

inStore.

Inspire. Inform.

THE DEFINITIVE
RESOURCE FOR
INDEPENDENT
LIFESTYLE
RETAILERS

COAST TO COAST
COVERAGE

COMPELLING
CONTENT

ECONOMICAL & EFFECTIVE
ADVERTISING RATES

2022
MEDIA KIT

Total Market
Access





Lasting Exposure

As the editor and publisher of *InStore*, Canada's only magazine dedicated to the gift industry's vast range of independent retailers and the vendors that supply them, I'm proud that with this media kit we are entering our eighth year of publishing. Since

our launch issue, *InStore* has built a reputation for consistently capturing the hottest trends, coolest styles and newest products through compelling photography and engaging editorial. Four times a year, the industry's top vendors and hottest new suppliers partner with *InStore* to promote and launch their latest items. Each issue coincides with major buying cycles and every advertisement is strategically placed among our editorial to ensure maximum impact. Our unique approach to connecting with independent gift buyers ensures our advertising partners are able to open new accounts and drive sales among qualified buyers at very affordable rates.

Erica Kirkland
Publisher & Editor

Coast to Coast Coverage

InStore reaches retailers from coast to coast, in every province and territory. Ask your customers whether they receive the publication and you'll likely hear, "We look forward to reading each issue," and "It's such a valuable resource."



Total Market Access

InStore is printed and mailed four times a year, providing suppliers with lasting exposure to 12,000 active and professional buyers. Our vast distribution network of independent store owners includes the following store types:

- Children
- Garden Centre
- Florist
- Hardware
- Home Décor
- Gift
- Kitchen
- Museum & Zoo
- Online
- Pharmacy
- Resort & Hotel
- Airport & Hospital
- Spa & Salon
- Stationery, Card & Book
- Apparel
- Jewellery



CONTACT US

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Issue Themes & Deadlines

ISSUE & THEMES	PRODUCT FEATURES	EDITORIAL DEADLINE	AD BOOKING DEADLINE	AD MATERIAL DEADLINE	MAIL DATE
WINTER 2022 Spring/ Summer 	<ul style="list-style-type: none"> Baby & Kids Gift Guide Fashion & Jewellery Home Décor Trends Outdoor Entertaining Bath & Bodycare Candles & Scented Products 	Nov 12, 2021	Nov 26, 2021	Dec 3, 2021	Early January
SPRING 2022 Fall/ Winter 	<ul style="list-style-type: none"> Canadian-made Travel Accessories Entertaining Essentials Seasonal Sneak Peek Home Décor Candles Personal Care 	Feb 25, 2022	Mar 25, 2022	April 1, 2022	Late April
SUMMER 2022 Winter Holidays 	<ul style="list-style-type: none"> Seasonal Décor Hostess Gifts Stocking Stuffers Baby & Kids Gift Guide Holiday Décor Holiday Entertaining Fashion & Jewellery Scents for the Season 	May 20, 2022	June 17, 2022	June 24, 2022	Late July
FALL 2022 Spring/ Summer 	<ul style="list-style-type: none"> Garden & Outdoor Living Home Décor Trends Fashion & Jewellery Entertaining Bath & Bodycare Candles & Scented Products 	Sept 9, 2022	Sept 30, 2022	Oct 7, 2022	Late October

Put Your Product in the Spotlight

InStore encourages vendors to submit news and new products to be considered for editorial exposure. To be featured within our product-based articles, vendors must submit actual products for us to photograph. We do not accept supplied photography for these articles.

Submit Products

1. Select a maximum of 10 small to medium-sized products. (Do not submit any bulky items or items requiring assembly.)
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 submitted samples.*)

Submit Press Releases

For placement in the news section of the magazine, please email press releases and high-resolution images to ekirkland@instoremagazine.ca.

Advertising

InStore provides our advertising partners with the most economical and effective way to connect with independent store owners in Canada's vast gift industry.

Ad Sizes & Rates

	1 X	2 X	4 X
Full Page	2600	2200	2000
Half Page	1800	1500	1300
Third Page	1300	1100	900
Quarter Page	1000	900	700

**BEST
VALUE!**

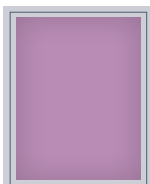
FREQUENCY DISCOUNTS

Improve your return on investment by reaching readers in each issue and decrease your advertising costs at the same time! With our frequency discounts, the more ads you place in a 12-month period, the less the cost of each ad becomes. For example, if you place just one full page ad, the price is \$2600. But if you place four ads in a year, the cost plummets to \$2000 per ad.

Artwork Specifications

Please submit your ad as a PDFx, .tiff, .psd or .ai file. Ensure all images are saved at 300 dpi, text is converted to outlines and colours converted to CMYK.

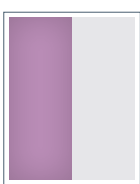
Full Page	Bleed: 9.25" W x 11" H Trim: 9" W x 10.75" H Live area: 8.5" W x 10.25" H
Half Page Horizontal	7.5" W x 4.5" H
Half Page Vertical	3.5635" W x 9.25" H
Third Page	2.2917" W x 9.25" H
Quarter Page	3.5" W x 4.5" H



FULL PAGE



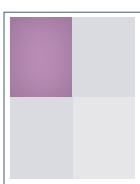
1/2 HORIZONTAL



1/2 VERTICAL



1/3 VERTICAL



1/4 PAGE

Submitting Artwork

Please ensure your files conform to our sizes and artwork specifications before either emailing directly to Tina Nicholl (tina@instoremagazine.ca) or uploading to our FTP site (instoremagazine.loadingdock.ca). No password required.

Ad Placement

InStore's priority is to craft a pleasing flow of advertisements and editorial which aims to engage the reader from the front cover to the very last page. Unless a guaranteed position or placement is purchased and paid for, the placement of ads is at the discretion of the publisher. At this time, all our premium positions (i.e. inside front cover, opposite table of contents, etc.) are reserved. Please email Erica Kirkland at ekirkland@instoremagazine.ca to have your company added to the wait list for a premium position.

Creative Services

No graphic designer? No problem! Contact us to learn about our extremely affordable graphic design services.

Outserts

Polybag or insert your brochure, catalogue or postcard with InStore. A limited number of positions are available in each issue. Rates start at \$2900 which includes postage. The maximum weight per piece is 30 grams.

CONTACT US!

EDITORIAL & ADVERTISING SALES

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