

# IndieBookstores.ca

## 2025 Media Kit



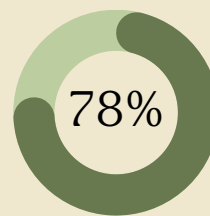
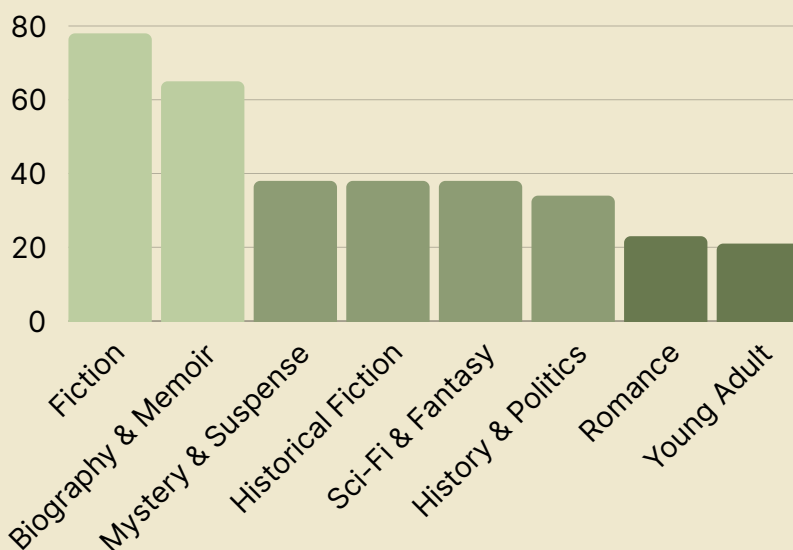
# Uniting voracious readers with local bookstores, Canadian books, community initiatives, and events.

IndieBookstores.ca is the place for shopping independent bookstores across Canada. We help readers plan their book purchases, find books within their interests, and provide personalized recommendations, in addition to facilitating multiple touch points that help book lovers connect with other people that share their passions.

As an advertising partner, your brand will be served to a diverse, national audience with strongly-held values that support local and small businesses, seek the novel and unique, and enjoy shopping not only for the stories and content they can enjoy, but the tactile aesthetic their purchases bring to their home and life.

The majority of our audience is between the ages of 24-44, with 29% being in the 25-34 age group. Their income range is \$61k-\$90k (23.16%), followed by \$91k-\$120k (18.71%), and \$150k+ (16%). The majority of our audience purchase books 1-2 times a month.

## Our audience rank these as their most-read genres.



of our audience identify as women



# Ad Specifications: IndieBookstores.ca Newsletter

## Newsletter Ads Dimensions

**Top Leader:** 600x150px *minimum* (4:1 ratio); JPG, PNG, GIF (4MB max)

**Banner Ad:** 728x90px *minimum* (8.09:1 ratio); JPG, PNG, GIF (4MB max)

**Bottom Banner:** 600x300px *minimum* (2:1 ratio); JPG, PNG, GIF (4MB max)

**Product Placement:** Book or Product Placement (Square, 1:1 ratio, JPG/PNG)

**Sponsored Edition:** 600x900px (0.67:1 ratio); JPG, PNG, GIF (4MB max)

## Newsletter Types

Regular Edition                      *See below for editorial themes.*

Sponsored Edition                      *Sent at advertiser's discretion. Subject to availability and editorial approval.*

## Newsletter Schedule\*

- April 10 – Canadian Independent Bookstore Day
- May 15 – Spring Reads
- June 12 – Summer Contest
- July 24 – Summer Reads
- October 9 – Fall Reads
- November 13 – Holiday Gift Guide
- December 11 – Winter Reads
- January 15, 2026 – Year-End Indie Bestsellers

*\* Dates and editorial themes subject to change.*

# Ad Specifications: IndieBookstores Newsletter

Newsletter Ad Layout (approximations):

## Regular Editions



**Top Leader**  
600 x 150



Indie Bookstores

This ad layout features a red header with a yellow book icon on the left. Below the header is a grey bar containing the Indie Bookstores logo and name. The main body of the ad consists of a series of horizontal lines representing text on the left and a grey rectangular area on the right.



This section shows a series of horizontal lines representing text on the left and a grey rectangular area on the right, which serves as a placeholder for an image.



**Banner Ad** 728 x 90

This is a horizontal banner ad layout with a red background, a yellow book icon on the left, and the text "Banner Ad" and "728 x 90" on the right.



This section shows a series of horizontal lines representing text on the left and a grey rectangular area on the right, which serves as a placeholder for an image.



**Bottom Banner**  
600 x 300

This ad layout features a red background with a yellow book icon on the left and the text "Bottom Banner" and "600 x 300" on the right.

## Sponsored Editions




**Sponsored Edition**  
600 x 900



This ad layout features a red background with the text "Sponsored Edition" and "600 x 900" at the top. Below the text is a yellow book icon. At the bottom, there are several horizontal lines representing text.

## Product Placement



Indie Bookstores

This section shows the Indie Bookstores logo and name centered in a grey rectangular area.

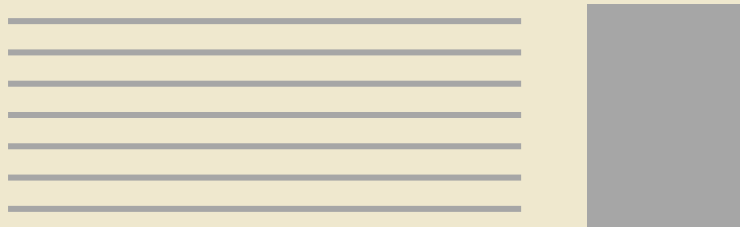


This section shows a series of horizontal lines representing text on the left and a grey rectangular area on the right. To the right of this area is a yellow book icon with the text "Product Image" and "600 x 600" on its cover.

# Ad Specifications: CIBA Newsletter

Advertisers who are looking to reach 150+ Canadian independent booksellers may also opt to take advantage of advertising space in CIBA's industry-facing newsletter or with dedicated e-blasts. CIBA's newsletter is generally **published on the third Wednesday of every month**. Sponsored editions can be published throughout the year on dates that do not conflict with of the organization's existing email marketing schedule.

## Newsletter Ad Layout (approximations):



# Ad Specifications: Social

## Instagram Ad Options

### Pinned Post Single (1 week):

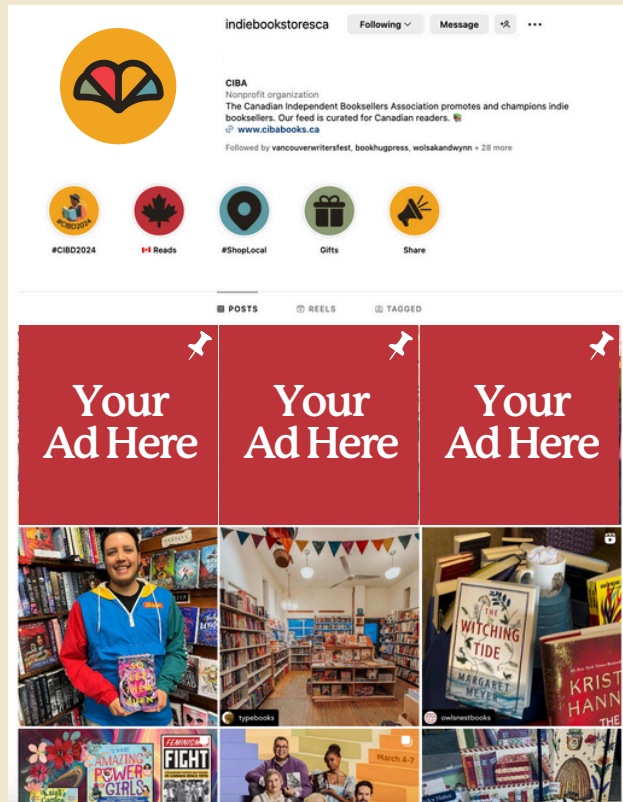
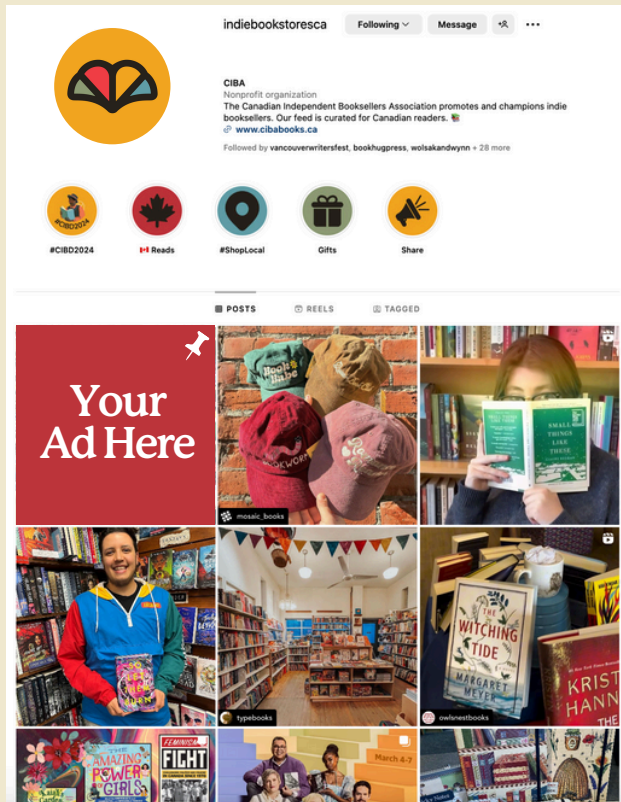
Submit your square image or reel with recommended text and we'll pin it to the top of profile for one week.

### Pinned Post Trio (1 week):

Submit three square images with recommended text and we'll pin them to the top of our profile for one week.

### Ad Specifications

Up to 10 images per post; 1080×1350px (4:5 ratio); JPG, PNG, GIF (4MB max)  
Up to 25 words for recommended text (caption)



**Additional weeks may be added for a \$200 surcharge. Following the completion of your ad campaign, the accompanying posts will be “archived,” meaning the link to the posts will continue to work, but it will no longer be available on the IndieBookstores.ca feed.**

# Ad Specifications: Display

## Display Ad Dimensions and Specifications

**Desktop:** 960x192px *minimum* (5:1 ratio); JPG, PNG, GIF (4MB max)

**Mobile:** 400x400px *minimum* (1:1 ratio); JPG, PNG, GIF (4MB max)

## Placements

<b>Home Page</b>	Two placements (middle and bottom of page)
<b>Category Page</b>	Two placements (top and bottom of page)
<b>Store Page</b>	Two placements (below store info and bottom of page)

**Ads, unless scheduled as a takeover, will be displayed in rotation with other ads. There will be a maximum of five ads in rotation for each placement at any given time.**

## Featured Titles & Lists

<b>Feature Title</b>	Title featured on IndieBookstores.ca homepage
<b>Custom List</b>	Custom booklist on IndieBookstores.ca (unlisted)
<b>Featured List</b>	Custom booklist on IndieBookstores.ca with inclusion in "Explore" tab of navigation

**Featured titles/lists will be displayed alongside other titles/lists curated by CIBA.**



# Ad Rates\*

## IndieBookstores Newsletter

**Top Leader:** \$200 + tax

**Banner Ad:** \$150 + tax

**Bottom Banner:** \$175 + tax

**Product Placement:** \$300 + tax

**Sponsored Edition:** \$600 + tax

## CIBA Newsletter

**Banner Ad:** \$150 + tax

**Sponsored Section:** \$300 + tax

**Sponsored E-Blast:** \$600 + tax

## Instagram Ads

**Pinned Post Single:** \$300 + tax (1 week)

**Pinned Post Trio:** \$800 + tax (1 week)

**Additional Weeks:** \$200 + tax per week (3 weeks max)

## Display Ads

**Basic (in rotation):** \$250 (weekly)

**Web Takeovers (all ad slots):** \$600 (weekly)

**Featured title:** \$350 (monthly)

**Featured list:** \$500 (monthly)

**Custom list (unlisted):** \$250 (monthly)

*\* For bookings between April 1, 2025-March 31, 2026.*

## Editorial Right of Refusal

All ad placement requests are subject to editorial approval. Ads should feel relevant to the IndieBookstores.ca community, and must pass basic quality standards prior to running. If you need support with graphics and/or copy, please get in touch with our advertising team.







# Let's Get Started

We look forward to working with you!

Please **email us** to discuss your interests and needs. Priority will be given to advertisers who book multiple ads at the same time to be paid in a single transaction.