

Warehouse Club Focus

Fact Sheet

- **CPG Subscribers**—*Warehouse Club Focus (WCF)* is read by some of the largest CPG companies in the world. For example, Kraft, General Mills and Pepsi post each issue on their corporate intranet for employees to read.
- **Club Employees**—Each issue is read by hundreds of key club personnel including executives, buyers and operators.
- **Long Time Subscribers**—The information, data and analysis found in *WCF* is relevant, insightful and helpful. Why else would *WCF* have a large number of companies who have subscribed annually since the publication began in 1997?
- **Subscriber Communication**—*WCF* encourages questions and comments from subscribers. Many of *WCF*'s best articles developed from subscribers asking questions.
- **Information Source**—Since 1997, there have been more than 2,500 pages of *WCF* published. If there is information our subscribers need, chances are we have written about it.
- **Category Analysis**—*WCF* divides all club categories into four departments. Each department is analyzed in detail every 18 months providing in-depth information critical to the sales planning process.
- **In-Club Observations**—Part of *WCF*'s core operating belief is consistently visiting club locations. Buyers expect this of their vendors and these visits help subscribers understand what is happening day-to-day in the buildings.
- **Constant Change**—Each issue is written by Michael G. Clayman who has been involved in this industry for 19 years including five as a Costco buyer. He has learned the clubs are known for one thing: constant change. No matter your club experience, you need a source of information that keeps you up-to-date on those changes. The only source available today is *WCF*.

Warehouse Club Focus

Charter Subscription Program

Since 1997, *WCF* has been the only publication covering the \$141.2 billion warehouse club industry.

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will save you \$320.**



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FREE—Choose one of three *Selling a Warehouse Club* books—each book (BJ's, Costco or Sam's Club) normally costs \$299.

Visit www.hhcpublishing.com to learn more about *WCF* and the *Selling a Warehouse Club* series.

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