



Working With *InStore*: A Note for Vendors & Advertisers

As *InStore* continues to grow, we're incredibly proud of the vibrant, respectful community we've built—one made up of makers, suppliers, advertisers and storytellers who value collaboration and professionalism.

We're grateful for every vendor who engages with our team in a thoughtful, timely, and respectful way. To ensure we continue to serve our retailers with excellence, here are some simple guidelines we ask all partners to follow.

Our Values

We believe in mutual respect, clear communication and consistency. Our team works hard to create a space where great brands shine—and that works best when we're all on the same page.

We work with hundreds of vendors—some who advertise, some who don't—and the common thread is always this: **respect for the process and the people behind it.**

Product Submissions

We love receiving beautiful product to consider for editorial coverage. To help us manage submissions efficiently:

- **Please review the submission guidelines before reaching out.**
<https://www.instoremagazine.ca/editorial> Most questions are answered there, and it helps us stay on schedule.
- **Submit on time.**
Deadlines are firm. We post them well in advance and can't accept late arrivals, even with the best intentions.
- **We do not return products via Canada Post.**
If a return is required, please arrange for a courier. We're unable to facilitate budget shipping requests due to time and logistical constraints.
- **Unclaimed product will be donated.**
If we reach out about pickup and don't hear back, we'll assume you're okay with donation. We're unable to store products long-term.

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Advertising Commitments

Booking an ad with *InStore* means we're reserving space in our layout, which is carefully planned in advance. Because of this:

- Ads pulled after the materials deadline will be invoiced at 50% of the fee. Once the issue is in layout, pulling ads creates significant disruption to our production process.
- If we've booked your space, please respond to requests for artwork. We rely on timely communication to meet press deadlines.

Contacting Us

As we run two national publications—*InStore* and *Giftbeat*—our time is carefully scheduled, and we appreciate your understanding.

Please email us first.

We are unable to take unscheduled phone calls. If your concern genuinely requires a conversation, we're happy to schedule a time that works for both sides.

Response time may take up to 48 hours.

Due to volume and the nature of publishing deadlines, especially during busy seasons, our response time can vary. We do our best to respond as quickly as possible, but sometimes editorial or ad deadlines must take priority over emails that can wait.

Thank you for your patience and professionalism—it means the world to our small team.

A Gentle Reminder on Communication

We're here to support you—but we kindly ask that communication stays professional and respectful.

Please avoid:

- Multiple follow-up emails within a short time
- Ignoring deadlines or asking for exceptions afterward
- Speaking rudely to staff or making personal demands
- Submitting products with no introduction or context after long periods of silence

We track outreach in our CRM and remember who consistently shows up with professionalism and care.

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Want to Reconnect? We're Open.

If you've received past emails from us but haven't engaged and would like to re-establish contact—great! We're always open to starting fresh. Just drop us a note, reintroduce yourself, and let us know how you'd like to collaborate.

We're all human, and we get that sometimes things fall through the cracks. The key is how we show up moving forward.

What We Welcome 😊

InStore has become the most respected platform in the Canadian lifestyle and gift industry—and that didn't happen by accident. It happened through integrity, consistency and an unwavering commitment to building something meaningful and collaborative.

If that resonates, welcome. Let's build something beautiful together.

If not, no hard feelings—but we've created a calm, respectful environment that works well for this industry and our team. We work with *hundreds* of vendors each year who value that kind of warm, professional engagement.

If your business isn't run with that same **heart and integrity**, *InStore* is not the platform for you.

We do not promote products from companies who cannot engage with basic professionalism and respect. To us, that signals how you may treat our readers—and we are **fiercely protective** of them. **Everything we publish, from content to advertising, is vetted with care to ensure it's aligned with our values and worthy of their trust.**

Note:

Any replies sent in response to this communication will be considered a Letter to the Editor and subject to full publication, especially if the tone or intent of the communication is deemed aggressive, unprofessional, or intended to discredit. We believe our readers deserve transparency, and we reserve the right to publicly share any correspondence that attempts to engage us in a hostile or manipulative manner.