



*inStore.*<sup>TM</sup>

**2026-2027 MEDIA KIT**



**Canada's Leading Publication for Lifestyle Retailers**

# THE INDUSTRY'S JOURNAL

Since 2014, *InStore Magazine* has been the trusted voice of Canada's independent retail community — connecting boutique retailers across Canada 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:

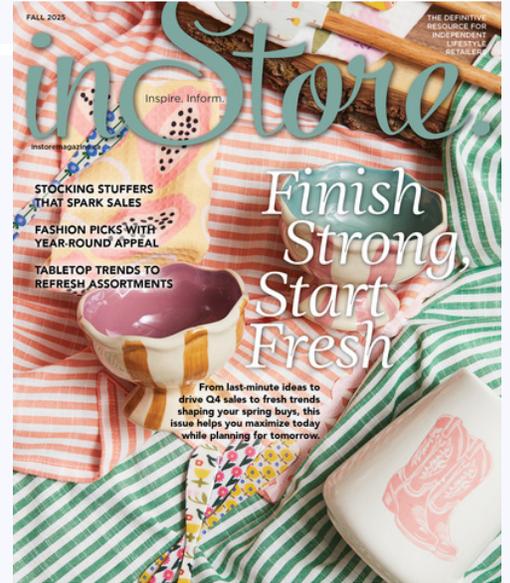
- 88% read *InStore* regularly
- 87% consider themselves loyal readers
- 87% visit an advertiser's website
- 61% purchase product(s) featured in *InStore*
- 48% contact an advertiser directly

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.

“*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*



**Erica Kirkland**  
**Owner & Editor**  
[ekirkland@instoremagazine.ca](mailto:ekirkland@instoremagazine.ca)

# 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 6191 Cadham Street, Niagara Falls, ON L2G 3A3
4. Include a completed Editorial Submission Form (available at [www.instoremagazine.ca/editorial](http://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](mailto: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.”

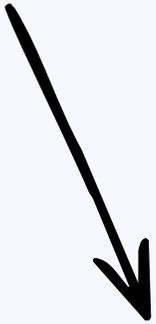
– **Wendy MacDonald, *John Abbott College Campus Store, Ste-Anne-De-Bellevue, Que.***



# MAGAZINE RATES



**NEW:  
LOWER  
RATES!**



<b>FULL PAGE</b>	1x \$2050	2x \$1750	4x \$1600
<b>HALF PAGE</b>	\$1450	\$1200	\$1050
<b>THIRD PAGE</b>	\$1050	\$900	\$730
<b>QUARTER PAGE</b>	\$800	\$730	\$580

*InStore's* transition to a digital publication means that **advertising has become even more affordable!** We passed the postage and printing savings along and reduced rates across the board by 25%.

## **SMALL BUSINESS PACKAGE**

*InStore* has a special advertising program and  discounted rates quarter page ads available only to new and small businesses, Canadian-makers and woman-owned, BIPOC-owned or LGBTQ-owned companies. These rates are not published, so be sure to email Erica for the skinny!  
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.**



# MAGAZINE 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](http://instoremagazine.loadingdock.ca) - no password required
- Email [ekirkland@instoremagazine.ca](mailto: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.*



# MAGAZINE SCHEDULE

## SUMMER 2026

Submit products: May 15

Reserve ad: June 5

Submit ad material: June 12

Issue posted: June 29

**Themes:** *Stocking stuffers, entertaining, food, home decor, stationery, personal care, fashion, jewellery, baby & kids' gift guide. Focus on Q4 gifting!*

## FALL 2026

Submit products: August 28

Reserve ad: September 11

Submit ad material: September 18

Issue posted: October 5

**Themes:** *Fashion, jewellery, Canadian made, bath and body, home decor, gardening and entertaining products for spring.*

## WINTER 2027

Submit products: Nov. 6

Reserve ad: Nov. 20

Submit ad material: Nov. 27

Issue posted: January 5

**Themes:** *Personal care, fashion, jewellery, stationery, baby & children's gift guide, home decor and entertaining trends for spring and summer.*

## SPRING 2027

Submit products: Feb. 19

Reserve ad: March 5

Submit ad material: March 12

Issue posted: April 6

**Themes:** *Gourmet food, entertaining, Canadian-made products, candles, personal care, fashion, jewellery and home decor for fall and winter.*



# INSTORE THIS WEEK!

Our bi-weekly enewsletter, *InStore This Week*, allows us to keep our audience informed about developing industry news, new product trends and much more. *InStore This Week* also links to full articles in our full digital issues, encouraging store owners to reread a piece and revisit paid promotions in each edition!

NEW:  
LOWER  
RATES!

## BANNER AD RATES

ADS MEASURE 1600 PX BY 400 PX

CAN BE STATIC OR VIDEO

**JUST \$250!**

## CUSTOM EBLAST

CREATE YOUR OWN EMAIL BLAST TO BE SENT TO OUR READERS. (LIMITED AVAILABILITY)

**\$1700**

*inStore.*

*InStore This Week: February 16, 2026*



**From Aisles to Algorithm**  
*How to Grow Your Online S*



*inStore.*

*InStore This Week: February 2, 2026*

**Brightfield.**

*Meet your ne*

**SHOP NOW**



**How To Build Loyalty with Even**

*A Deep Dive into Event Mar*



*inStore.*

*InStore This Week: January 2, 2026*



**SOAK Ba**

**Step Inside Mimosa**





**CONTACT ME**

# OWNER ERICA KIRKLAND

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*Email me to set up a phone call!*

## **Mail**

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## **Online**

[www.instoremagazine.ca](http://www.instoremagazine.ca)

[www.facebook.com/InStoreMagazine](https://www.facebook.com/InStoreMagazine)

[www.instagram.com/instoremag/](https://www.instagram.com/instoremag/)

[www.giftbeat.com](http://www.giftbeat.com) (U.S. publication)