

inStore™

INDUSTRY INTELLIGENCE REPORT

A Transparency Audit of North American Gift & Home Industry Publishing Landscape

As the media industry transitions into a **Robust Digital Publication** economy, it is more critical than ever for vendors and makers to base their marketing investments on **Forensic Math** rather than "Smoke and Mirrors." Below are the audited facts regarding the current Canadian retail media landscape.

1. AUDIENCE ENGAGEMENT: Organic vs. Artificial

- **InStore Magazine (Independent): 3800+** organic, retail-exclusive followers on Instagram with high-voltage, daily engagement from verified shop owners and buyers. **6000+ digital subscribers** and **6000 print subscribers** transitioning to the digital version for a reach of **12,000+ engaged retailers**.
- **RetailStyle (Newcom): ~800** followers. Despite years of aggressive onsite show floor presence and massive corporate funding, it has failed to transition even 10% of its 4000 show attendees into a digital audience.
- **The Fact:** A magazine's reach is only as good as its **Traction**. If the retailers aren't following the publication, they aren't reading the publication.

2. DEMOGRAPHIC DECEPTION: Who Are You Actually Reaching?

- **The "Tire Kicker" Factor:** Audited data from *RetailStyle* removed from its initial media kit and provided below reveals that **37%** of the stores *RetailStyle* is mailed to has a purchase volume of **less than \$100,000**. These are "Cash and Carry" buyers and gas station accounts — not actual, successful boutique owners that drive brand growth by purchasing volume.
- **The Smoke Screen:** Newcom continues to utilize these demographics which it pulled from the **inaugural media kit** to sell current advertising space, failing to reflect the "Mechanical Failure" of their current reach.

3. THE \$10 MILLION SECRET: Government Grants vs. Market Merit

- **Managed Monopolies:** Newcom Media receives **millions annually** in Canadian government publishing grants. They are a corporate entity surviving on taxpayer subsidies rather than advertiser ROI. Check out the masthead of *RetailStyle* and you will see it's published with your tax dollars.
- **The Sovereign Choice:** *InStore* is an independent, self-sustaining powerhouse. We don't need government handouts in order to be profitable.

4. GLOBAL AUTHORITY: Keynote vs. Banned

- **InStore:** Editor & Publisher Erica Kirkland is often asked to be the keynote speaker at various events including the Atlanta Market and Las Vegas Market. She was recently secured as the **Keynote Speaker** for the 2026 Greeting Card Association (GCA) conference, representing the **Trusted Voice** of North America.
- **RetailStyle:** On its fifth editor with a ban for the publication on the floor of **Ambiente** (Frankfurt)—the world's premier consumer goods fair—following a history of failed partnerships and "Dirty Pool" tactics. *InStore* is the only Canadian trade magazine invited to **Ambiente** each year. The fair pays our way to have our presence at the world's largest consumer goods fair following a 25-year relationship based on trust and professionalism.

5. EDITORIAL CALIBER: 30 Years vs. A Rotating Door

- **InStore: 30 years** of consistent, "Boots-on-the-Ground" **leadership**. Our content is curated by an industry veteran who knows the "Makers" personally. Before launching *InStore* in 2014, Kirkland served as the editor of the Canadian Gift Association's magazine *Retail News* for which she won a *Kenneth R. Wilson Award* for Best Magazine of the Year. In 2018, she purchased the leading journal for U.S independent retailers, *Giftbeat*.
- **RetailStyle:** Currently on its **4th Editor** in a few short years. With no consistent voice and content that features "houses" on the cover of a retail magazine, they have failed to produce even **one** reader testimonial saying, "Love your magazine," while *InStore* receives emails and DMs weekly. **The feedback from store owners is what drives our team.** We have a mandate to serve this industry, not our egos. Our goal is to engage store owners with a compelling magazine that speaks their language while providing vendors with an affordable medium to reach engaged buyers.

The Choice and the Future is Clear

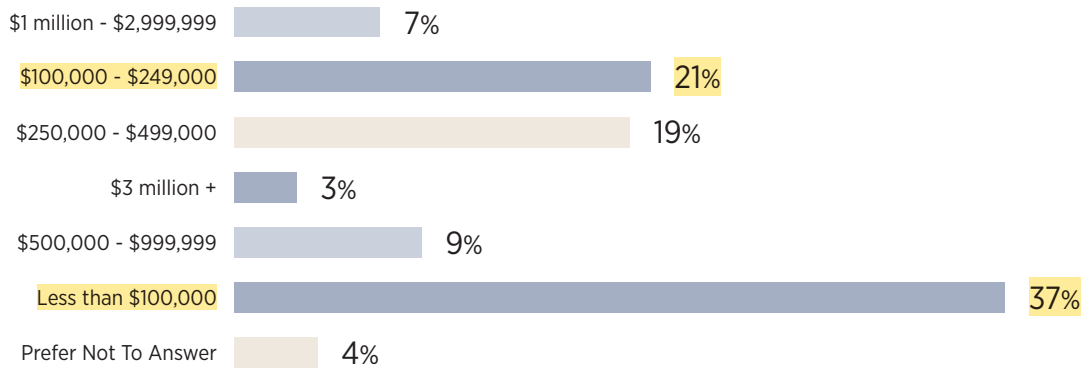
InStore is the established industry authority not just in Canada but in North America, with an engaged and loyal audience – as our **media kit** attests to. Clients that partner with *InStore* achieve results from their marketing dollars as the magazine is not only read but devoured by the independent stores who have come to trust Kirkland's independent voice alongside her deep roots and knowledge of the marketplace, not just in Canada, but globally.

My loyal team of contractors have been the wind beneath my wings since I launched *InStore*. I'm fortunate they too are as passionate about producing the best publication for the market as I am. I hope you will join us as we continue to serve independent gift and lifestyle retailers across North America with the unvarnished truth, the latest trends, hottest merchandising tricks and the season's must-have products!

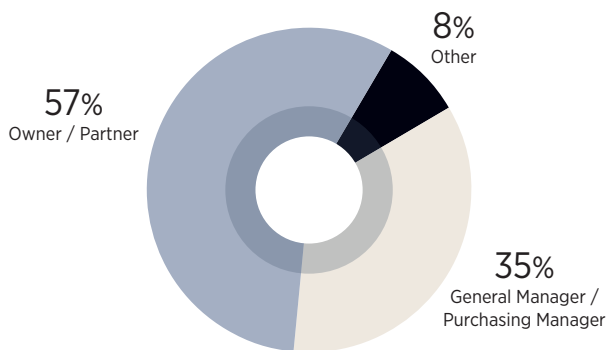
Warmest regards,

Erica Kirkland
Publisher & Editor
InStore Magazine & Giftbeat

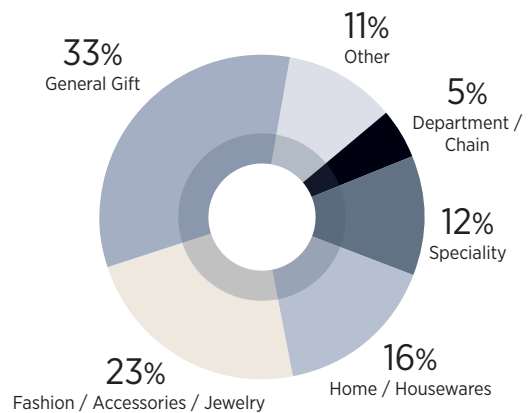
Readership by Purchase Volume



Readership by Title



Readership by Store Type



About Newcom

Family owned and operated, Newcom Media is Canada's premier B2B publisher delivering information and marketing services to a wide variety of industries through magazines, websites, and tradeshows.

For more information and to book your space.

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