

# 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](http://www.landsend.com)
2. L.L. Bean  
Retail stores and catalog featuring men's, women's and children's apparel  
[www.llbean.com](http://www.llbean.com)
3. Chadwick's of Boston, Inc.  
Catalog featuring women's brand-name apparel and accessories  
[www.chadwicks.com](http://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](http://www.oriental.com)
5. Victoria's Secret Direct  
Specialty catalog and website features women's intimates, apparel and accessories  
[www.victoriasecret.com](http://www.victoriasecret.com)
6. Paul Fredrick  
Catalog featuring men's apparel and accessories  
[www.paulfredrick.com](http://www.paulfredrick.com)
7. Coldwater Creek  
Specialty retailer and catalog featuring women's apparel and accessories  
[www.coldwatercreek.com](http://www.coldwatercreek.com)
8. Woman Within  
Specialty retailer and catalog featuring women's plus-sized apparel, intimates and accessories  
[www.lanebryant.com](http://www.lanebryant.com)
9. Lillian Vernon  
Catalog and online retailer featuring general merchandise, including housewares, giftware, jewelry and children's items.  
[www.lillianvernon.com](http://www.lillianvernon.com)
10. Blair Corporation

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

[www.blair.com](http://www.blair.com)

11.

Williams-Sonoma

Specialty retailer and catalog features kitchenware, cookware, housewares

[www.williams-sonoma.com](http://www.williams-sonoma.com)

12.

Orvis Company

Specialty retailer and catalog featuring fly-fishing equipment and supplies

[www.orvis.com](http://www.orvis.com)

13.

CDW Corporation

Technology products, services and solutions

[www.cdw.com](http://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](http://www.travelsmith.com)

15.

Pottery Barn

Specialty retailer, catalog and website featuring furniture, home decor accessories and gift items

[www.potterybarn.com](http://www.potterybarn.com)

16.

Ballard Designs

Catalog featuring furniture and home decor accessories

[www.ballarddesigns.com](http://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](http://www.harryanddavid.com)

18.

Eddie Bauer

Specialty retailer and catalog featuring outdoor and casual apparel for men, women and children

[www.eddiebauer.com](http://www.eddiebauer.com)

19.

Frontgate

Indoor-outdoor luxury furnishings and home accents catalog

[www.frontgate.com](http://www.frontgate.com)

20.

J. Jill

Specialty retailer/catalog featuring women's apparel, footwear and accessories

[www.jjill.com](http://www.jjill.com)

21.

Hammacher Schlemmer

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