing INFORMATION Network®** (mIn), which helps compile and independently verify the data with catalog list owners. mIn independently verifies this data with list owners on a rotating basis throughout the year, per the columns marked "Recent [and 'Previous'] 12-mth. housefile and month confirmed." The confirmed dates vary by cataloger, and

all are as close to 12-month comparisons as possible. *Catalog Success* editors accessed mIn's datacard database system, which consists of thousands of list rental cards.

We whittled down a file of more than 2,800 to 900-plus for further examination, removing compiled files, e-mail-only, Internet-only, non-U.S. and those lists with 12-month housefiles of less than 10,000 names. Eventually, we knocked it down to the 200 with the largest year-over-year housefile growth.

Special thanks to mIn, which serves 3,000 response media brokers in more than 200 list brokerages. This chart also will be posted on the CatalogSuccess.com Web site. Any questions, please contact me at (914) 669-8391 or pmiller@napco.com.

—Paul Miller, Editor-in-Chief

200

■ business-to-consumer

■ business-to-business

| RANK | Catalog | Recent 12-mth. housefile and month confirmed | Previous 12-mth. housefile and month confirmed | Percent growth |
|------|--|--|--|----------------|
| 1 | Harris Seeds | 45,047 2/24/09 | 21,577 1/22/08 | 108.77 |
| 2 | D.J. Inkers | 17,093 1/11/09 | 8,312 1/1/08 | 105.64 |
| 3 | SmileMakers | 61,167 2/20/09 | 31,360 1/25/08 | 95.05 |
| 4 | Smith & Hawken | 139,532 1/22/09 | 73,012 1/30/08 | 91.11 |
| 5 | Acacia | 163,129 1/13/09 | 86,400 1/15/08 | 88.81 |
| 6 | Fairytale Brownies | 39,296 1/19/09 | 21,568 12/12/07 | 82.2 |
| 7 | Farriers' Greeting Cards/Hoofprints.com | 57,235 2/21/09 | 31,932 1/24/08 | 79.24 |
| 8 | Ashro Lifestyle | 133,949 2/7/09 | 74,859 1/7/08 | 78.94 |
| 9 | Friedman's Shoes | 125,360 3/4/09 | 70,176 1/26/08 | 78.64 |
| 10 | BeautyTrends | 39,095 2/3/09 | 22,000 12/29/07 | 77.7 |

| RANK | Catalog | Recent 12-mth. housefile and month confirmed | Previous 12-mth. housefile and month confirmed | Percent growth |
|------|----------------------------------|--|--|----------------|
| 11 | Eddie Bauer Home | 21,733 2/10/09 | 12,632 1/1/08 | 72.05 |
| 12 | Gold Medal Hair | 187,500 2/24/09 | 110,000 7/1/07 | 70.45 |
| 13 | Childswork/Childsplay | 17,566 2/3/09 | 10,525 11/28/07 | 66.9 |
| 14 | Bachrach | 23,784 1/4/09 | 14,343 1/24/08 | 65.82 |
| 15 | Exclusively Equine | 56,638 2/21/09 | 34,219 1/26/08 | 65.52 |
| 16 | Edmund Optics | 44,797 2/24/09 | 27,129 2/1/08 | 65.13 |
| 17 | Walker's Warehouse | 44,443 2/24/09 | 26,984 1/25/08 | 64.7 |
| 18 | Source Perrier Collection | 10,756 2/24/09 | 6,561 1/25/08 | 63.94 |
| 19 | OfficeScapesDirect | 68,432 2/21/09 | 42,255 1/1/08 | 61.95 |
| 20 | Gaiam | 91,644 1/15/09 | 57,163 1/25/08 | 60.32 |

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|------|-----------------------------|--|--|----------------|
| 21 | Wing Supply | 34,260 1/15/09 | 21,512 1/29/08 | 59.26 |
| 22 | Dolly Duz | 26,488 2/3/09 | 16,828 1/25/08 | 57.4 |
| 23 | Whitehorse Gear | 25,389 2/25/09 | 16,140 1/24/08 | 57.3 |
| 24 | Gardeners' Choice | 421,274 2/24/09 | 270,810 11/29/07 | 55.56 |
| 25 | King Arthur Flour | 118,524 2/21/09 | 77,285 1/14/08 | 53.36 |
| 26 | Flaghouse | 118,605 1/21/09 | 77,945 1/19/08 | 52.16 |
| 27 | Get Organized! | 316,400 2/23/09 | 209,983 11/27/07 | 50.68 |
| 28 | The Popcorn Factory | 441,730 2/24/09 | 296,733 1/20/08 | 48.86 |
| 29 | Urban Outfitters | 850,613 2/17/09 | 586,096 1/24/08 | 45.13 |
| 30 | JoS A. Bank Clothiers | 255,089 2/24/09 | 176,959 11/26/07 | 44.15 |
| 31 | MCM Electronics | 37,115 2/5/09 | 26,082 1/25/08 | 42.3 |
| 32 | Smithsonian Catalogue | 162,830 2/14/09 | 116,284 12/10/07 | 40.03 |
| 33 | UncommonGoods | 122,846 2/24/09 | 88,543 1/25/08 | 38.74 |
| 34 | Paper Wishes | 27,487 2/24/09 | 19,938 1/26/08 | 37.86 |
| 35 | Van Bourgondien | 84,189 1/31/09 | 61,406 1/30/08 | 37.1 |
| 36 | Charleston Gardens | 28,860 2/24/09 | 21,198 2/1/08 | 36.14 |
| 37 | LandscaperPro | 156,961 2/24/09 | 115,762 1/25/08 | 35.59 |
| 38 | Quartermaster | 124,072 1/13/09 | 92,073 1/23/08 | 34.75 |
| 39 | Taylor Gifts | 354,900 2/23/09 | 266,332 11/27/07 | 33.25 |
| 40 | Whatever Works | 112,463 2/24/09 | 84,944 1/10/08 | 32.4 |
| 41 | Active Pro Gear | 29,390 2/7/09 | 22,367 1/16/08 | 31.4 |
| 42 | Peruvian Connection | 51,326 2/26/09 | 39,233 12/5/07 | 30.82 |
| 43 | Wild Horsefeathers | 17,962 2/24/09 | 13,755 1/29/08 | 30.59 |
| 44 | Cheaper Than Dirt | 296,634 1/24/09 | 227,717 1/23/08 | 30.26 |
| 45 | Paula Young | 105,256 2/26/09 | 80,831 1/1/08 | 30.22 |
| 46 | Cricket Catalog | 92,000 2/24/09 | 70,665 1/29/08 | 30.19 |
| 47 | Dream Products | 1,763,586 2/18/09 | 1,357,955 12/20/07 | 29.87 |
| 48 | Natchez Shooters Supplies | 118,512 2/5/09 | 91,299 1/5/08 | 29.81 |
| 49 | Sturbridge Yankee Workshops | 102,845 2/20/09 | 79,625 1/15/08 | 29.16 |
| 50 | Pendleton | 127,537 2/24/09 | 100,011 1/10/08 | 27.52 |

| RANK | Catalog | Recent 12-mth. housefile and month confirmed | Previous 12-mth. housefile and month confirmed | Percent growth |
|------|--------------------------------------|--|--|----------------|
| 51 | Walpole Woodworkers | 23,873 3/4/09 | 18,901 1/24/08 | 26.31 |
| 52 | Home Bistro | 85,560 2/12/09 | 68,028 1/27/08 | 25.77 |
| 53 | Art.com | 125,200 2/10/09 | 99,665 1/14/08 | 25.62 |
| 54 | Happy Chef Uniforms | 159,503 2/24/09 | 127,181 1/25/08 | 25.41 |
| 55 | Lehman's | 104,444 2/24/09 | 83,641 1/29/08 | 24.87 |
| 56 | The Woodwind and Brasswind | 166,671 2/14/09 | 134,105 2/1/08 | 24.28 |
| 57 | Rejuvenation | 20,059 2/24/09 | 16,166 1/25/08 | 24.08 |
| 58 | Green Mountain Coffee Roasters | 26,638 2/3/09 | 21,489 1/26/08 | 23.96 |
| 59 | TigerDirect.com | 2,556,870 2/24/09 | 2,065,110 1/25/08 | 23.81 |
| 60 | Road Runner Sports | 391,633 2/12/09 | 318,906 12/7/07 | 22.81 |
| 61 | National Ropers Supply | 69,467 2/21/09 | 56,641 11/23/07 | 22.64 |
| 62 | Deluxe Business Checks and Solutions | 159,593 2/21/09 | 130,947 12/31/07 | 21.88 |
| 63 | Kripalu Center for Yoga & Health | 21,674 2/24/09 | 17,833 1/1/08 | 21.54 |
| 64 | Wolferman's | 270,352 2/17/09 | 222,539 1/24/08 | 21.49 |
| 65 | 1-800-Flowers.com | 140,371 2/24/09 | 115,778 1/25/08 | 21.24 |
| 66 | Horse.com | 238,314 1/10/09 | 197,138 12/27/07 | 20.89 |
| 67 | Hello Direct | 120,248 2/5/09 | 99,711 1/24/08 | 20.6 |
| 68 | Duncraft | 61,463 2/21/09 | 50,997 1/18/08 | 20.52 |
| 69 | The Wisconsin Cheeseman | 81,533 2/24/09 | 67,707 12/15/07 | 20.42 |
| 70 | Picket Fence | 59,965 1/23/09 | 49,840 1/27/08 | 20.32 |
| 71 | Miller Nurseries | 46,818 2/24/09 | 38,947 11/28/07 | 20.21 |
| 72 | Kitchen Krafts | 34,935 2/3/09 | 29,079 1/3/08 | 20.14 |
| 73 | Pierre Deux | 18,703 2/24/09 | 15,605 12/25/07 | 19.85 |
| 74 | Woolrich | 171,277 2/14/09 | 143,305 12/27/07 | 19.52 |
| 75 | Journeys | 145,550 2/24/09 | 122,259 12/19/07 | 19.05 |
| 76 | Abercrombie & Fitch | 613,369 2/12/09 | 515,730 1/15/08 | 18.93 |
| 77 | Construction Book Express | 68,420 2/24/09 | 57,876 1/21/08 | 18.22 |
| 78 | Learning Resources | 41,481 2/5/09 | 35,099 1/19/08 | 18.18 |
| 79 | Homeroom | 30,488 1/9/09 | 25,817 1/25/08 | 18.09 |
| 80 | CB2 | 139,700 2/11/09 | 118,700 1/25/08 | 17.69 |

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|------|-----------------------------|--|--|----------------|
| 81 | Jackson & Perkins | 315,786 2/3/09 | 270,791 1/24/08 | 16.62 |
| 82 | Edmund Scientific | 87,742 1/26/09 | 75,300 12/2/07 | 16.52 |
| 83 | SmartPak | 82,324 2/24/09 | 70,815 1/25/08 | 16.25 |
| 84 | Victoria's Secret | 6,759,500 2/21/09 | 5,820,100 1/26/08 | 16.14 |
| 85 | Jessica's Biscuit | 95,000 2/18/09 | 82,134 1/30/08 | 15.66 |
| 86 | In The Company of Dogs | 93,488 2/24/09 | 80,878 1/30/08 | 15.59 |
| 87 | Brigade Quartermasters | 12,345 1/14/09 | 10,691 11/30/07 | 15.47 |
| 88 | Heartland Music | 62,079 2/18/09 | 53,777 1/11/08 | 15.44 |
| 89 | Spring Hill Nursery | 422,634 2/18/09 | 367,705 1/24/08 | 14.94 |
| 90 | UjENA Swimwear | 167,915 2/21/09 | 146,582 1/26/08 | 14.55 |
| 91 | Shades of Light | 21,289 2/24/09 | 18,589 1/14/08 | 14.52 |
| 92 | Hale Indian River Groves | 143,784 2/12/09 | 125,608 1/27/08 | 14.47 |
| 93 | PetEdge | 181,470 2/24/09 | 158,668 12/4/07 | 14.37 |
| 94 | Educational Resources | 12,920 2/4/09 | 11,314 11/27/07 | 14.19 |
| 95 | Heartland America | 713,680 2/11/09 | 625,702 1/17/08 | 14.06 |
| 96 | Oldies.com | 95,674 1/26/09 | 83,916 1/22/08 | 14.01 |
| 97 | National Geographic Catalog | 180,853 2/27/09 | 158,646 1/4/08 | 14.0 |
| 98 | Century Storage Systems | 183,702 2/24/09 | 161,437 1/24/08 | 13.79 |
| 99 | Gevalia | 334,900 2/6/09 | 295,121 1/29/08 | 13.48 |
| 100 | Museum Replicas | 29,172 2/5/09 | 25,757 12/7/07 | 13.26 |
| 101 | As We Change | 55,093 2/20/09 | 48,679 1/26/08 | 13.18 |
| 102 | Gold Coast Africa | 14,034 2/24/09 | 12,427 12/18/07 | 12.93 |
| 103 | Lady Grace | 72,460 2/14/09 | 64,455 1/25/08 | 12.42 |
| 104 | Bas Bleu | 94,394 1/9/09 | 84,249 1/9/08 | 12.04 |
| 105 | Isabella | 64,676 2/24/09 | 57,737 1/21/08 | 12.02 |
| 106 | Williamsburg Catalog | 55,236 2/19/09 | 49,311 1/25/08 | 12.02 |
| 107 | Johnny's Selected Seeds | 25,347 2/26/09 | 22,640 12/10/07 | 11.96 |
| 108 | Alberene Royal Mail | 19,578 2/24/09 | 17,500 1/24/08 | 11.87 |
| 109 | Terry Precision Cycling | 32,835 2/4/09 | 29,451 1/1/08 | 11.49 |
| 110 | BBC America Shop | 75,947 2/13/09 | 68,155 1/3/08 | 11.43 |

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|------|--------------------------------|--|--|----------------|
| 111 | Colorado Pen Direct | 27,566 1/21/09 | 24,785 1/10/08 | 11.22 |
| 112 | Mini Boden | 205,544 2/18/09 | 185,228 1/29/08 | 10.97 |
| 113 | The Barn Door | 31,651 2/21/09 | 28,582 1/26/08 | 10.74 |
| 114 | Kinsman Co. | 25,643 2/3/09 | 23,174 1/15/08 | 10.65 |
| 115 | McMurray Hatchery | 59,428 2/24/09 | 53,788 1/29/08 | 10.49 |
| 116 | GlockStore.com | 19,210 2/21/09 | 17,396 1/29/08 | 10.43 |
| 117 | Legendary Whitetails | 87,700 2/24/09 | 79,546 1/25/08 | 10.25 |
| 118 | Dean & DeLuca | 82,677 2/24/09 | 75,152 1/15/08 | 10.01 |
| 119 | Anthony Richards | 462,258 2/12/09 | 420,373 1/23/08 | 9.96 |
| 120 | Cooking Enthusiast | 66,855 2/21/09 | 60,885 1/10/08 | 9.81 |
| 121 | Seeds of Change | 80,513 2/3/09 | 73,402 12/9/07 | 9.69 |
| 122 | Abbeon | 19,247 1/22/09 | 17,577 1/30/08 | 9.5 |
| 123 | Healthy Living | 678,227 2/13/09 | 621,530 1/24/08 | 9.12 |
| 124 | Barbie Collector | 62,360 2/11/09 | 57,348 1/14/08 | 8.74 |
| 125 | Art Institute of Chicago Shop | 58,368 2/20/09 | 53,692 1/8/08 | 8.71 |
| 126 | Henry Field's Seed and Nursery | 118,266 2/17/09 | 109,003 1/24/08 | 8.5 |
| 127 | Hancock's of Paducah | 48,886 2/27/09 | 45,217 1/27/08 | 8.11 |
| 128 | Pottery Barn Teen | 313,472 2/25/09 | 290,893 12/10/07 | 7.76 |
| 129 | Stauer | 121,008 1/20/09 | 112,334 1/25/08 | 7.72 |
| 130 | Signals | 540,994 2/18/09 | 502,226 1/10/08 | 7.72 |
| 131 | Things Remembered | 2,558,886 1/24/09 | 2,375,602 1/24/08 | 7.72 |
| 132 | Duluth Trading Co. | 525,256 2/12/09 | 488,416 1/16/08 | 7.54 |
| 133 | Penn Herb Co. | 19,664 2/24/09 | 18,302 1/30/08 | 7.44 |
| 134 | Cuddledown of Maine | 76,040 2/20/09 | 70,852 1/11/08 | 7.32 |
| 135 | Eastwood Co. | 120,647 2/21/09 | 112,488 1/11/08 | 7.25 |
| 136 | National Wildlife Catalog | 234,345 2/24/09 | 218,559 1/14/08 | 7.22 |
| 137 | Potpourri | 190,732 2/24/09 | 178,484 1/10/08 | 6.86 |
| 138 | Keystone Country Store | 17,157 2/24/09 | 16,065 1/24/08 | 6.8 |
| 139 | Bra Smyth of California | 48,694 2/14/09 | 45,606 1/25/08 | 6.77 |
| 140 | American Girl | 1,039,617 2/11/09 | 975,148 1/7/08 | 6.61 |

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|------|--|--|--|----------------|
| 141 | The Sportsman's Guide | 1,107,869 2/25/09 | 1,040,515 1/29/08 | 6.47 |
| 142 | SeaBear | 29,725 2/24/09 | 27,959 1/25/08 | 6.32 |
| 143 | FLOR | 33,384 2/18/09 | 31,457 1/12/08 | 6.13 |
| 144 | Omaha Steaks | 1,549,974 2/24/09 | 1,463,282 1/29/08 | 5.92 |
| 145 | Valley Vet Supply | 39,861 2/21/09 | 37,648 1/24/08 | 5.88 |
| 146 | Latter-day Family Resources | 20,651 1/12/09 | 19,537 2/17/08 | 5.7 |
| 147 | Just My Size | 499,488 2/13/09 | 472,894 1/30/08 | 5.62 |
| 148 | Paul Fredrick MenStyle | 146,495 2/12/09 | 138,842 1/6/08 | 5.51 |
| 149 | Llewellyn's NewWorlds of Body, Mind & Spirit | 140,421 2/24/09 | 133,115 1/1/08 | 5.49 |
| 150 | Nueske's Hillcrest Farm | 30,737 2/24/09 | 29,141 12/15/07 | 5.48 |
| 151 | Clotilde | 78,123 2/11/09 | 74,216 1/3/08 | 5.26 |
| 152 | Lyman Products | 10,581 2/24/09 | 10,053 11/22/07 | 5.25 |
| 153 | Chinaberry | 45,461 2/13/09 | 43,265 1/24/08 | 5.08 |
| 154 | MindWare | 186,403 2/4/09 | 177,454 1/24/08 | 5.04 |
| 155 | Essentials By Anthony Richards | 143,720 2/12/09 | 136,947 1/18/08 | 4.95 |
| 156 | Gardener's Supply Co. | 529,495 2/21/09 | 504,971 1/29/08 | 4.86 |
| 157 | TherAdapt Products | 19,718 2/24/09 | 18,807 1/25/08 | 4.84 |
| 158 | SmartPractice | 66,322 2/26/09 | 63,268 1/30/08 | 4.83 |
| 159 | Shannon Mail Order | 46,644 2/24/09 | 44,566 1/10/08 | 4.66 |
| 160 | Emedco | 27,684 2/5/09 | 26,461 1/24/08 | 4.62 |
| 161 | NapaStyle | 128,739 2/24/09 | 123,184 1/13/08 | 4.51 |
| 162 | TGW The Golf Warehouse | 379,616 2/18/09 | 363,263 2/1/08 | 4.5 |
| 163 | Back to Basics Toys | 219,590 1/23/09 | 210,253 1/25/08 | 4.44 |
| 164 | HPS Horticultural Products and Services | 11,860 1/31/09 | 11,369 1/25/08 | 4.32 |
| 165 | Pfaltzgraff | 107,966 2/12/09 | 103,599 1/30/08 | 4.22 |
| 166 | Atlanta Cutlery Corp. | 32,986 2/5/09 | 31,714 1/24/08 | 4.01 |
| 167 | Serenade Music | 15,770 2/24/09 | 15,172 1/11/08 | 3.94 |
| 168 | U.S. Cavalry | 66,447 1/27/09 | 63,946 1/24/08 | 3.91 |
| 169 | Art & Artifact | 62,480 1/8/09 | 60,168 1/8/08 | 3.84 |
| 170 | Isla | 145,163 2/26/09 | 139,876 1/1/08 | 3.78 |

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|------|---|--|--|----------------|
| 171 | Direct Pet Superstore | 36,229 2/21/09 | 34,980 1/24/08 | 3.57 |
| 172 | Medals of America | 71,789 1/27/09 | 69,374 1/25/08 | 3.48 |
| 173 | Auto Body Toolmart | 28,537 2/26/09 | 27,581 1/24/08 | 3.47 |
| 174 | Wisteria | 74,719 8/28/08 | 72,237 1/24/08 | 3.44 |
| 175 | CTA - Christian Tools of Affirmation | 73,267 2/21/09 | 70,856 1/24/08 | 3.4 |
| 176 | Pyramid Collection | 203,022 2/14/09 | 196,413 1/11/08 | 3.36 |
| 177 | Dakin Farm | 21,860 2/20/09 | 21,153 1/12/08 | 3.34 |
| 178 | Crazy Shirts | 47,704 2/27/09 | 46,173 1/6/08 | 3.32 |
| 179 | Country Music Greats | 69,994 1/3/09 | 67,750 12/21/07 | 3.31 |
| 180 | WGBH Collection | 19,475 2/14/09 | 18,864 11/19/07 | 3.24 |
| 181 | Brisky Pet Products | 25,885 2/21/09 | 25,077 1/25/08 | 3.22 |
| 182 | Ginny's Catalog | 316,894 2/7/09 | 307,103 1/7/08 | 3.19 |
| 183 | Serengeti | 140,913 2/19/09 | 136,876 1/10/08 | 2.95 |
| 184 | Yankee Candle | 303,637 2/19/09 | 295,247 1/6/08 | 2.84 |
| 185 | Raintree Nursery | 19,885 2/24/09 | 19,336 1/29/08 | 2.84 |
| 186 | Gurney's Seed & Nursery Co. | 377,103 2/17/09 | 366,824 1/24/08 | 2.8 |
| 187 | GarrettWade Tools | 56,517 2/26/09 | 54,978 1/29/08 | 2.8 |
| 188 | National Wholesale Co. | 384,816 2/18/09 | 374,398 1/29/08 | 2.78 |
| 189 | JC Whitney | 695,092 2/25/09 | 676,285 1/24/08 | 2.78 |
| 190 | Thompson & Morgan | 23,963 1/13/09 | 23,328 12/8/07 | 2.72 |
| 191 | Old Durham Road | 35,561 2/3/09 | 34,650 1/24/08 | 2.63 |
| 192 | Audio Editions | 19,547 2/24/09 | 19,088 1/24/08 | 2.4 |
| 193 | DharmaCrafts | 20,164 2/3/09 | 19,721 1/18/08 | 2.25 |
| 194 | Park Seed Co. | 230,166 1/15/09 | 225,894 1/25/08 | 1.89 |
| 195 | Jann's Netcraft | 37,511 2/26/09 | 36,844 1/1/08 | 1.81 |
| 196 | National AV Supply | 36,310 2/6/09 | 35,669 1/1/08 | 1.8 |
| 197 | Remedia Publications Catalog | 32,867 2/4/09 | 32,308 1/24/08 | 1.73 |
| 198 | L.L.Bean | 4,332,435 2/18/09 | 4,261,926 1/16/08 | 1.65 |
| 199 | Aerosoles | 121,183 2/12/09 | 119,232 1/15/08 | 1.64 |
| 200 | Mid America Motorworks Corvette Catalog | 70,575 2/23/09 | 69,465 1/29/08 | 1.6 |