

# The Vintage Seeker

MEDIA  
KIT 2025



@THE.VINTAGE.SEEKER  
THEVINTAGESEEKER.CA  
HELLO@THEVINTAGESEEKER.CA

# A modern source for vintage & resale knowledge

The  
Vintage  
Seeker



The Vintage Seeker is an **independent media publisher, resource hub** and **community** for vintage and antiques dealers, shoppers and supporters of the secondhand economy, trusted for its authoritative content and deep insight into the resale market.

## What we do

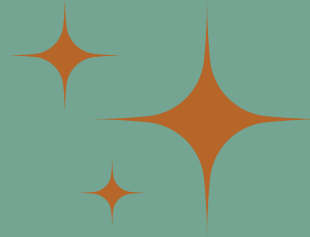
- **Support** small, independently owned businesses
- **Advocate** for education on the fast-growing secondhand goods market
- **Connect** consumers with the shop owners who make the vintage market vibrant
- **Build** programming to help sellers maintain sustainable businesses

## What we publish

- Industry news and newsletters
- Educational content, e.g. market research, industry insight and advice
- Webinars and virtual events
- Directory of resale businesses

## What we cover

- Fashion and decor
- News and events
- Current trends
- Business resources
- Finances and operations
- Consumer behaviour
- Seller profiles
- Sourcing and cleaning
- Sustainability
- History and design periods
- Materials and fabrics
- Pricing and sales
- Inventory management
- Branding and marketing
- Social media
- Tools (software, apps etc.)





# Our audience

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- Sustainable shoppers
- Budding historians
- Curious consumers
- Design aficionados
- Trend setters
- Business owners

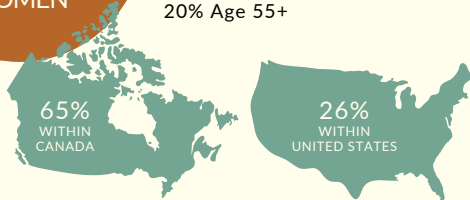
Our audience is primarily women between the ages of 25 and 54.

 **INSTAGRAM**  
@the.vintage.seeker

 **WEBSITE**  
thevintageseeker.ca

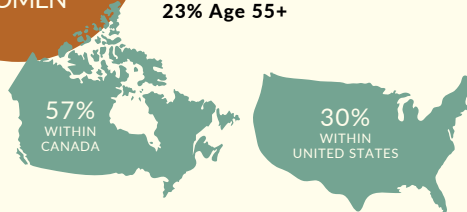
90%  
IDENTIFY AS  
WOMEN

4% Age 18-24  
27% Age 25-34  
30% Age 35-44  
18% Age 45-54  
20% Age 55+



63%  
IDENTIFY AS  
WOMEN

17% Age 18-24  
24% Age 25-34  
21% Age 35-44  
16% Age 45-54  
23% Age 55+



Based on total Instagram followers and website visitors over a three-month period from Jul 2024 to Oct 2024.

## Who they are

### Resellers/secondhand-related vendors

- Buyers and sellers of vintage and secondhand goods
- Market organizers, antique mall owners, service providers
- Lifestyle resale niche (furniture, decor, housewares, fashion, accessories)
- Online shops and bricks-and-mortar stores
- Largely independent (sole proprietors or small teams)
- Dedicated to their supportive vintage community
- Searching for resources to grow their businesses

### Shoppers

#### Consumers of all genders who:

- Thrift or shop vintage and secondhand
- Love “the thrill of the hunt”
- Care about sustainability and shopping local
- Are committed to spreading the word about vintage as a viable retail option
- Are keen on self-expression



## What they value

### Curiosity

Whether they're planning to start a resale business or they're a casual history buff, our audience is thoughtful and always wants to know more.

### Sustainability

Our audience wants to make a difference. They often choose secondhand for its lower impact on the environment, and are taking steps to reduce their consumption of fast fashion and decor. They're keen to educate others on the value of vintage.

### Technology

As a digital-first community, our audience spends a significant portion of their free time engaging with other vintage lovers on social media channels and on buy-and-sell platforms. They're quick to adapt to new trends.

# Our multi-platform outreach

Old, meet new. Since 2021, our **modern, multi-platform content** has reached sellers and shoppers where they spend the most time.



## Website

[thevintageseeker.ca](https://thevintageseeker.ca)

Our regularly posted, SEO-optimized content targets a niche audience of resellers and their customers.

### Annual

Events: 403,000

Views: 132,000

Users: 83,000

Events/user: 4.97

Average engagement time: 58s

Website stats measured from Jan-Dec 2024.



## Instagram

[@the.vintage.seeker](https://www.instagram.com/the.vintage.seeker)

Our Instagram community creates conversations on topics relevant to sellers and consumers.

**Followers: 12,600+**

### Monthly

Reach: 35,000

Impressions: 105,000

Profile visits: 2,400

Content interactions: 3,200

Followers measured Mar 2025. Others measured Oct 2024.



Find us on more social platforms!



## Newsletters

[thevintageseeker.ca/subscribe](https://thevintageseeker.ca/subscribe)

Our 3x monthly newsletters alternate content for our seller and consumer segments, and a weekly digest deploys to Vintage Sellers Community members.

**Subscribers: 2,182\***

### Average

Open rate, newsletters: 61%

Open rate, VSC digests: 67%

Click-to-open rate: 10-12%

\*Double opt-in, CASL-compliant

Measured Feb. 2025.

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**3,300**

Average organic reach of Instagram Reel\*

**62%**

Instagram follower growth YOY\*\*

**76%**

Instagram content interaction growth YOY\*\*\*

\*Based on Reels Sept-Oct 2024  
\*\*Oct 2024 compared to Oct 2023  
\*\*\*May 2024 compared to May 2023

## Top-Performing Website Posts

- Where to Buy & Sell Vintage Online
- Estate Sales: Everything You Need to Go Before You Go
- The New Collector's Guide to Vintage Depression Glass
- 10 Things to Know About Opening Your Vintage Storefront

**61%**

Average email open rate

Measured Feb. 2025

# Reach consumers and vendors

Introducing our newest tool for the secondhand sector: a **web-based search engine** for shoppers to discover local shops, spaces, brands and services, online and offline.

## Shop Secondhand Directory [SecondhandDirectory.com](https://SecondhandDirectory.com)

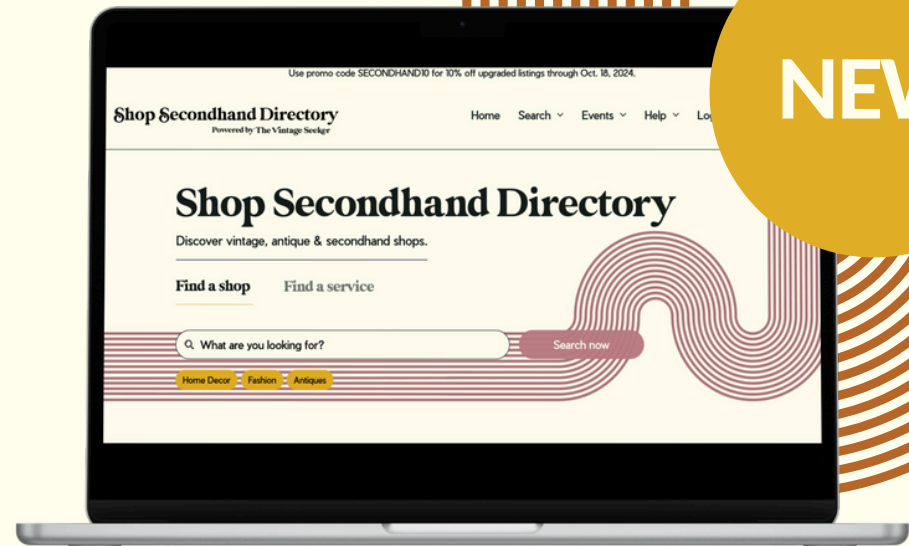
Our online search tool brings small shops, sellers, multi-vendor spaces and related services in North America more online visibility and encourages circular shopping. Search for free by keyword, location & special filters across more than 130 categories to connect directly with businesses.

**List your brand, shop or service:**  
See p. 6.

**Display advertising opportunities:**  
See p. 7.



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NEW!



# List your brand, shop or service

The **Shop Secondhand Directory** is a portal for consumers to discover you, and link to your business directly.

**Rates in CAD.**

## Starter

*Tired of getting lost in the social media algorithms? Increase your online presence with a listing.*

### SAMPLE PLAN FEATURES

- Third priority in search results
- List in 2 categories
- Post 5 events
- Link to 1 social media, 1 website

## Insider

*Looking to find new customers? Attract more attention for your shop or service.*

- Second priority in search results
- Yellow highlight around listing
- Logo
- List in 8 categories, post 15 events
- Link to 5 social media, 5 websites
- Annual membership to The Vintage Seeker with exclusive content & recognition on supporter wall

## Champion

*Ensure your business is a go-to in the secondhand space. For sellers/dealers only.*

- First priority in search results
- Green highlight around listing
- Logo
- List in unlimited categories
- Post unlimited events
- Link to 10 social media, 10 websites
- Annual membership to The Vintage Seeker with events, workshops & recognition on supporter wall

## Patron

*Put your service or space in front of the right audience. For service providers, mall owners, market organizers, etc.*

- First priority in search results
- Green highlight around listing
- Logo
- List in unlimited categories
- Post unlimited events
- Link to 10 social media, 10 websites
- Annual membership to The Vintage Seeker with promotional opportunities and recognition on our supporter wall

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Free

\$109  
/year

\$269  
/year

\$289  
/year

**Add your event to our calendar!**  
Auctions, collection drops, classes & workshops, in-store events, markets & shows, pop-ups, vendor calls

**SEE ALL PLAN FEATURES  
AND LIST YOUR BUSINESS AT  
SECONDHANDDIRECTORY.COM/JOIN**



4,000

Page views/month six months after launch

Measured Feb. 2025

## Who can list?

- Vintage, antiques, consignment, thrift, pre-loved or resale shops and individual resellers selling offline or online
- Antiques malls, collective spaces and other multi-vendor establishments, offline or online
- Markets, shows and other secondhand-related events
- Businesses or individuals involved in the acquisition, ongoing maintenance of, or downsizing of secondhand goods (e.g. auction houses, tailors, upholsterers, estate sale companies, liquidators, rental companies, organizers, apps, etc.)



# Directory rate card

**Looking for something not listed here?**

Reach out and we are happy to develop a custom solution for your needs!

**Rates in CAD.**

## SecondhandDirectory.com

### Directory Header Banner

Display banner ad at the top of the Shop Secondhand Directory search result pages.

**Dimensions:** 320 px (w) x 100 px (h).

### Directory Sidebar Banner Slot 1

Display banner ad in the sidebar of the Shop Secondhand Directory on search result pages. Priority placement on mobile.

**Dimensions:** 360 px (w) x 360 px (h)

### Directory Sidebar Banner Slots 2-5

Display banner ad in the sidebar on search result pages. Secondary placement on mobile in order of booking.

**Dimensions:** 360 px (w) x 360 px (h)

### Directory Footer Banner

Display banner ad at the footer of the Shop Secondhand Directory.

**Dimensions:** 320 px (w) x 100 px (h)

## Best Value! Directory Display Mini Takeover

Get the header, footer and sidebar slot 1 banner display ad properties above and save \$28!  
Get additional sidebar slots at \$50 each when booking a takeover. Subject to availability.

NEW!

\$99  
/month

\$99  
/month

\$89  
/month

\$79  
/month

\$249  
/month

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## Directory display advertising

The screenshot displays the Shop Secondhand Directory website interface. At the top, the navigation bar includes links for Home, Search, Events, Help, and Login, along with a button for 'Shops & Services: List Your Business!'. The main content area is titled 'Shops & Services Results' and shows a list of featured shops. Each shop listing includes a profile picture, the shop name, specialties, location, and buttons for 'Like', 'View Listing', 'Send Message', and 'Show Phone Number'. The shops listed are 'A Time Worth Remembering', 'Banou Vintage', 'Better Off Duds', 'Betty's Market', and 'Blu Poppie Vintage'. On the left side of the search results, there is a sidebar with search filters including 'Refine your search', 'Refine by location', 'Filter by Category', and 'More Filters'. The sidebar also contains a 'Search Now' button. Overlaid on the screenshot are five green dashed boxes indicating advertising slots: 'Header Banner 320x100' at the top, 'Sidebar Slot 1 360x360' and 'Sidebar Slot 2 360x360' on the left, and 'Footer Banner 320x100' at the bottom.

# Share your brand directly with resellers

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Be part of **our innovative programming** that engages, educates and empowers participation in the secondhand economy.



## Vintage Sellers Community

[thevintageseeker.ca/community](https://thevintageseeker.ca/community)

Our membership program for professional sellers delivers guest expert sessions, community connection calls, private online discussion forums, exclusive business resources and promotional opportunities to 80+ members every month. For webinar sponsorship, see p. 9. **Interested in being a guest expert or other opportunities to reach this highly targeted audience? Contact us!**

## Events & Webinars

Sponsor a virtual event or free webinar to reach our highly attentive and engaged audience! **See. p. 9.**

Some past events have included:

- *Reseller Series: The Business of Cyclical Fashion* (2022, five-day virtual event with 100 paid registrants and 16 guest experts)
- *10 Strategies to Market Your Vintage, Antiques or Resale Shop* (free webinar)
- *Vintage Shop Prices: An Inside Look at What a Dealer Does* (Instagram Live)

"I find the info sessions and online chats incredibly informative, with lots of stuff I can plough directly back into my biz."

*Mama Vintage Home*

"Everyone is super real about their successes and struggles with one another. It truly creates such a welcoming and inclusive atmosphere."

*Habit Vintage*

"So fun and informative! Definitely going to help me level up my business."

*Ozzycat Vintage*



# Sponsorship rate card

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## Looking for something not listed here?

Reach out and we are happy to develop a custom solution for your needs!

**Rates in CAD.**



## Newsletter Sweep

Take over all the display ad spots in a newsletter **plus** get an extra text area and a three-point listicle related to your brand, both written in our editorial style.

**Includes:** Supersize top banner, middle and footer banners in 1 deployment of either The Seller Scoop or The Shopper Scoop, sponsor name at top with "Thank You to Our Sponsor" message, 1x 75-word text area, 1x 3-point listicle related to your brand. *Subject to availability*

## Custom Email

A direct email with the sole purpose of advertising your event or product. No competing with other information!

**Includes:** Up to 150 words written in our house style, approved by you, CTA button with link, 1 header image, "A message from our sponsor" at top of email, 1 deployment

## Instagram Reel or Carousel

High-value, educational social media post developed and written in our house style on an agreed-upon topic. **Includes:** Up to 90 seconds for Reel or 8 panels, 1 title panel and 1 end panel for Carousel, editorial caption with sponsor mention, 4x promotion on IG Stories over a 1-week period

\$349

\$499

\$499

## Branded content



## Webinar

Sponsor one of our free webinars and reach our audience with a customized topic developed by our editor.

**Includes:** Logo and sponsor message during webinar, sponsor name and logo on all promotions (pre-event & post-event), link to sponsor website in blog, lead list (opt-in only)

\$799

## Blog Post

High-value, educational blog post published on thevintageseeker.ca written in our house style.

**Includes:** Up to 900 words, 2 links, up to 5 images, 1 Instagram carousel post or Reel, 2x deployment on IG Stories, 1x deployment in e-newsletter

\$699

# Newsletter rate card

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**Looking for something not listed here?**

Reach out and we are happy to develop a custom solution for your needs!

**Rates in CAD.**

## Newsletter display advertising

NEW!

### The Seller Scoop or The Shopper Scoop

#### Newsletter Top Banner Ad

Display ad at top of The Seller Scoop or The Shopper Scoop newsletter.

**Dimensions:** 640 px (w) x 150 px (h)

\$99  
/issue

#### Newsletter Middle Banner Ad

Display ad at top of The Seller Scoop or The Shopper Scoop newsletter.

**Dimensions:** 640 px (w) x 150 px (h)

\$89  
/issue

#### Newsletter Footer Banner Ad

Display ad at top of The Seller Scoop or The Shopper Scoop newsletter.

**Dimensions:** 640 px (w) x 150 px (h)

\$79  
/issue

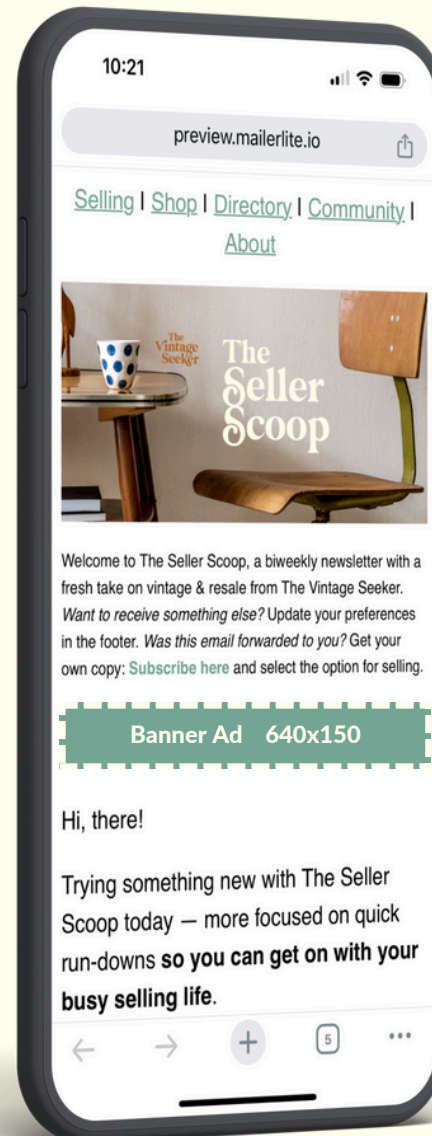
## Best Value! Newsletter Takeover\*

Get all of the display ad properties above and save \$18!

Or add \$100 and get a full Newsletter Sweep with supersize top banner (640 px x 250 px), an extra 75-word text area about your brand, a short listicle and thank you to our sponsor message (see p. 8).

\$249  
/issue

\*Subject to availability.



61%

Average email  
open rate

Measured Feb. 2025

# What the community says

The Vintage Seeker creates **informative, shareable, multi-channel content** that audiences value and trust.

"I look forward to seeing your posts/stories and have learned so much from them."

*Maudie Morgan Vintage*

"You have created a magical resource for all of us vintage seekers."

*Haul of Me Shop*

"Thank you for the non-stop support on and off the screen, and behind the scenes."

*Layla's Lovely Treasures*

"We are so grateful for what you do for the community."

*La Selva Vintage*

"You've made such a cool space for this vintage world to live. You've connected so many of us across the country."

*Elizabeth O. Vintage*

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## Who are we?

**Kristina Urquhart is the publisher and founder of The Vintage Seeker, the Shop Secondhand Directory, and the Vintage Sellers Community.**

She's a business journalist and magazine editor who's been creating content and hosting conferences for niche audiences in B2B/B2C industries since 2007.

What sets Kristina's content apart is her rigorous approach to market research and demographics, backed by her high level of editorial integrity and degree from one of Canada's top journalism schools.

A longtime lover of all things old, Kristina's the target customer of the resellers she speaks with — which gives her important insight into the relationship between buyer and seller. She believes their collective voice elevates the secondhand economy. Her commentary has been featured by CBC, CityNews, TVO's *The Agenda with Steve Paikin*, Saltwire and Global News, among other outlets.



[LINKEDIN.COM/IN/KRISTINAURQUHART](https://www.linkedin.com/in/kristinaurquhart)



# Let's work together

Our audience expects high-value content and we can **help you deliver it**, aligned with your brand's message.

## Ask Us About Other Opportunities to Collaborate

- Guest speakers
- Instagram Lives
- Giveaways
- Website or e-newsletter display advertising
- Webinar and event sponsorships
- Bespoke packages
- Editorial consulting or production of digital or print materials

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*Get your brand in front  
of our niche audience.*

Contact Kristina  
[kristina@thevintageseeker.ca](mailto:kristina@thevintageseeker.ca)  
647-920-8614

Based in Toronto, Canada

*Rates subject to change.*