

# inStore.



**ELEVATE YOUR  
BRAND**

**OPEN NEW  
ACCOUNTS**

**2023  
MEDIA  
KIT**

*The largest audience of active gift buyers in Canada*



# Coast to Coast Coverage

Access the largest database of qualified Canadian buyers of gifts, fashion and lifestyle products

## Store types you'll reach:

- *Baby & Children's*
- *Garden Centres & Florists*
- *Hardware*
- *Home Décor*
- *Gift*
- *Kitchen*
- *Museum & Zoo*
- *Online*
- *Pharmacy*
- *Resort & Hotel*
- *Airport & Hospital*
- *Spa & Salon*
- *Stationery*
- *Card & Book*
- *Apparel*
- *Jewellery*



**Market Your  
Company to  
12,000  
Buyers!**



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



# Issue Themes & Deadlines

## WINTER 2023

Baby & Kid's Gift Guide, Fashion & Jewellery, Home Decor, Outdoor Entertaining, Bath & Bodycare, Candles & more

### DEADLINES

Editorial: November 11 Ad Space: November 25

Material: December 2 Mails in January

## SPRING 2023

Canadian-made, Travel Accessories, Entertaining Essentials, Home Decor, Candles, Personal Care & More

### DEADLINES

Editorial: February 24 Ad Space: March 10

Material: March 17 Mails in April

## SUMMER 2023

Hostess Gifts, Stocking Stuffers, Baby & Kid's Gift Guide, Holiday Entertaining, Fashion & Jewellery & more!

### DEADLINES

Editorial: May 19 Ad Space: June 9

Material: June 16 Mails in July

## FALL 2023

Garden & Outdoor Living, Home Decor, Fashion & Jewellery, Entertaining, Bath & Bodycare, Candles & more

### DEADLINES

Editorial: September 1 Ad Space: September 15

Material: September 22 Mails in October







inStore.

# Put Your Products in the Spotlight

*Submit your new products for editorial exposure.*

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 the items in one medium-sized box. Please avoid using packing peanuts or shredded paper.
3. Send the items to arrive by the deadline date to our offices at 103 Niska Drive, Waterdown ON L8B 0M8.
4. Include a completed Editorial Submission Form in the box along with product descriptions and prices for each item typed or handwritten on a single piece of paper.
5. Indicate on the form whether you require the items to be repackaged for return. Note: InStore doesn't cover the cost of returning.

## *Submitting News Releases*

Do you have news to announce? Send us the details of your anniversary, new product launch and any other milestones for the magazine's News & Notes department. Email Editor & Publisher Erica Kirkland at [ekirkland@instoremagazine.ca](mailto:ekirkland@instoremagazine.ca).





# Advertising Sizes & Rates

**BEST  
VALUE\***

<b>FULL PAGE</b>	<i>1x</i> \$2750	<i>2x</i> \$2350	<i>4x*</i> \$2150
<b>HALF PAGE</b>	<i>1x</i> \$1950	<i>2x</i> \$1600	<i>4x*</i> \$1400
<b>THIRD PAGE</b>	<i>1x</i> \$1400	<i>2x</i> \$1200	<i>4x*</i> \$975
<b>QUARTER PAGE</b>	<i>1x</i> \$1075	<i>2x</i> \$975	<i>4x*</i> \$775

## Increase your reach while decreasing your advertising costs!

With frequency discounts (2x, 4x), the more ads you place in a 12-month period, the less the cost of each ad becomes. For example, if you place one full page ad, the price is \$2750. But if you place four ads in a year – one ad in each issue – the cost plummets to \$2150 per ad.

### Outserts & 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.







# Advertising Material Requirements

## Artwork Specifications

- PDFx, .tiff, .psd or .ai file
- Images saved at 300 dpi
- Text converted to outlines
- Colours converted to CMYK

**Graphic Design Services Available at Low Rates**

## Submitting Artwork

- Upload files to [instoremagazine.loadingdock.ca](http://instoremagazine.loadingdock.ca)
  - no password required
- Email Tina Nicholl ([tina@instoremagazine.ca](mailto:tina@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.

## Sizes

### 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**



### QUARTER PAGE

**3.5" W x 4.5" H**

### THIRD

**2.2917" W x 9.25" H**



# Helping Vendors & Retailers Succeed

Since our launch in 2014, InStore has built a reputation in Canada as the industry authority on independent gift retailing. Our goal from the beginning was to create a compelling magazine, and ensure it was delivered to all the retailers in Canada that sell giftware, home decor, fashion accessories and related items.

InStore's readership includes 12,000 active store owners – the largest database of buyers available to vendors. Combined with engaging editorial, our advertising partner's announcements and promotions reach more buyers than they could possibly imagine entertaining at a trade show. With the right message, and a consistent presence, vendors open new accounts and drive sales, which is why the majority of our advertisers have been with us since day one. Advertising in InStore really works – and it's the most affordable way to reach Canadian buyers in the gift industry today. We enjoy working with each of our long-standing customers to ensure their advertisements are strategically placed in the magazine and their products are reviewed in our editorial pages.

Nine years ago we set out to create a magazine which inspires store owners and affords vendors the ability to market to store owners in an effective and affordable way. We'd love to introduce you to our buyers and help you build your business.



**Erica Kirkland**  
**Publisher & Editor**



**Contact  
Us!**

## **EDITORIAL & AD SALES**

*Erica Kirkland*  
**Publisher & Editor**

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## **ADVERTISING MATERIAL**

*Tina Nicholl*  
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