

Canada's Leading Magazine for Lifestyle Retailers



inStore.™

2026 MEDIA KIT

LET'S CONNECT!

Since 2014, *InStore Magazine* has been the trusted voice of Canada's independent retail community — connecting 12,000+ boutique retailers with the products, brands and stories that move the industry forward.

My mission is clear: to help independent retailers thrive and to help suppliers reach them with impact. With *InStore*'s deep market insight, loyal readership and proven ad performance, our partners consistently see measurable returns that outpace traditional trade show exposure.

In our most recent Reader Survey:

- 88% read *InStore* regularly
- 87% consider themselves loyal readers
- 87% visit an advertiser's website
- 61% purchase product(s) featured in *InStore*
- 48% contact an advertiser directly

Those are real results from real retailers — proof that *InStore* drives engagement and sales.

With three decades of industry experience and two respected titles — *InStore Magazine* and *Giftbeat* — my team knows this market inside and out. Our advertisers rely on us for consistent visibility, brand credibility and direct access to the country's most active indie buyers.

Advertising in *InStore* isn't just about exposure — it's about conversion. Let me introduce your brand to my loyal and engaged audience.

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"We have consistently had inquiries, and generated an ROI that far exceeds expenditures from our campaign over the past two years."

-Jonathan R. Smith, Founder, Pika & Bear



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OUR DEVOTED READERS

InStore Magazine is Canada's leading publication for independent retailers — reaching the largest, most loyal and most engaged audience of lifestyle store owners in the country.

With a circulation of 12,000 qualified retailers, *InStore* delivers unparalleled reach across Canada. Our readership reflects the geographic distribution of stores across Canada, ensuring your message connects with buyers from coast to coast — from small-town boutiques to established lifestyle destinations.

Engagement with *InStore* is exceptional:

- 87% of retailers read every issue, cover to cover, multiple times.
- 87% consider themselves loyal readers — a truly captive audience.
- Our readers don't just browse — they take action: 87% visit an advertiser's website, 61% purchase product(s) and 48% contact an advertiser for more information.

No other publication delivers this level of sustained attention, trust, and conversion.

When your brand appears in *InStore*, it's not just seen — it's remembered, researched, and acted on.



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“I honestly can't tell you how informative *InStore* is for stock ideas, new suppliers & the info in the articles.”

- Cindy Vanderstar, Cashmere & Cobwebs, Simcoe, Ont.

EDITORIAL

Product is the lifeblood of this industry and what retailers most want to see in our pages. *InStore* searches high and low for the hottest items, and all vendors are welcome to submit products for a chance to appear in *InStore*.

Editorial Submission Procedure

1. Select a maximum of 10 small to medium-sized products. Do not submit any bulky items or items requiring assembly. **Note: We do not accept supplied photography.**
2. Package items in one medium-sized box. No packing peanuts or shredded paper please.
3. Send items to 60 Adelaide Street, Unit 4, Port Colborne, L3K 2W2 by the deadline date.
4. Include a completed Editorial Submission Form (available at www.instoremagazine.ca/editorial) in the box along with product descriptions and prices for each item typed or neatly handwritten on a single sheet.
5. Indicate on the form whether you require the items to be repackaged for return. Note: *InStore* doesn't cover the cost of returning.

News Releases

Send us the details of your anniversary, new product launch and any other milestones.

Contact Erica for more details: ekirkland@instoremagazine.ca

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“I devour *InStore* from cover to cover seeking inspiration, trends, vendors and, most importantly, business guidance.”

- Kate Seaver, *Kate's Garden, Markham, Ont.*

“I look to *InStore* to see what's trending – colours, type of product, styles, etc.”

- Wendy MacDonald, *John Abbott College Campus Store, Ste-Anne-De-Bellevue, Que.*



PRINT RATES

FULL PAGE	1x \$2750	2x \$2350	4x \$2150
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HALF PAGE	\$1950	\$1600	\$1400
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THIRD PAGE	\$1400	\$1200	\$975
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QUARTER PAGE	\$1075	\$975	\$775
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OUTSETS & INSERTS

A limited number of positions are available in each issue for vendors looking to include a brochure, catalogue or postcard with *InStore*. **Rates start at \$2900.** The maximum weight per piece is 30 grams.

SMALL BUSINESS PACKAGE ❤

InStore has a special advertising program with for new and small businesses, Canadian-makers and woman-owned, BIPOC-owned or LGBTQ-owned companies. Contact Erica for more information: ekirkland@instoremagazine.ca

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“*InStore* is a great publication. I always look at it as soon as it comes in.”
- Nancy Consaul, *Perch*, Courtenay, B.C.



PRINT AD SPECS

FULL PAGE

Bleed: 9.25" W x 11" H

Trim: 9" W x 10.75" H

Live area: 8.5" W x 10.25" H

HALF HORIZONTAL

7.5" W x 4.5" H

HALF VERTICAL

3.5635" W x 9.25" H

THIRD

2.2917" W x 9.25" H

QUARTER

3.5" W x 4.5" H

Artwork Specifications

- PDFx, .TIFF, .PSD or .AI file
- Images saved at 300 dpi
- Text converted to outlines
- Colours converted to CMYK

Submitting Artwork

- Upload files to instoremagazine.loadingdock.ca - no password required
- Email ekirkland@instoremagazine.ca

Ad Placements

- Unless a guaranteed position or placement is purchased and paid for, the placement of ads is at the discretion of the publisher.

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“Love your magazine and look forward to receiving the new editions. Thanks for all your hard work!”

- Judy Ideson, West Parry Sound Health Care Auxiliary, Parry Sound, Ont.

“We really like the ideas on store displays and customer service too!”

-Nancy Condon, Gingerbread Toys, Prince George, B.C.



WINTER 2026

Submit products: Nov. 7

Reserve ad: Nov. 21

Submit ad Material: Nov. 28

Mail date: January 5

Focus: New products for spring/summer

Themes: Personal care, fashion, jewellery, stationery, baby & children's gift guide, home decor, entertaining

SPRING 2026

Submit products: Feb. 20

Reserve ad: March 6

Submit ad Material: March 13

Mail date: April 6

Focus: New products for fall

Themes: Gourmet food, entertaining, Canadian made, candles, personal care, fashion, jewellery, home decor

SUMMER 2026

Submit products: May 15

Reserve ad: June 5

Submit ad Material: June 12

Mail date: July 17

Focus: New products for the holidays

Themes: Stocking stuffers, entertaining, food, home decor, stationery, personal care, fashion, jewellery, baby & kids' gift guide

FALL 2026

Submit products: August 28

Reserve ad: September 11

Submit ad Material: September 18

Mail date: October 12

Focus: New products for spring

Themes: Fashion, jewellery, Canadian made, bath and body, home decor, gardening, entertaining

PRINT SCHEDULE



DIGITAL RATES

INSTORE THIS WEEK

TOP BANNER	1x	4x	12x
	\$750	\$630	\$530

MIDDLE BANNER	\$525	\$450	\$380

BOTTOM BANNER	\$450	\$380	\$325

Banner ads measure 1600px x 400px

CUSTOM EBLAST

Dedicated email to 6000+ buyers \$1950

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“I look to *InStore* to see what's trending among wholesalers – colours, type of product, styles, etc.”
– *Justine Scala, Minotaur Games and Gifts, Kingston, Ont.*

“We've learned about trends and new makers through your magazine. Thank you for publishing such helpful material for retailers.” – *Gareth Davie, Maker House, Ottawa, Ont.*

“I can't wait for *InStore* to arrive” – *Stacey Saunders, Gelmici Jewellers, Edson, Alta.*

DIGITAL NEWSLETTER

When clients layer digital advertising on top of print advertising it amplifies their brand message.

In between issues of the magazine, we keep in touch with 6000 digital subscribers every two weeks through *InStore This Week*. The newsletter allows us to keep our audience informed about developing industry news.

InStore This Week also links to full articles in our digital issue, encouraging store owners to reread a piece.

SUCCESSFUL DIGITAL STRATEGIES:

Print advertising is about building brand awareness of your company with beautiful creative. Using calls to action in print campaigns is rarely successful but is a great idea for digital campaigns as readers have the ability at that time to take the action – click!

When designing a digital campaign consider which of the following goals you want to reach and design your calls to action around those goals.

- *Drive traffic to your website
- *Grow your email database
- *Promoting discounts, specials, etc.
- *Launch a new line
- *Promoting an event