

# Information that registers

In addition to providing cost-saving benefit programs and government advocacy for retailers, Retail Council of Canada is dedicated to the idea that information builds a stronger retail enterprise. With that in mind, our members have access to a number of publications designed to address their need for industry-specific information:

## Canadian Retailer

As RCC's longest-running publication, Canadian Retailer is a valued source of information about the retail industry for retailers and retail industry watchers. This bimonthly magazine features, in addition to news and updates about RCC initiatives and programs, profiles of some of Canada's most intriguing retailers, interviews with industry thought leaders, and articles on the trends that matter most to retailers.



## retailcouncil.org

Retail Council of Canada's Web site, [www.retailcouncil.org](http://www.retailcouncil.org), is the official 24/7 source of information for both RCC members and the general public. Log on to learn more about RCC's advocacy efforts and campaigns on behalf of retailers, our extensive events, education and awards programs, or the many other ways in which we deliver value to members, including member-only access to white papers and industry research.

## E-newsletter

Every week, thousands of subscribers receiving RCC's free e-newsletter in their inboxes, a concise yet comprehensive summary of the week's top retail headlines from around the world, as well as the latest news about RCC's events, cost-saving programs and member services.

## Independent Retailer

The award-winning\* *Independent Retailer*, RCC's newest publication, aims to provide independent store owners and employees with the latest news on RCC's efforts on their behalf, as well as the kind of advice and inspiration they need in order to thrive as retail entrepreneurs.



## Retailer's Guides

Specifically designed with the independent owner and store-level manager in mind, our highly popular series of *Retailer's Guides* offer invaluable advice and information on the day-to-day concerns of retail operators, from dealing with store theft to hiring the right people to advertising on a budget.



## Retail Conditions

As part of our mandate, RCC is committed to providing members with the research tools they need to better understand the Canadian retail landscape. Our member-exclusive *Retail Conditions* report is a bimonthly overview of the retail industry, based on RCC's observations and interviews with mid- and large-size members representing all formats, categories and regions.

\*Best Newsletter, Canadian Society of Association Executives (2008)



**National Office:**  
1255 Bay Street, Suite 800, Toronto, ON M5R 2A9  
Tel: (888) 373-8245 E-mail: [info@retailcouncil.org](mailto:info@retailcouncil.org)  
[www.retailcouncil.org](http://www.retailcouncil.org)

**REMEMBER: RCC members receive *Canadian Retailer* for free as part of their membership.**

## Yes! Send me a subscription to *Canadian Retailer* today!

**Best deal!** — 12 issues for 15% off.

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Are you a member of Retail Council of Canada?  Yes  No

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Are you a retailer?  Yes  No

Are you a supplier?  Yes  No

### Check appropriate description

Automotive

Drugstore

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Furniture and appliances

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Liquor, wine and beer

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Supermarket/specialty food stores

General merchandise

Restaurants, food services

Beauty salon

Dry cleaners

Phone, mail order

Other \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

### What is your organization's total annual revenue?

Less than \$1.5 million

\$1.5 million to \$49 million

More than \$50 million

### Number of employees in Canada

Less than 50

51–99

100–199

200–499

500–999

1,000–1,999

2,000–4,999

More than 5,000

Location and number of stores \_\_\_\_\_

\_\_\_\_\_

**Mail to:** 1255 Bay Street, Suite 800

Toronto, ON M5R 2A9

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**[www.retailcouncil.org/cdnretailer](http://www.retailcouncil.org/cdnretailer)**

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