

Top 30 Mailers in the Catalog Industry

The catalog industry is so hot that our friends at the *Who's Mailing What!* Archive didn't send you the usual 10 top mailers but 30 of them. There are bound to be some great prospects in here for you.

1. Lands' End
Catalog specializing in family apparel and home decor items
www.landsend.com
2. L.L. Bean
Retail stores and catalog featuring men's, women's and children's apparel
www.llbean.com
3. Chadwick's of Boston, Inc.
Catalog featuring women's brand-name apparel and accessories
www.chadwicks.com
4. Oriental Trading Company
Catalog and website features value-priced novelty items, party supplies, toys and home decor items
www.oriental.com
5. Victoria's Secret Direct
Specialty catalog and website features women's intimates, apparel and accessories
www.victoriassecret.com
6. Paul Fredrick
Catalog featuring men's apparel and accessories
www.paulfredrick.com
7. Coldwater Creek
Specialty retailer and catalog featuring women's apparel and accessories
www.coldwatercreek.com
8. Woman Within
Specialty retailer and catalog featuring women's plus-sized apparel, intimates and accessories
www.lanebryant.com
9. Lillian Vernon
Catalog and online retailer featuring general merchandise, including housewares, giftware, jewelry and children's items.
www.lillianvernon.com
10. Blair Corporation

Catalog features men's and women's apparel and home products

www.blair.com

11. Williams-Sonoma
Specialty retailer and catalog features kitchenware, cookware, housewares
www.williams-sonoma.com
12. Orvis Company
Specialty retailer and catalog featuring fly-fishing equipment and supplies
www.orvis.com
13. CDW Corporation
Technology products, services and solutions
www.cdw.com
14. TravelSmith Outfitters
Catalog and website features men's and women's easy-to-pack active wear, travel apparel, travel gear and accessories
www.travelsmith.com
15. Pottery Barn
Specialty retailer, catalog and website featuring furniture, home decor accessories and gift items
www.potterybarn.com
16. Ballard Designs
Catalog featuring furniture and home decor accessories
www.ballarddesigns.com
17. Harry & David
Specialty retailer and catalog featuring fruit-of-the-month club, gourmet foods, floral gifts and home decor items
www.harryanddavid.com
18. Eddie Bauer
Specialty retailer and catalog featuring outdoor and casual apparel for men, women and children
www.eddiebauer.com
19. Frontgate
Indoor-outdoor luxury furnishings and home accents catalog
www.frontgate.com
20. J. Jill
Specialty retailer/catalog featuring women's apparel, footwear and accessories
www.jjill.com
21. Hammacher Schlemmer

- Specialty retailer and catalog featuring unique products
www.hammacher.com
22. Talbots
Specialty retailer, catalog and website features women's/men's/kids' classic styled apparel
www.talbots.com
23. Daedalus Books & Music
Books and music catalog
www.daedalusbooks.com
24. Roaman's
Plus-sized fashions
www.roamans.com
25. Plow & Hearth
Country-style home accessories catalog
www.plowhearth.com
26. Levenger
Catalog featuring home and office decor
www.levenger.com
27. Home Decorators Collection
Specialty retailer, catalog and website features furniture and home decor items and accessories
www.homedecorators.com
28. Brookstone, Inc.
Specialty retailer featuring unique consumer products
www.brookstone.com
29. The Company Store
Catalog featuring home fashions, bed and bath items
www.thecompanystore.com
30. Pottery Barn Kids
Specialty retailer, catalog and website features kids' casual furniture and textiles
www.potterybarnkids.com

[Ed. Note: Top mailers are determined by the number of mailing offers received by the *Who's Mailing What! Archive* – the world's largest swipe file, with access to over 10,000 controls in nearly 200 categories. To learn more about the Archive, and exclusive AWAI member access, [click here](#).]

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2 Responses to "Top 30 Mailers in the Catalog Industry"

I know this is off topic but I'm looking into starting my own blog and was wondering what all is needed to get setup? I'm assuming having a blog like your would cost pretty penny? I'm not very web savvy so I'm not 1000% sure. Any tips or advice would be greatly appreciated. Kudos

You can check it out here: [www dot cwholesale dot com](http://www.dot.cwholesale.com)

Guest (jason) – over a year ago

I think if you can get these companies to other countries who do not have zip codes. Business will increase tremendously.

Guest (Worldly) – over a year ago

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