

inStore.™

2024 MEDIA KIT



The Definitive Resource for Canadian Lifestyle Retailers

READERSHIP

InStore Magazine is the country's leading publication for independent Canadian retailers with the largest audience of loyal and engaged buyers of gifts, home decor, housewares, fashion and lifestyle items.

87% of the **12,000 store owners** who receive *InStore* read every issue

InStore Magazine reaches over **12,000 unique store fronts** across Canada.

Our readership percentages mirrors the country's geographic breakdown, ensuring your message is reaching all corners of this huge land.

InStore Magazine's engagement levels with readers is without comparison as 87% of store owners read each issue, front to back, multiple times.



ISSUES & DEADLINES

InStore has built a reputation for consistently capturing the hottest trends, coolest styles and newest products through compelling original photography and engaging editorial. Four times a year, the industry's top vendors and new suppliers partner with *InStore* to promote and launch their latest items.

SUMMER 2024

Submit Products: May 17

Reserve Ad: June 7

Submit Ad Material: June 14

Mail date: July 15

4000 extra copies distributed at the Toronto & Edmonton Gift & Home Markets and select Show T.O. showrooms

FALL 2024

Submit Products: Aug. 30

Reserve Ad: Sept. 13

Submit Ad Material: Sept. 20

Mail date: Oct. 14

WINTER 2025

Submit Products: Nov. 8

Reserve Ad: Nov. 22

Submit Ad Material: Nov. 29

Mail date: January 6

4000 extra copies distributed at the Toronto & Edmonton Gift & Home Markets and select Show T.O. showrooms

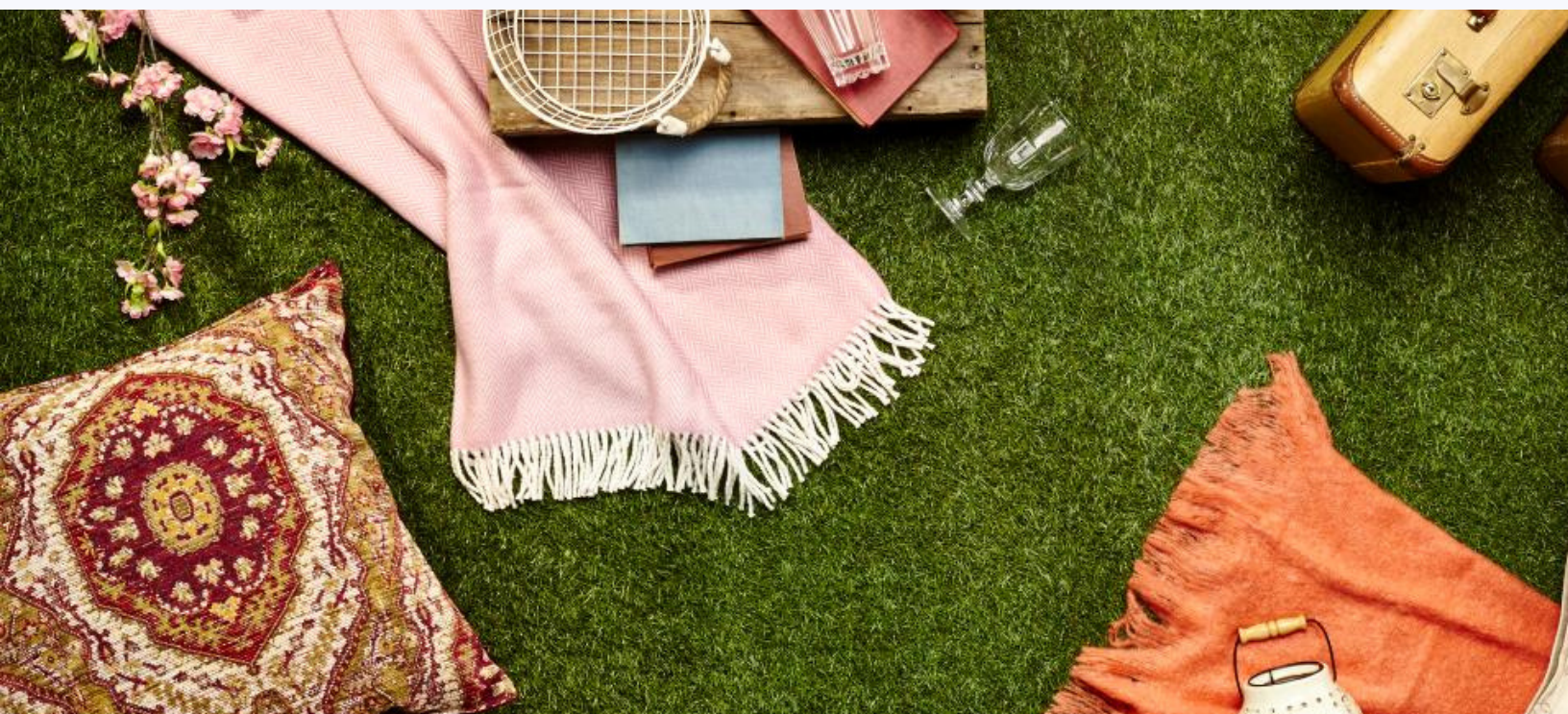
SPRING 2025

Submit Products: Feb. 21

Reserve Ad: March 7

Submit Ad Material: March 14

Mail date: April 7



PRINT MARKETING

With deep-seated knowledge of the industry, *InStore* excels at engaging with our loyal readership and as a result exceeds our advertisers' expectations. Our goal is to deliver exceptional reach and value in both our print and digital publications by focusing on quality content and affordable rates.

FULL PAGE	1x	2x	4x
	\$2750	\$2350	\$2150

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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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.

CONTACT

Erica Kirkland
ekirkland@instoremagazine.ca / 905-690-0492

InStore has a special advertising program with discounted rates for new and small businesses, Canadian-makers, and woman-owned, BIPOC-owned or LGBTQ-owned companies.

DIGITAL MARKETING

InStore has developed an audience of over 6000 unique store owners who eagerly await our bi-weekly newsletter which is filled with industry insight only insiders like InStore can provide. **Open rates average over 45%.**

DIGITAL ADVERTISING IS GREAT FOR:

- Driving traffic to your website
- Growing your email database
- Clearing out old inventory
- Launching a new line
- Promoting an event

NEWSLETTER RATES

	1x	4x	12x
TOP BANNER	\$750	\$630	\$530
MIDDLE BANNER	\$525	\$450	\$380
BOTTOM BANNER	\$450	\$380	\$325

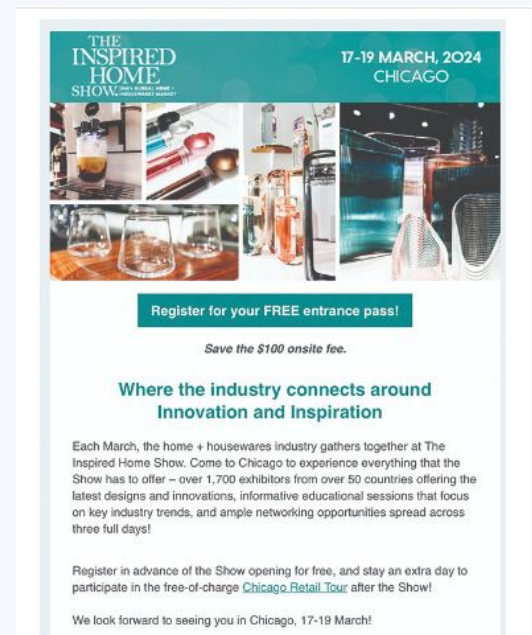
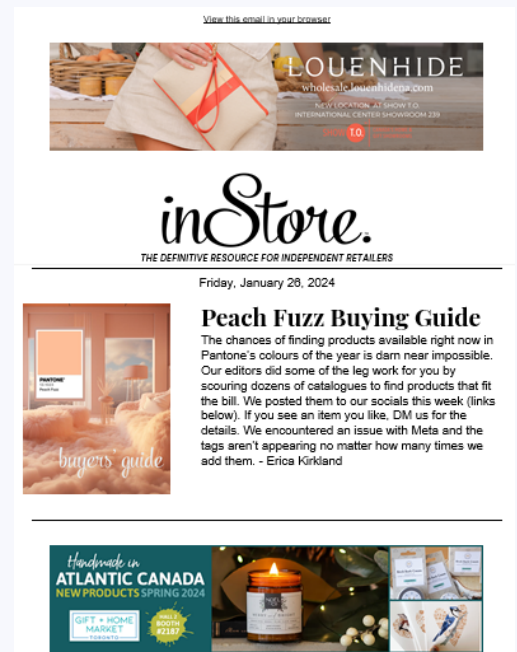
Banner ads measure 1600px x 400px

CUSTOM EBLAST

Dedicated email to 6000+ buyers \$1950

CONTACT

Erica Kirkland ekirkland@instoremagazine.ca / 905-690-0492



SPECS

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 Tina Nicholl (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.

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 PAGE
3.5" W x 4.5" H

CONTACT

Tina Nicholl
**Advertising/Production
Coordinator**
tina@instoremagazine.ca

InStore provides our graphic designer's services at cost to ensure all companies can afford to create compelling advertisements.



EDITORIAL

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

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 103 Niska Drive, Waterdown ON L8B 0M8 by the deadline date
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.

InStore Magazine donates all product samples to Eagle's Nest Foundation, an organization that equips people in our local community with the tools to create a healthier future (www.eaglesnestwaterdown.ca)



NEWS RELEASES

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

Contact:

Editor & Publisher
Erica Kirkland
ekirkland@instoremagazine.ca



MISSION

Since launching in 2014, *InStore Magazine's* mission has been to create a compelling magazine dedicated to independent retailers each and every quarter.

InStore Magazine Inc. is a market-focused publisher solely committed to indie store owners. In 2018, I purchased *Giftbeat*, a legacy U.S. publication founded in 1993. With two titles and over 25 years industry experience, we're deeply knowledgeable about and passionate about the issues that resonate most with readers.

Over 12,000 boutique retailers in Canada have come to trust and rely on *InStore*, and during the past decade our advertising partners have come to rely on the magazine's ability to reach and engage our audience in a way that drives impressive returns.

Our advertising partner's promotions reach more buyers than they could possibly imagine entertaining at a trade show, and with a consistent presence, vendors open new accounts and drive sales every day, which is why the majority of our advertisers have been with *InStore* since day one.

Advertising in *InStore* has a proven track record of being the most affordable and effective way to reach Canadian buyers in the industry today.

Let us introduce you to our loyal readers, and help build your business.



Erica Kirkland, Publisher & Editor

Proud Member of:  **AFFILIATED**
MEDIA

Market-focused Canadian independent publisher/owners with a commitment to producing first-in-class content. Dedicated to our communities first and foremost.



National organization representing best-in-class consumer and B2B magazines. Titles must meet strict editorial and advertising guidelines to be admitted. *InStore* is the only magazine serving this industry to be accepted.

*inStore.*TM

Connecting suppliers and buyers of gifts, home decor, housewares, fashion accessories and lifestyle items for over a decade.

Contact Us Today

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