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Industry, Science and
Technology Canada

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MAIL ORDER AND CATALOGUE SELLING

**Direct Marketing
Information Sources**

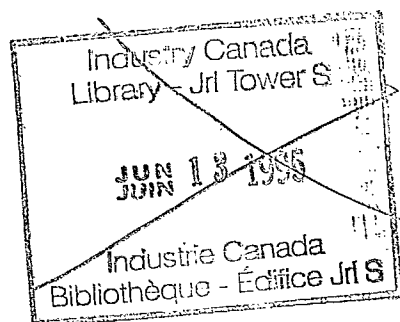
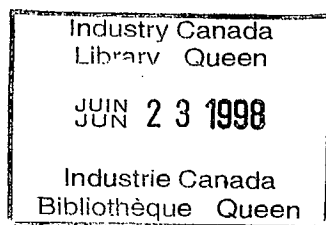
SERVICE INDUSTRIES

Canada

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1992
JOUR

MAIL ORDER AND CATALOGUE SELLING

Direct Marketing Information Sources



Distribution Services Industries Directorate
Service and Construction Industries Branch
Industry, Science and Technology Canada
Fall 1992

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1992

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Introduction

Direct Marketing refers to all of the activities connected with a seller transferring some kind of good, service or information to a buyer. It includes the use of controlled communication by some kind of media (mail, telephone, etc.) to reach a specific audience (those most likely to respond). One of the major types of direct marketing is mail order/catalogue selling, which is used to generate both consumer and business-to-business sales.

This publication will assist those interested in mail order/catalogue selling. The information in the following pages identifies sources of information in a variety of areas. The focus of the publication is on Canadian association and print information sources, although some American sources are also listed. The direct marketing industry is, to some extent, further developed in the U.S. and to this end offers valuable assistance to businesses interested in applying this information to improve the competitiveness of their Canadian operations. As well as direct marketing organizations and sources related specifically to the mail order business, some information sources for direct marketing services (market researchers, data bases, mailing lists, lettershop and printing services, creative services, consulting firms, equipment suppliers, etc.) are also included.

This publication is not all inclusive; the direct marketing industry is changing rapidly and new sources of information are appearing daily. The price and availability of publications is subject to change. Unless stated, to the best of our knowledge, publications are free.

It is our hope that the information sources listed will be useful to both new and existing direct marketers in the mail order/catalogue industry. Please note that comments or enquiries are welcome and should be forwarded to:

**Distribution Services Industries Directorate
Service and Construction Industries Branch
Industry, Science and Technology Canada
235 Queen Street
OTTAWA, Ont.
K1A 0H5
Tel.: (613) 954-2979
Fax: (613) 952-9054**

Additional copies of this publication are also available from Industry, Science and Technology Canada Business Service Centres, which are listed on the following page.

INDUSTRY, SCIENCE AND TECHNOLOGY CANADA BUSINESS SERVICE CENTRES

These centres have been established at headquarters and in every regional office to provide clients with a gateway into the complete range of ISTD services, information products, programs and expertise.

REGIONAL OFFICES

NEWFOUNDLAND

ISTC
Suite 504
Atlantic Place
215 Water Street
P.O. Box 8950
ST. JOHN'S, Nfld.
A1B 3R9
Tel.: (709) 772-ISTC
Fax: (709) 772-5093

PRINCE EDWARD ISLAND

ISTC
Suite 400
National Bank Tower
Confederation Court Mall
134 Kent Street
P.O. Box 1115
CHARLOTTETOWN, P.E.I.
C1A 7M8
Tel.: (902) 566-7400
Fax: (902) 566-7450

NOVA SCOTIA

ISTC
5th Floor
Central Guaranty Trust Tower
1801 Hollis Street
P.O. Box 940, Station M
HALIFAX, N.S.
B3J 2V9
Tel.: (902) 426-ISTC
Fax: (902) 426-2624

NEW BRUNSWICK

ISTC
12th Floor
Assumption Place
770 Main Street
P.O. Box 1210
MONCTON, N.B.
E1C 8P9
Tel.: (506) 857-ISTC
Fax: (506) 851-6429

QUEBEC

ISTC
Suite 3800
800 Tour de la Place Victoria
P.O. Box 247
MONTREAL, Que.
H4Z 1E8
Tel.: (514) 283-8185
or 1-800-361-5367
Fax: (514) 283-3302

ONTARIO

ISTC
4th Floor
Dominion Public Building
1 Front Street West
TORONTO, Ont.
M5J 1A4
Tel.: (416) 973-ISTC
Fax: (416) 973-8714

MANITOBA

ISTC
8th Floor
330 Portage Avenue
P.O. Box 981
WINNIPEG, Man.
R3C 2V2
Tel.: (204) 983-ISTC
Fax: (204) 983-2187

SASKATCHEWAN

ISTC
Suite 401
119 - 4th Avenue South
SASKATOON, Sask.
S7K 5X2
Tel.: (306) 975-4400
Fax: (306) 975-5334

ALBERTA

ISTC
Suite 540
Canada Place
9700 Jasper Avenue
EDMONTON, Alta.
T5J 4C3
Tel.: (403) 495-ISTC
Fax: (403) 495-4507

ISTC

Suite 1100
510 - 5th Street Southwest
CALGARY, Alta.
T2P 3S2
Tel.: (403) 292-4575
Fax: (403) 292-4578

BRITISH COLUMBIA

ISTC
Suite 900
Scotia Tower
650 West Georgia Street
P.O. Box 11610
VANCOUVER, B.C.
V6B 5H8
Tel.: (604) 666-0266
Fax: (604) 666-0277

YUKON

ISTC
Suite 210
300 Main Street
WHITEHORSE, Y.T.
Y1A 2B5
Tel.: (403) 667-3921
Fax: (403) 668-5003

NORTHWEST TERRITORIES

ISTC
10th Floor
Precambrian Building
P.O. Bag 6100
YELLOWKNIFE, N.W.T.
X1A 2R3
Tel.: (403) 920-8568
Fax: (403) 873-6228

HEADQUARTERS

ISTC
1st Floor, East Tower
235 Queen Street
OTTAWA, Ont.
K1A 0H5
Tel.: (613) 952-ISTC
Fax: (613) 957-7942

CANADIAN INFORMATION SOURCES

Associations

The following associations are extremely valuable sources of information for a number of reasons. First, their members are intimately involved with direct marketing in Canada and, as such, provide invaluable contacts in the industry. Second, association-sponsored events provide both up-to-the-minute, informative sessions about current issues in the industry and opportunities to network with potential business allies. Third, each of these organizations is actively involved with producing some kind of print media information source for its members or the general public (newsletters, directories, guide books, etc.). Fourth, these primarily volunteer associations can prove useful to those with specific questions about the industry in that their membership spans a broad range of direct marketing services and activities.

Canadian Direct Marketing Association

The Canadian Direct Marketing Association (CDMA) is a professional organization representing more than 850 Canadian and U.S. companies involved in the C\$7.86* billion direct marketing industry. It was founded in 1967 to promote professionalism among users of direct marketing and to foster both the growth and the credibility of direct response marketing in Canada. The CDMA represents a broad cross section of individuals, industries and distributive trades; its membership includes Canada's major financial institutions, publishers, cataloguers and charities, as well as industry suppliers such as direct response agencies, printers and service bureaus.

CDMA members represent 80 percent of the Canadian direct marketing industry and advocate key legislative and public issues while regulating their own activities. The CDMA takes a strong educational role in offering an annual spring convention, a fall conference and on-going seminar programs. Furthermore, it promotes industry growth, development and education through its extensive network of special interest councils, committees and task forces.

* "C" before dollar figure denotes Canadian dollars. "US" denotes U.S. dollars.

CDMA special interest councils keep on top of the issues and events that affect specialized markets and direct marketing disciplines. The councils produce meetings, workshops and communications with speakers on topics of current interest to their members. The councils include:

- ADMAC – Association of Direct Marketing Agencies of Canada
- Business-to-Business Council
- Catalogue Council
- Financial Services Council
- Fundraisers Council
- Insurance Council
- Lettershop Council
- List Council
- Publishing Council
- Telemarketing Council

Of special interest to those involved in the mail order industry is the Catalogue Council, which addresses the specific needs of this aspect of direct marketing. CDMA members may join the Catalogue Council to benefit from its specific activities and information. This council has established a self-regulatory Code of Ethics and Standards of Practice for cataloguers in order to provide member companies with important new marketing and communications opportunities. In conjunction with various government departments, the CDMA endeavours to protect consumers by requiring member companies displaying the CDMA symbol on their materials to guarantee customer satisfaction. In return, the public can shop with confidence from CDMA member companies.

CDMA members are provided with an information exchange program with a network of direct marketing counterparts and associations in Canada and the U.S., as well as a consumer education program, a quarterly newsletter, an annual directory, a group insurance plan and complementary subscriptions to key industry publications. The association provides liaison with key industry and Association contacts and produces "President's Reports" on current industry issues. Public Affairs and Government Issues are handled by a special contact program and the CDMA has

working Task Forces on Privacy and Environment Issues.

The CDMA promotes its own environmental policy with regards to direct mail activities. A mail/telephone preference service for the general public allows consumers to remove their names from mailing and telephone lists used by CDMA member companies, thereby reducing wasted marketing costs for the company and eliminating unwanted mail or phone calls for consumers. The CDMA also facilitates a customer satisfaction program to better meet consumer demands for quality and efficient service from member companies. The Association serves as a link between customers and member companies should a dispute arise; a company can lose its membership privileges if sufficient cause is shown.

CDMA Committees currently exist to handle issues connected with Postal Operations, International Trade and Post Secondary Education. The CDMA also provides media liaison for its members and coordinates the RSVP Award Program to reward Direct Marketing Excellence.

The CDMA's Resource Library is located at the CDMA offices in Don Mills, Ontario. The library contains over 150 titles on various direct marketing and business topics. Materials available include books, periodicals, directories, audio and video cassettes of selected past seminars and workshops, and samples of catalogues. Library use is free for CDMA members, C\$40 per visit for non-members and C\$10 per visit for students. Appointments to use the library can be made by calling the CDMA office at (416) 391-2362.

The CDMA is affiliated with the American and European direct marketing associations.

Head Office

Canadian Direct Marketing Association
Suite 607
1 Concorde Gate
DON MILLS, Ont.
M3C 3N6
Tel.: (416) 391-2362
Fax: (416) 441-4062

The following branches also provide regional services for CDMA members (newsletters, branch meetings, seminars, etc.):

Calgary Chapter

Suite 2100
350 - 7th Avenue S.W.
CALGARY, Alta.
T2P 3T2
Tel.: (403) 233-7827
Fax: (403) 234-7110

Montreal Chapter

Suite 2100
666 Sherbrooke St. West
MONTREAL, Que.
H3A 1E7
Tel.: (514) 281-5725
Fax: (514) 281-5728

Ottawa Chapter

2186 Thurston Rd.
OTTAWA, Ont.
K1G 4V4
Tel.: (613) 737-4570
Fax: (613) 737-0232

British Columbia Chapter

101 - 1965 West 4th Ave.
VANCOUVER, B.C.
V6J 1M8
Tel.: (604) 736-3024
Fax: (604) 736-3104

Direct Marketing Association of Toronto

Suite 200
200 Consumers Rd.
NORTH YORK, Ont.
M2J 4R4
Tel.: (416) 502-0433
Fax: (416) 502-1614

- an independent, volunteer association that meets on a regular basis to serve the needs of the direct mail/marketing community and acts as a network for the exchange of ideas among the key industry players in Toronto

- approximately 350 member companies from across North America
- holds monthly luncheons (first Tuesday of the month at noon) with guest speakers on current trends in direct mail/marketing with an emphasis on the application of techniques for members
- conducts tours of Association member companies to educate students and others interested in the industry about the processes and techniques involved with direct marketing
- works closely with the American Direct Marketing Association

Direct Marketing Creative Guild

33 Olive Avenue
TORONTO, Ont.
M6G 1T7
Tel.: (416) 531-8102
Fax: (416) 531-8102

- an informal association of senior level writers and designers who specialize in creating direct response advertising either as freelance artists or creative directors with major direct marketing agencies
- meet every two months, with guest speakers, to discuss issues of interest to members
- Guild Membership Roster lists members' areas of expertise and availability for freelance work
- offers members' discounts and advance notice of industry events as well as a job referral network and *Guild* newsletter
- affiliated with the main chapter in New York (over 1 000 members across the U.S. and in six countries worldwide), which sponsors the John Caples Awards for Outstanding Creative Effort in Direct Response Advertising

Edmonton Direct Marketing Association

P.O. Box 1756
Main Post Office
EDMONTON, Alta.
T5J 2P1
Tel.: (403) 486-1667
Fax: (403) 483-6589

- the Edmonton Direct Marketing Association (EDMA) has over 70 members ranging from small companies to major mail users

- primarily oriented toward direct mail but does engage in other direct marketing activities in general
- the Association sponsors 10 luncheon meetings a year with a featured speaker on some industry topic and also coordinates casual, after-work information sessions for members only (e.g. touring a member company)
- one meeting trial memberships are available
- seminar programs are offered three to four times a year for members (one afternoon, current industry topics)
- publishes an internal newsletter with details of upcoming events and articles of general interest to members
- has a computerized membership roster
- promotes the industry Code of Ethics

National Association of Major Mail Users

P.O. Box 481
Station Desjardins
MONTREAL, Que.
H5B 1B6
Contact: National Information Officer
Tel.: (416) 420-0249
Fax: (416) 420-2869

- volunteer organization, presenting a national perspective on postal issues on behalf of the major users of both 1st class (Lettermail) and 3rd class mail across Canada
- approximately 100 member companies generating about 80 percent of the volume handled by Canada Post Corporation (includes several key direct marketers and major catalogue operations)
- works with Canada Post to establish policies and rates of mutual benefit, meets with senior Canada Post and government officials regularly
- membership across Canada with branches in Montreal, Quebec City and Ontario, and a twinning program set up to serve members in the Maritimes and Western Canada
- publishes a quarterly newsletter, *The Bulletin*, which is sent to all members and selected government representatives and advises members of current and upcoming postal issues, both strategic and technical, and also gives members a vehicle for providing input on postal issues through appropriate surveys and questionnaires
- chapter meetings (members and guests only) are educational sessions with an opportunity for members to floor questions and raise concerns

- holds an annual *Mail Connexions* conference with Canada Post

Société Québécoise de Marketing Direct

P.O. Box 1430
Station Desjardins
MONTREAL, Que.
H5B 1H3
Tel.: (514) 353-4303
Fax: (514) 352-0905

Other Sources

Many local boards of trade, Chambers of Commerce and academic institutions can be consulted for both the information and the services they provide.

Periodicals

Periodicals in the direct marketing industry are valuable not only for their news content, but also for the industry activities they identify. Potential direct marketers can find information about upcoming events, new contacts, and new developments in direct marketing in all of the following information sources.

Canadian Cataloguer

- the official newsletter of the CDMA Canadian Catalogue Council (available from the CDMA office)
- contains articles of interest to members of the Council on current issues in the industry and upcoming events for cataloguers

Direct Marketing Communicator

- official publication of the Canadian Direct Marketing Association
- published quarterly and distributed to members
- outlines direct marketing activities (current developments and upcoming events) in the Canadian marketplace
- price for non-members: C\$250 (four issues)

List Link

- the official publication of the CDMA List Council
- contains articles on issues and developments in list management

Contact

Canadian Direct Marketing Association
Suite 607
1 Concorde Gate
DON MILLS, Ont.
M3C 3N6
Tel.: (416) 391-2362
Fax: (416) 441-4062

Canadian Direct Marketing News

- Canada's publication for advertisers using response marketing

- contains articles of interest to all direct marketers on current issues as well as detailing past, present and future events in the industry
- contains a resource directory of services available to direct marketers
- yearly subscription: C\$48

Contact

Canadian Direct Marketing News
Suite 301
1200 Markham Rd.
SCARBOROUGH, Ont.
M1H 3C3
Tel.: (416) 439-4083
Fax: (416) 439-4086

Data Base Marketing Newsletter

- the monthly newsletter of strategies and tactics for customer acquisition and retention
- contains articles designed to help design and manage a data base
- yearly subscription: C\$349
- published by Canadian Direct Marketing News (see above)

Canadian List News

- a monthly publication of Cornerstone List Managers, designed to provide up-to-date information about Cornerstone's managed lists
- identifies new developments in the industry of interest to list brokers and major mailers
- special issues tie into major industry events and conferences
- distributed free to qualified mailing list, or with annual subscription: C\$120

Contact

Cornerstone List Managers Inc.
Suite 304
1491 Yonge St.
TORONTO, Ont.
M4T 1Z4
Tel.: (416) 969-9555
Fax: (416) 969-9566

Response

- newsletter of the Direct Marketing Association of Toronto (distributed to members)
- contains notices of upcoming industry and association events as well as articles of interest to those in the industry
- contact the Direct Marketing Association of Toronto (see address and telephone number in the association section)

Guides/Directories

The following information sources contain listings of participants in the mail order/catalogue industry. The more general direct marketing guides listed contain a specific section on mail order/catalogues or identify services of value to direct marketers (e.g. list agencies). Most of these publications give detailed listings of potential suppliers or contacts in the direct marketing industry and enable businesses to analyze their competitors and research new product areas or the industry as a whole.

Many of these publications also provide tips, statistics, current event listings, etc., for the industry itself. Some of these publications may be available in a local library, while others are available only from the source.

Canadian Direct Marketing Association Membership Roster

- published as the annual directory of the association
- see Canadian Direct Marketing Association information in the Association section
- price for non-members: C\$300

Canadian Direct Marketing News Purchasing Guide

- Canada's definitive source book on direct marketing
- contains listings of almost 350 organizations and companies complete with an alphabetical index, telephone and fax directories, and category classifications (agencies, creative services, list brokers, market research, etc.)
- published annually (December)
- price: C\$25, or included with a subscription to *Canadian Direct Marketing News*

Contact

Canadian Direct Marketing News
Suite 301
1200 Markham Rd.
SCARBOROUGH, Ont.
M1H 3C3
Tel.: (416) 439-4083
Fax: (416) 439-4086

Catalogue of Canadian Catalogues

- by Leila Albala
- covers over 800 Canadian mail order sources, classified by subject and alphabetically, with indexes
- published biennially (3rd edition – July 1992)
- price: C\$12.50, including shipping and GST

Contact

Alpel Publishing
P.O. Box 203
CHAMBLY, Que.
J3L 4B3
Tel.: (514) 658-6205

Catalogue Mart by Anne Malik

- over 850 sources for shopping by mail, telephone, or fax in 12 different categories
- includes an index and annexes of helpful information from a consumer's point of view
- 208 pages, soft cover
- price: C\$16, including shipping and GST

Contact

Loganberry Books
Suite 6-164
3555 Don Mills Rd.
WILLOWDALE, Ont.
M2H 3N3
Tel.: (416) 498-7365
Fax: (416) 490-9714

Direct Marketing Association of Toronto Membership Directory

- contains a complete listing of all the members and companies affiliated with Direct Marketing Association of Toronto (DMAT), including the Board of Directors
- gives general information on the association and a calendar of its events for the current year
- see DMAT information in the Association section

Insider's Guide to Data Base Marketing

- published with a Canadian direct marketing audience in mind
- first section includes information about the industry of use to both new and existing direct marketers, second section includes a directory of people involved in the industry (including mail order)

Contact

Canadian Market Analysis Center
3430 Mansfield Rd.
FALLS CHURCH, VA
22041 USA

Guide to Direct Marketing Services Marketing Magazine – Special Report on Direct Marketing

- published annually in a regular issue of *Marketing Magazine* (first week of May)
- contains articles on direct marketing topics written by people involved with many aspects of the industry
- includes a directory of services and agencies of value to a direct marketer
- single issue price: C\$2.50

Contact

Circulation Department – Marketing
Magazine
Maclean Hunter Ltd.
5th floor
777 Bay Street
TORONTO, Ont.
M5W 1A7
Tel.: (416) 596-5667
Fax: (416) 593-3170

Statistical Information

There are no specific federal government studies on mail order or catalogue retailing; however, the following Statistics Canada publication may prove to be of interest to direct marketers in this field. As well, Statistics Canada publishes an annual *Market Research Handbook*, which contains consumer and economic information and projections of social and demographic trends including consumer spending, incomes and prices. Many industry directories (see previous section) provide data about the industry as a whole. As well, the Canadian Direct Marketing Association periodically undertakes studies of interest to mail order or catalogue retailers that provide some industry-specific information.

Statistics Canada

Direct Selling In Canada

Catalogue No. 63-218

- 25 pages
- annual, bilingual
- discusses non-store retail sales, giving data on commodities sold and methods of distribution, from premises, by mail or door to door
- price: C\$22

Statistics Canada publications can be found in some local libraries. They may be purchased from local authorized agents and other community book stores, through the local Statistics Canada offices, or by mail order from:

Publication Sales
Statistics Canada
OTTAWA, Ont.
K1A 0T6

or

Tel.: (613) 951-7277
Fax: (613) 951-1584
Toll-free: 1-800-267-6677
Toronto: (416) 973-8018 (credit card only)

Canadian Direct Marketing Association Statistics

Contact the Association to obtain:

CDMA Annual Fact Book (First Edition)

- contains vital statistics and details the economic impact of direct marketing in Canada
- includes current surveys of list usage and data base marketing practices as well as data on consumer attitudes and perceptions
- available in fall 1992

Canadian Catalogue Industry Overview

- 29 March 1991
- prepared by Management Horizons (Price Waterhouse)
- profiles the Canadian catalogue direct marketing industry and determines the key factors of competitiveness relative to foreign competitors, including a focus on the future industry outlook, the expansion opportunities in cataloguing, and the impact on store retailing of Canadian catalogue sales
- price: C\$79 for members, C\$125 for non-members

Direct Mail and Canadian Consumer Attitudes

- study commissioned by Canada Post Corporation in November 1990
- attempts to determine the extent to which direct mail affects consumer buying behaviour
- addresses a number of related questions and illustrates results graphically
- 13 pages

Contact

Market Research Group
Canada Post Corporation
Sir Alexander Campbell Building
Station 878
OTTAWA, Ont.
K1A 0B1
Tel.: (613) 228-4635
Fax: (613) 952-8488

Books and Other Media Sources

The number of books published in Canada on this topic is too large to list all of the titles applicable to direct marketers. We have identified several sources of books and specific book titles that are reputed to be especially good sources of information. Some of these books may be found in local libraries or book stores.

SOURCES

Canadian Direct Marketing Association

- distributes books on direct marketing, mail order business, mailing list strategies, telemarketing, etc.
- titles include:

Canadian Direct Marketing Handbook

by Marilyn Stewart

- CDMA publication (see separate listing)

How to Start and Operate a Mail Order Business

by Julian L. Simon

Mailing List Strategies: a Guide to Direct Mail Success

by C. Rose Harper

Maxi Marketing

by Stan Rapp and Tom Collins

Successful Direct Marketing Methods

4th Edition

by Bob Stone

Successful Telemarketing

Opportunities and Techniques for Increasing Sales and Profits.

by Bob Stone and John Wyman

Secrets of a Successful Mail Order Guru: Chase Revel

by Ron Tepper

and many more

- the Canadian Catalogue Council has a videotape for sale with a collection of catalogue seminars conducted at the *Catalogue Environment Day* at a price of C\$49 for council members, C\$59 for

Canadian Direct Marketing Association (CDMA) members and C\$69 for non-members

- the List Council also has a four-tape audio cassette package available from the CDMA List Council's Address Accuracy Seminar (6 December 1991) at a price of C\$10/tape or C\$35 for the set

For a complete listing of titles available or to order, contact:

Canadian Direct Marketing Association

Suite 607

1 Concorde Gate

DON MILLS, Ont.

M3C 3N6

Tel.: (416) 391-2362

Fax: (416) 441-4062

Canadian Direct Marketing News Publishing

- distributes a variety of publications through its Marketer's Book Store
- books available include catalogues, guides, source books, directories and instructional books related to the direct marketing industry

A complete catalogue of titles is available, including:

Business to Business Direct Marketing

by Tracy Emerick and Bernard Goldberg

Catalogue Mart

by Anne Malik

Catalogue of Canadian Catalogues

by Leila Albala

Direct Marketing Success

by F.F. Gosden Jr.

Directory of Business to Business Catalogues and

Directory of Mail Order Catalogues

by Grey House Publishing

Le Marketing Direct

(French — the first guide book on direct marketing written in Canada)

by Paul Poulin

The Wholesale-by-Mail Catalogue
by Lowell Miller and Prudence McCullough

Contact

CDMN Marketer's Book Store
Suite 301
1200 Markham Rd.
SCARBOROUGH, Ont.
M1H 3C3
Tel.: (416) 439-4083
Fax: (416) 439-4086

Passport Books

- distributes a wide range of marketing books on telemarketing, creative design, direct mail, catalogues, business-to-business, market research, mail order, etc.
- a descriptive catalogue is available

Titles include:

Business to Business Direct Marketing
Proven Direct Response Methods to Generate More Leads and Sales
by Robert Bly

Commonsense Direct Marketing
2nd edition
by Drayton Bird

Creative Strategy in Direct Marketing
by Susan K. Jones

NTC'S Dictionary of Direct Mail and Mailing List Terminology and Techniques
by Nat C. Bodian

Profitable Direct Marketing
2nd edition
by Jim Kobs

Secrets of Successful Direct Mail
by Richard V. Benson

101 Tips for More Profitable Catalogues
How to Create Successful Catalogues
Inside the Leading Mail Order Houses
by Maxwell Sroge

To order or to obtain a catalogue, contact

Copp Clark Pitman Ltd.
2775 Matheson Blvd. East
MISSISSAUGA, Ont.
L4W 4P7
Tel.: (416) 238-6074
Toll-free: 1-800-263-4374
Fax: (416) 238-6075

OTHER TITLES OF INTEREST

Advertising By Mail

- manual written by Canadian direct marketers containing secrets for effective use of direct mail
- has eight sections on topics including getting started, developing mailing lists, creative, testing, production and the different mailing options available from Canada Post
- 130 pages
- price: C\$29.95

Contact

Canada Post Corporation
Sir Alexander Campbell Building
Station 877
OTTAWA, Ont.
K1A 0B1
Toll-free: 1-800-668-3153

The Canadian Direct Marketing Handbook
by Marilyn Stewart

- provides current marketing information that contains everything there is to know about the "how-to's" of direct marketing in Canada
- written specifically for the Canadian marketplace
- 288 pages
- price: C\$44.95 for CDMA members and C\$49.95 for non-members, plus shipping and handling charges

Contact

Canadian Direct Marketing Association
Suite 607
1 Concorde Gate
DON MILLS, Ont.
M3C 3N6
Tel.: (416) 391-2362
Fax: (416) 441-4062

How to Profit from Direct Marketing by Robert A. Bale

- the seventh volume of the *How to Profit from the Media* series
- gives tips and information on all aspects of direct marketing from business experts in the field
- published in June 1992

- data base management, creative, fulfilment, Canada Post, promotional marketing, social issues, integration, legal considerations, selecting an agency
- price: C\$15

Contact

Stimulus Publishing Company
Suite 801
2 Lansing Square
WILLOWDALE, Ont.
M2J 4P8
Tel.: (416) 498-5164
Fax: (416) 498-6845

Seminars, Conferences and Exhibitions

Local academic institutions, chambers of commerce and other business organizations frequently offer local seminars, conferences or information days of interest to direct marketers. These opportunities may be industry or regionally specific.

The following organizations previously mentioned in this publication offer series of seminars and annual conventions/conferences/trade shows that may be of interest. For full details one should contact the respective organizations at the addresses and telephone numbers previously listed. This list is of established and annual events and is by no means exhaustive. Industry periodicals, etc. can be consulted for many upcoming events. Each year, new conferences and seminars are offered and developed to inform direct marketers across Canada.

Canadian Direct Marketing Association

- Annual Convention/Trade Show (May)
- Annual Conference (Fall)
- the Catalogue Council offers workshops of interest specifically to cataloguers, at the Canadian Direct Marketing Association (CDMA) spring and fall events
- *Focus on Direct Marketing* seminar series (held two to four times a year or on request, a basic introductory seminar) and other advanced sessions aimed at introducing the latest in direct marketing expertise
- *Mail Order Day* featuring guest speakers from the American and Canadian catalogue industries – annual event sponsored by the Catalogue Council
- the Catalogue Council sponsors Spring and Fall workshops and/or seminars (usually two days) with speakers on topics of interest to cataloguers (industry experts in a variety of areas, etc.)
- the CDMA also sponsors joint events with the American Direct Marketing Association
- for information, contact the CDMA office at (416) 391-2362, ext. 229

Canadian Direct Marketing News Seminars

- *Toronto Direct Marketing Summit* (an executive conference held annually in April)
- *National Data Base Marketing Conference* (annual three day event in September)
- *Vancouver Direct Marketing Day*
- for more information call Canadian Direct Marketing News at (416) 439-4083

Edmonton Direct Marketing Association

- sponsors three to four afternoon seminars a year for members on a variety of current direct marketing topics
- contact the association for more information (see contact address and telephone number in the Association section)

National Association of Major Mail Users/Canada Post Corporation

- *Mail Connexions* conference and trade show (late Spring, varied locations)
- the postal event for business mailers – three days guaranteed to answer your questions on strategic, product and operational directions
- features participation from key industry and Canada Post experts and a trade show of suppliers to major Canadian mail users
- an opportunity to network and participate in workshops to improve the efficiency of major mailings (improvements in data base lists, cost-effective mailings, physical mail characteristics, etc.)
- for more information, contact the National Association of Major Mail Users (see contact address and phone number in the Association section)

Regulatory Information

The following sources may be of value to companies undertaking mail order or catalogue retailing and should provide answers to any questions that might arise.

CANADA POST CORPORATION

Local Canada Post Customer Sales Representatives can provide those interested in obtaining information about the mail order business with rates, regulations and other relevant information specific to the undertaking considered.

or

Contact

Head Office – Canada Post Corporation
Confederation Heights
OTTAWA, Ont.
K1A 0B1
Tel.: (613) 734-8440
Fax: (613) 734-7196

(Branch offices located in: Vancouver, Edmonton, Winnipeg, London, Toronto, Ottawa, Montreal, Quebec City and Halifax)

- Canada Post operates a test centre for examination of physical properties of a mail piece (paper quality, window material, etc.)
- for information on this service, postal codes, code accuracy, and mail standards:
- *Canadian Addressing Standard* (booklet)
- *Lettermail Physical Characteristics* (guide)
- *Canada Post Standards Manual*
- *Canada Post Corporation Printing of Letter-Size Items for Effective OCR Processing* (comprehensive technical document)

Contact

Marketing Postal Standards and Code
Canada Post Corporation
Sir Alexander Campbell Building
Station 852C
120 Colonade Rd.
OTTAWA, Ont.
K1A 0B1
Tel.: (613) 228-4724 or 228-4760
Fax: (613) 952-3842

Canadian Connexions

- a publication designed primarily for an international audience but containing details of many direct marketing opportunities in Canada
- also includes valuable information on the Canadian marketplace, mailing lists/data bases, packaging and labelling, customs and tax regulations, Canada Post services, etc.
- price: C\$19.95

Contact

Canada Post Corporation
Sir Alexander Campbell Building
Station 877
120 Colonade Rd.
OTTAWA, Ont.
K1A 0B1
Toll-free: 1-800-668-3153

National Distribution Guide

- a guide for mail preparation

Contact

Corporate Product Specifications
Canada Post Corporation
Sir Alexander Campbell Building
Station 871
120 Colonade Rd.
OTTAWA, Ont.
K1A 0B1
Tel.: (613) 228-4734
Fax: (613) 952-3842

Postal Guide

- a description of Canada Post Corporation's products

Postal Code Directory

Contact

National Philatelic Centre
Canada Post Corporation
Station 1
ANTIGONISH, N.S.
B2G 2R8
Toll-free: 1-800-565-4362
Fax: (902) 863-6796

CONSUMER AND CORPORATE AFFAIRS CANADA

Marketing Practices Branch
(promotional contests, misleading advertising)
Place du Portage, Phase II
HULL, Que.
K2P 1B8
Tel.: (819) 997-4282
Fax: (819) 953-2557

Consumer Product
Packaging and Labelling
255 Argyle Ave.
OTTAWA, Ont.
K1A 0C9
Tel.: (613) 992-4776
Fax: (613) 996-2519

SUPPLY AND SERVICES CANADA

***Packaging and Labelling Act and Regulations* (publication)**

Contact

Canada Communication Group — Publishing
45 Sacre-Coeur Blvd.
HULL, Que.
K1A 0S9
Tel.: (819) 956-4802
Fax: (819) 994-1498

Provincial ministries of consumer and commercial relations can also be consulted in the case of a complaint with a company's advertising and sales claims, warranties, etc.

INTERNATIONAL TRADE

Direct enquiries to

External Affairs and International
Trade Canada
125 Sussex Drive
OTTAWA, Ont.
K1A 0G2
Tel.: (613) 996-9134
Fax: (613) 952-3907

***Canadian Exporter's Guide to the U.S. Mail Order Industry* (publication)**

- includes essential information for anyone interested in using the U.S. mail order industry to market a product using an American catalogue, etc., and is of considerable interest to anyone about to start their own mail order business as well
- contains tips on contacting a catalogue house and securing a contract, information on U.S. standards and procedures, U.S. market information and a list of agencies, government and otherwise, who can help a potential exporter to the U.S. market
- External Affairs and International Trade Canada also has a number of other export guides that may be of interest to those engaging in international trade

Contact

External Affairs and International
Trade Canada
InfoExport
Toll-free: 1-800-267-8376
In Ottawa Call: (613) 993-6435

REVENUE CANADA CUSTOMS AND EXCISE

General Enquiries

(613) 598-2275

(613) 598-2298 (French-language service)

GST Electronic Questions and Answers Data Base

(access with modem anywhere in Canada/USA)

Toll-free: 1-800-267-5979

GST Toll-Free Hotline

Toll-free: 1-800-465-7775

Telephone line for the hearing disabled:

Toll-free: 1-800-465-5770

- telephone service is available Monday to Friday,
8:00 a.m. to 5:00 p.m. (except holidays)

- Revenue Canada Customs and Excise/GST
District Offices are located across Canada (consult
local listings for the toll-free number for your area)

- it may also be necessary to contact provincial
taxation offices to obtain information on applicable
provincial sales taxes

Postal Imports Remission Order

- the Postal Task Force of Revenue Canada has
developed a brochure explaining the recent changes
in the Postal Imports Remission Order that affect
the mail order industry

- to obtain a copy, contact the manager of the
Postal Task Force at (613) 952-9485

ADDITIONAL INFORMATION (AMERICAN)

Direct Marketing Association

- the largest and oldest International Trade Association representing users, creators, and suppliers of direct mail advertising and other direct marketing techniques
- represents close to 6 000 members from 3 000 companies in all 50 U.S. states and in 55 countries worldwide
- the leading industry authority on direct marketing issues and events
- produces the newsletter *Directions* six times a year, which is sent to all members and contains information on trends and issues in direct marketing (internal circulation only)
- also publishes an annual directory of members (internal circulation only)
- offers an extensive array of seminars on many direct marketing topics in locations across the U.S. as well as its major Spring and annual conferences and exhibitions
- distributes many valuable direct marketing information sources through its publications catalogue
- operates a Mail Order Action Line as a service to consumers to intervene on their behalf in the case of a dispute with an Association member company
- also operates a Mail and Telephone Preference Service to allow consumers to remove their names from mailing and telephone lists used by Association member companies, thereby reducing wasted marketing costs for the company and eliminating unwanted mail or telephone calls for consumers
- operates specific councils (similar to the CDMA) in various direct marketing fields to which member companies can belong, such as the Business-to-Business, Catalogue, Telephone Marketing, Circulation, List, Computer and Financial Services councils
- performs extensive research on and statistical analyses of direct marketing, both in the U.S. and abroad
- intervenes on its members' behalf in government issues affecting direct marketing

- has task forces on list practices, technology, environmental issues, etc.
- recognizes direct marketing excellence through its own ECHO Awards program

Contact

Direct Marketing Association, Inc.
11 West 42nd Street
NEW YORK, NY
10036-8096
Tel.: (212) 768-7277, ext. 100
Fax: (212) 768-4546

Periodicals

Catalog Age

- designed for catalogue executives engaged in merchandising, circulation, marketing, creative, fulfilment, production or general management
- offers comprehensive, sophisticated coverage of the complex catalogue business, including the latest news on competitors' activities and strategies and critical industry analyses
- includes marketplace listings/information sources; articles on smaller but highly successful firms, catalogue copy, lists, and product news; trend watch column; calendar of events/conferences/seminars; people updates, etc.
- *Catalog Age* undertakes an annual survey, the *Catalog Age Report*, which is in conjunction with the CDMA Catalogue Council and includes Canadian companies as well as their American counterparts (the survey reports industry statistics and profiles the activities of cataloguers in general)
- published monthly
- yearly subscription: C\$78

Direct Magazine (sister publication)

- a monthly magazine for senior direct marketing executives covering industry trends and issues, best/worst campaigns, agencies, lists, creative, data base marketing, etc.
- conducts an annual survey of direct marketers and publishes its results in the magazine
- features include a literature showcase of materials available by mail on services, etc. highlighted in the magazine, an agency bulletin board, an advertisers index and a directory of suppliers and professional services in the direct marketing industry
- published monthly
- yearly subscription: C\$78

Contact

Cowles Business Media Inc.
Box 4949
911 Hope Street
STAMFORD, CT
06907-0949
Tel.: (203) 358-9900
Fax: (203) 357-9014

Direct Marketing

- published monthly
- contains articles relevant to current direct marketing topics and a directory of direct marketing services (including lists) and associations (international) in every issue
- features a regular Canadian column
- yearly subscription: US\$52

Contact

Direct Marketing
224 Seventh Street
GARDEN CITY, NY
11530 USA
Tel.: (516) 746-6700
Fax: (516) 294-8141

Global Opportunities Advertiser

- a looseleaf-format advertiser that contains short information articles, organization information, business sales and income opportunities, etc.
- offers worldwide business opportunities and leads in the areas of mail order, direct sales, etc.
- yearly subscription: US\$22

Contact

Four Winds Publishing
4729 Amelia Dr.
FAIR OAKS, CA
95628-5517
Tel.: (916) 966-7526
Fax: (916) 966-9325

Journal of Direct Marketing

- published by researchers at Northwestern University
- quarterly publication of the Direct Marketing Educational Foundation, Inc.
- designed to provide a bridge between direct marketing practitioners and the academic research community
- contains in-depth, current articles on both the theory and practice of direct marketing

- also features a letters column, books and software reviews and editorials from the Foundation and the editor
- yearly subscription: US\$200 (four issues)

Contact

John Wiley and Sons Publishing, Inc.
605 Third Ave.
NEW YORK, NY
10158 USA
Tel.: (212) 850-6645
Fax: (212) 850-6088

Target Marketing

- trade magazine devoted to the promotion of direct marketing excellence in telemarketing, direct mail, catalogues/mail order, lists/data base marketing, etc.
- contains event listings, personnel changes, a literature listing, the latest industry trends and news, a source guide, a media watch, and monthly features
- December issue contains an annual "Who's Who of Direct Marketing" directory of industry suppliers and associations, etc.
- published monthly
- yearly subscription: US\$80

Contact

North American Publishing Company
401 N. Broad St.
PHILADELPHIA, PA
19108 USA
Tel.: (215) 238-5300
Fax: (215) 238-5457

Who's Mailing What!: The Monthly Newsletter Analysis and Record of the Direct Marketing Archive

- direct mail newsletter and listing of promotional mailings (an analysis and record of 60 000 mailings a year)
- each issue contains detailed information on 1 500 to 2 000 mailings in over 200 categories, highlighting a "Top Ten" for mailing campaigns, "Technical Talk" and "Direct Responses" columns and hands-on how-to information about direct mail
- The Direct Marketing Archive consists of more than 8 000 mailing samples in the 200 categories and provides a service whereby subscribers wishing to access the archive can call for information on successful campaigns and receive photocopies of the mailing
- published 10 times a year
- has also produced two special reports, "Who Owns What!," describing precisely who owns copy and design, and "Who's Charging What!," (January issue) listing over 300 freelance writers, designers and consultants and what they charge
- yearly subscription: US\$126 (introductory), US\$168 (regular)

Contact

Who's Mailing What!, Inc.
Box 8180
STAMFORD, CT
06905 USA
Tel.: (203) 329-1996
Fax: (203) 322-5009

Guides/Directories

The Best 100 Sources for Marketing Information

- the directory/index of *American Demographics* magazine listing sources of demographic information on consumer groups
- lists firms offering demographic and research services; data retrieval and analysis; market evaluation and forecasting; media services; direct marketing expertise; and hardware, software and mapping services
- published annually and distributed free to magazine subscribers or on request

Contact

American Demographics, Inc.
Box 68
ITHACA, NY
14851 USA

The Catalog Age/Direct Magazine Source Book

- an annual special issue source book and industry profile compiled by the staff at *Catalog Age* and *Direct Magazine*
- provides the latest industry information on catalogue and direct marketing suppliers
- price: available with a subscription to *Catalog Age* or *Direct Magazine*, which costs C\$78 (Source Book only: C\$25)

Contact

Cowles Business Media Inc.
Box 4949
911 Hope Street
STAMFORD, CT
06907-0949
Tel.: (203) 358-9900, ext. 160
Fax: (203) 357-9014

Catalog Handbook

- contains companies that offer product catalogues, classified alphabetically and by product, with indexes, and updated quarterly
- approximately 160 pages
- price: C\$5.95

Contact

Enterprise Magazines Inc.
Suite 111
1020 North Broadway
MILWAUKEE, WI
53202 USA
Tel.: (414) 272-9977
Fax: (414) 272-9973

DMA Service Directories Series

- the yellow pages of direct marketing
- nine volumes categorized by industry specialty providing more than 2 500 separate listings of Direct Marketing Association (DMA) member companies providing services to the direct marketing community
- suppliers are indexed geographically and by specialty
- price discounts are offered to DMA members
- titles include:

Alternate Response Media Bureaus (US\$30)
Direct Marketing Consultants (US\$40)
Direct Marketing Research Firms (US\$30)
Direct Response Advertising Agencies (US\$50)
Executive Search Firms (US\$5)
List, Production & Mailing Services (US\$40)
Telephone Marketing Service Bureaus (US\$35)
International Firms Providing Direct Marketing Services (US\$40)
U.S. Firms Providing International DM Services (US\$40)

Contact

DMA Book Distribution Center
1650 Bluegrass Lakes Parkway
ALPHARETTA, GA
30201 USA
Tel.: (404) 664-7284
Fax: (404) 442-9742

Directory of Business Information Resources

- provides marketers with detailed industry by industry information, including the main associations, newsletters, journals and conventions
- 90 industry chapters with key contacts listed
- 700 pages
- price: US\$135

Directory of Business-to-Business Catalogs by Leslie McKenzie

- a comprehensive marketing guide and research directory to provide suppliers of business-to-business products with a source for everything from maintenance supplies, computers and mailing lists to business seminars and exhibits — every kind of product a business needs in its day-to-day operations
- serves start-up businesses and established businesses who want to keep track of new suppliers in the field, valuable for researching new product areas
- 35 product chapters supply business names, executive contacts, telephone and fax numbers, product descriptions, histories, size, etc.
- 387 pages
- price: US\$110

Directory of Mail Order Catalogs by Richard Gottlieb

- covers 7 000 mail order firms and their catalogues in 41 broad chapters with 200 sub-chapters
- company profiles list the key personnel with job titles, areas of specialization, sales volume, size/number of employees, etc.
- a valuable source for product research, mailing list information, service listings and contact leads
- gives a detailed overview of the direct mail industry for market researchers
- published annually (sixth edition, 1992)
- 512 pages
- price: US\$135

Contact

Grey House Publishing Inc.
Pocket Knife Square
LAKEVILLE, CT
06039 USA
Tel.: (203) 435-0868
Fax: (203) 435-0867

Directory of Mailing List Companies

- lists more than 1 100 companies that service the mailing list needs of direct marketers, including the names, addresses, contact names and specialties of mailing list compilers, brokers and owners; management companies; and co-op and insert mailers, etc.
- 150 pages
- published every 18 months
- price: US\$35

Mail Order Product Guide

- over 1 500 manufacturers, importers, and distributors of products to the mail order industry worldwide
- published to aid mail order companies in selecting products for their catalogues, and to help those individuals who might be interested in starting a mail order company choose products best suited for their catalogue
- 235 pages
- price: US\$25 plus shipping

Mail Order Business Directory

- covers 9 500 mail order catalogue companies in the U.S. and abroad (listings include contacts, product lines and prices)
- includes a concise guide to selling in the mail order market, 34 product categories and an alphabetical index
- published annually (16th edition, 1992)
- 370 pages
- price: US\$85

Contact

B. Klein Publications or Directory Marketplace
P.O. Box 8503 Todd Publications
CORAL SPRINGS, FL P.O. Box 301
33075 USA WEST NYACK, NY
Tel.: (305) 752-1708 10994 USA
Fax: (305) 752-2547 Tel./Fax: (914) 358-6213

Directory of Major Mailers

- covers about 6 000 mailing houses and 18 000 mailing efforts with detailed descriptions of the mailing itself
- also contains a statistical section and four different quick reference indexes
- provides business leads for suppliers and agencies and allows mailers to analyze their competition
- 966 pages
- published annually
- this directory is also available on diskette, ASCII, dBase or CD ROM
- price: US\$395 (retail) or US\$295 (mail order direct)

Contact

Who's Mailing What!/Morgan-Rand
P.O. Box 8180
STAMFORD, CT
06905 USA
Tel.: (203) 329-1996
Fax: (203) 322-5009

Mailing List Companies and Categories Directory

- lists over 2 100 mailing list houses in the U.S. organized by state/zip code and more than 3 000 categories of mailing lists currently offered by a broad range of companies
- 128 pages
- published annually
- price: US\$39.95

Contact

Enterprise Publishers
3809 Hudee Dr.
MITCHELLVILLE, MD
20721-2432 USA
Tel.: (301) 805-5357

American Business Directories, Inc.

- compiles and publishes over 1 800 annual business directories of American industries listed in the yellow pages
- each listing gives detailed information on the nature and size of the business as well as contact information (useful for locating suppliers and customers)
- also provides a "Business Directory Assistance" telephone service, which provides business information by telephone or fax for a small fee, call: 1-800-638-7171
- direct marketers may obtain a free catalogue of existing industries with directories available or have a directory custom-made to meet the specific information needs of their business
- specific directories of interest:

Mail Order & Catalog Shopping Directory

#5961-02 - 2 983 listings.....US\$125

Direct Mail Advertising Directory

#7331-05 - 6 239 listings.....US\$240

Contact

American Business Directories, Inc.
5711 S. 86th Circle
P.O. Box 27347
OMAHA, NE
68127 USA
Tel.: (402) 593-4600
Fax: (402) 331-5481

National Directory of Catalogs

- more than 7 000 U.S. and Canadian catalogue listings in 78 interest categories, with indexes by company, title and telephone contact
- provides information on product lines carried, suppliers, production information, mailing lists, key executives, etc.
- 500 pages (3rd edition)
- price: US\$225

National Directory of Mailing Lists

- complete facts on 20 000 U.S. and Canadian mailing lists, including names of key personnel, circulation volume, size, type, price and concise description of each list

- divided into 200 specific interest categories and includes subscriber, compiled and product buyer lists
- cross-referenced by subject, management company, owner, list title and contact indexes
- 1 500 pages
- price: US\$295

Contact

Oxbridge Communications
Suite 302
150 - 5th Avenue
NEW YORK, NY
10011 USA
Tel.: (212) 741-0231
Fax: (212) 633-2938

Shop-At-Home Directory *Shop-At-Home Fashion* *Shop-At-Home Country & Craft* *Shop-At-Home Delectable Decor*

- the mail order buyer's source to over 300 specialty catalogues
- lists and distributes catalogues for more than 400 companies that offer direct mail order sales
- about 40 pages each
- published semi-annually
- price: US\$6
- also produces *Shop-At-Home Catalog Carousel*, a smaller, free booklet distributed to mail order buyers as they receive their merchandise

Contact

Belcaro Group Inc.
Suite C-310
1355 South Colorado Blvd.
DENVER, CO
80222
Tel.: (303) 758-1414
Fax: (303) 758-1926

Books and Other Media Sources

DIRECT MARKETING ASSOCIATION

DMA Publications Catalog

- your source for books, reports and directories for direct marketers
- 30 pages of information sources available for sale (with member discounts) through the DMA
- contains an index and order form and is divided into publication categories
- sample titles include:

Business-to-Business Direct Marketing Handbook
by Roy G. Ljungren

Business-to-Business Direct Marketing Resource Guide
and
Catalog Start-Up Resource Guide
DMA Start-Up Resource Series

Catalog Marketing: the Complete Guide to Profitability in the Catalog Business
by Katie Muldoon

Direct Mail Copy that Sells
by Herschell Gordon Lewis

Direct Marketing: How you can really do it right
by Ray Jutkins

Direct Marketing Idea Book
by Martin Gross

Direct Marketing and Mail Order Handbook
by Richard S. Hodgson

Direct Marketing Marketplace
by Donna Swiatlo

Fenvessy on Fulfilment — The Catalog Executive's Guide
by Stanley Fenvessy

The Guide to Mail Order Sales
by Arnold L. Fishman

Mail Order Moonlighting
by Cecil C. Hoge, Sr.

Mail Order on the Kitchen Table
by Marilyn Schultz

- plus many more titles, some of which are included in the following specific listings
- catalogue is free on request

DMA 1991-92 Statistical Fact Book

- 262 pages with 325 charts from over 100 studies and resources
- classified by topic and source
- price: US\$89.95

Contact

DMA Book Distribution Center
1650 Bluegrass Lakes Parkway
ALPHARETTA, GA
30201 USA
Tel.: (404) 664-7284
Fax: (404) 442-9742

AMERICAN DEMOGRAPHICS, INC.

- produces a free catalogue (*Market Alert*) of the books, audio cassettes, information retrieval software, etc., available for purchase
- distributed to magazine subscribers
- sources cover extensively all areas of market research, demographic analysis, data base marketing and maintenance, target marketing, etc.

CATALOG AGE MAGAZINE

- distributes resource books on cataloguing
- sample titles include:

How to Write Powerful Catalog Copy
by Herschell Gordon Lewis

The secrets of writing compelling catalogue copy that will out pull anything you have ever published

Successful Catalog Marketing
by Richard S. Hodgson

The definitive book on winning in the catalogue business

For a complete listing or to order, contact

Book Department
Cowles Business Media Inc.
Box 4949
911 Hope Street
STAMFORD, CT
06907-0949
Tel.: (203) 358-9900, ext. 204

HOKE COMMUNICATIONS, INC.
Information Retrieval Library

- contains books and audio and video tapes on a variety of topics related specifically to direct marketing, including mail order and catalogue sales
- titles include:

A New Magazine Designed with Catalog in Mind
(video)
by Louis J. Leber

Profit Strategies for Catalogers
by Lawson Trophagen Hill

Successful Catalogs — Award Winners that Sell
by Steve Warsaw

Fifty Ideas in Fifty Minutes: Catalogs Panel
(cassette)
from the 1992 Direct Marketing to Business Conference

Canadian Market Update (cassette)
from the Publisher's Multinational Direct Conference (1992)

Contact

Hoke Communications Inc.
224 Seventh St.
GARDEN CITY, NY
11530-5771 USA
Fax: (516) 294-8141

OTHER BOOKS OF INTEREST

The Complete Direct Mail List Handbook
by Ed Burnett

- everything you need to know about lists and how to use them for greater profit, including searching for good mailing lists, testing and renting lists, and using list brokers
- 750 pages
- price: US\$55

How Mail Order Fortunes Are Made

- describes the organization and operation of a successful mail order business, with facts and figures and sample illustrated ads, written for beginners
- 352 pages
- price: US\$25

Making \$500,000 a Year in Mail Order

- explains the secrets of successful copywriting, how to save on printing, advertising, art, classified advertising techniques, free publicity, etc.
- 200 pages
- price: US\$25

Contact

B. Klein Publications
P.O. Box 8503
CORAL SPRINGS, FL
33075 USA
Tel.: (305) 752-1708
Fax: (305) 752-2547

How to Sell Mail Order Catalogs

- describes the steps you need to follow to sell a book or other product to mail order catalogue houses
- lists 550 catalogues that carry books, tapes and other items
- includes addresses, key contacts and telephone numbers
- price: US\$30

Mail Order Selling Made Easier

- a step-by-step guide to organizing and carrying out a successful direct marketing program
- explains how to locate and select the best products, design effective direct mail promotions, find and test the appropriate lists, obtain testimonials for products, etc.
- 290 pages
- price: US\$20

Contact

Directory Marketplace
Todd Publications
P.O. Box 301
WEST NYACK, NY
10994 USA
Tel./Fax: (914) 358-6213

Seminars, Conferences and Exhibitions

DIRECT MARKETING ASSOCIATION

Seminars

- the Direct Marketing Association (DMA) is the leader in direct marketing education and offers an extensive in-house seminar series to member companies as well as specific seminars in a variety of American cities planned by the Association for any direct marketer to attend
- members receive discounts off the seminar fees
- seminars currently offered include:

Basic Institute — an in-depth course in direct marketing for beginners or veterans refreshing their skills

Beyond the Basics — an intensive blend of lecture, case study and hands-on experience in planning and implementing direct marketing strategies

Catalog Basics — catalogue business step-by-step, from goals to fulfilment

Printing and Production — how to produce vibrant, cost-effective direct marketing pieces and speak the special language of production

Fulfilment and Production — how to deliver an order and turn a customer into a loyal client. The tools to make customer service profitable

Data Base Marketing — an introduction to data base and the techniques for using it to raise marketing efficiency and profits

For a calendar of current offerings, contact

Direct Marketing Association, Inc.
11 West 42nd Street
NEW YORK, NY
10036-8096
Tel.: (212) 768-7277, ext. 480 (in-house)
ext. 486 (registration)
Fax: (212) 768-4546

Conferences/Exhibitions

- *Annual Catalog Conference and Exhibition* (June)
- *Annual Business-to-Business Direct Marketing Conference* (April)
- *Spring Conference/Exhibition*
- *Annual Conference/Exhibition* (October)
- *Direct Marketing Days* (regional)

- the Catalog Council, Business-to-Business Council and Financial Services Council offer simultaneous seminars/information days as part of the DMA *Annual Conference/Exhibition*

- exhibitions are an opportunity for direct marketers to network extensively with others in their field internationally

- other DMA councils may also have specific events, check with the DMA for more information

- prominent Canadian direct marketers/associations both attend and exhibit at DMA conferences

For complete details on DMA conferences and exhibitor/registration information, contact

Conference Registration
Direct Marketing Association, Inc.
11 West 42nd Street
NEW YORK, NY
10036-8096
Tel.: (212) 768-7277, ext. 100
Fax: (212) 719-5106

National Centre for Data Base Marketing Conference and Exhibition (July/December)

- a conference put on each year by this private organization for top data base marketing executives from across North America

Contact

National Centre for Data Base Marketing, Inc.
109 - 58th Ave.
ST. PETERSBURG BEACH, FL
33706
Tel.: (813) 367-5629
Fax: (813) 367-6545



29622

DATE DUE

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