

The Vintage Seeker™

MEDIA
KIT
2025-26



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

We publish resources, insight & advocacy

The
Vintage
Seeker™

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



What we do

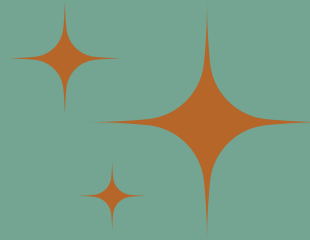
- **Support** small, independently owned businesses
- **Advocate** for education on the fast-growing secondhand goods market
- **Connect** consumers with the shop owners who make the vintage market vibrant
- **Build** programming to help sellers maintain sustainable businesses

What we publish

- Insight and advocacy
- Educational content, e.g. market research and advice
- Webinars and virtual events
- Directory of resale businesses & events

What we cover

- Public education on the business of resale
- Industry issues
- Current trends
- Business operations
- Government & regulatory
- Consumer behaviour & community practices
- Sustainability
- Customer acquisition and discoverability
- Inventory & sourcing
- Pricing & fees
- Selling platforms
- Tariffs, trade & tax
- Events



Our audience



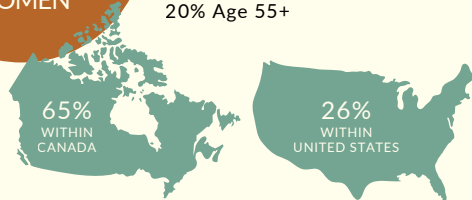
- Sustainable shoppers
- Budding historians
- Curious consumers
- Design aficionados
- Trend setters
- Business owners

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



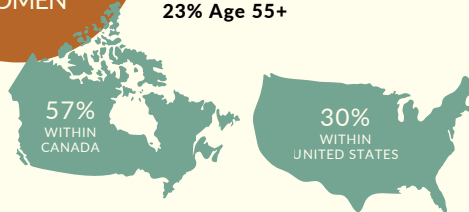
90%
IDENTIFY AS
WOMEN

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 2025 to Oct 2025.

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

Our regularly posted, SEO-optimized free and member 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

Users measured Nov 2025. 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 vendors and consumers.

Followers: 14,100+

Monthly

Reach: 35,000

Impressions: 105,000

Profile visits: 2,400

Content interactions: 3,200

Followers measured Nov 2025. Others measured Oct 2024.



Find us on more social platforms!



Newsletters

thevintageseeker.ca/subscribe

Our monthly newsletter deploys to our audience of vendors and consumers to let them know about our recent resources.

Subscribers: 2,186*

Average

Open rate, newsletters: 61%

Click-to-open rate: 10-12%

*Double opt-in, CASL-compliant
Measured Nov 2025.

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3,300

Average organic reach of Instagram Reel*

62%

Instagram follower growth YOY**

76%

Instagram content interaction growth YOY***

61%

Average email open rate

Measured Feb. 2025

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

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

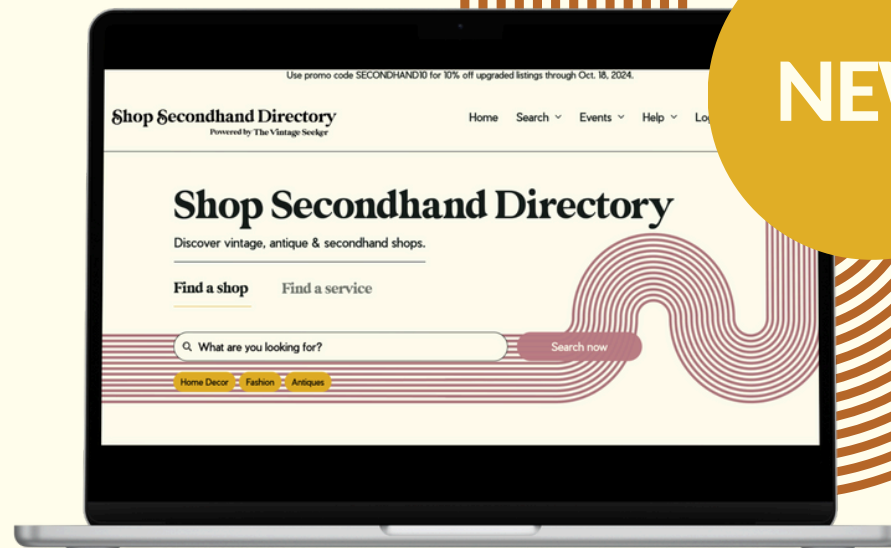
Our online search tool brings small shops, sellers, multi-vendor spaces and related services in North America more online visibility and encourages circular shopping. Search for free by keyword, location & special filters across more than 130 categories to connect directly with businesses.

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

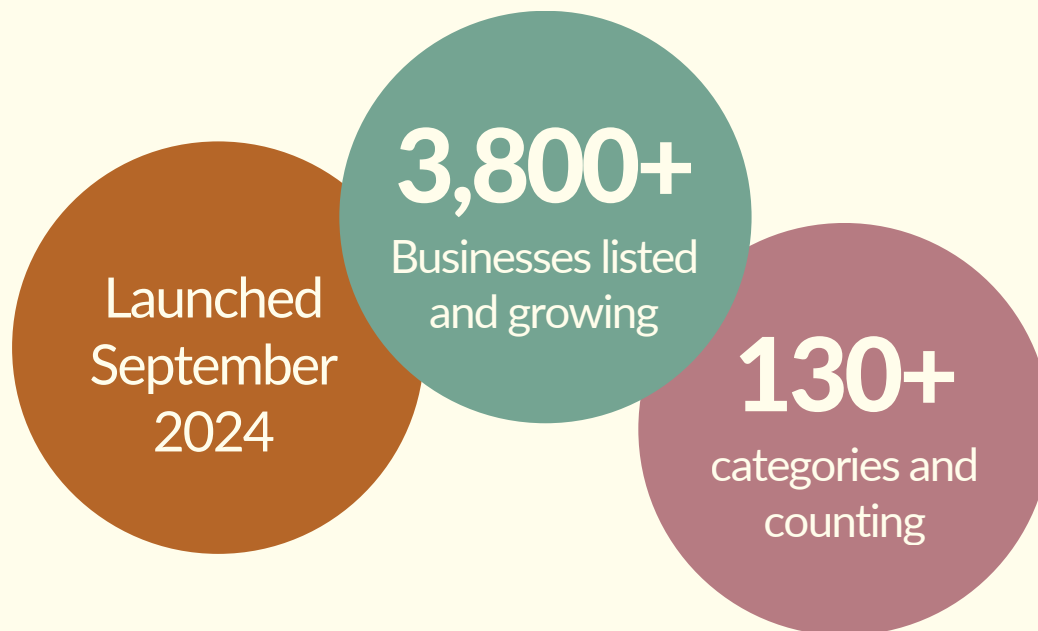
Display advertising opportunities:
See p. 7.



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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.

SELECTED PLAN FEATURES

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

Free

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

\$109
/year

Champion

Ensure your business is a go-to in the secondhand space. For sellers, dealers, 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 events, workshops & recognition on supporter wall

\$269
/year

SEE ALL PLAN FEATURES
AND LIST YOUR BUSINESS AT
[SECONDHANDDIRECTORY.COM/JOIN](https://secondhanddirectory.com/join)

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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.)

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

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 filters for location, category, and more filters. The sidebar also contains a search bar and a 'Search Now' button. The image highlights five specific advertising slots with dashed green borders: a 'Header Banner' (320x100) at the top of the results, a 'Sidebar Slot 1' (360x360) in the left sidebar, a 'Sidebar Slot 2' (360x360) below it, and a 'Footer Banner' (320x100) at the bottom of the page.

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.



Reach Our Members

thevintageseeker.ca/support

Our Champion-level membership for vendors includes access to our private networking community and delivers occasional guest expert sessions, deep dive calls on industry issues, town halls, 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

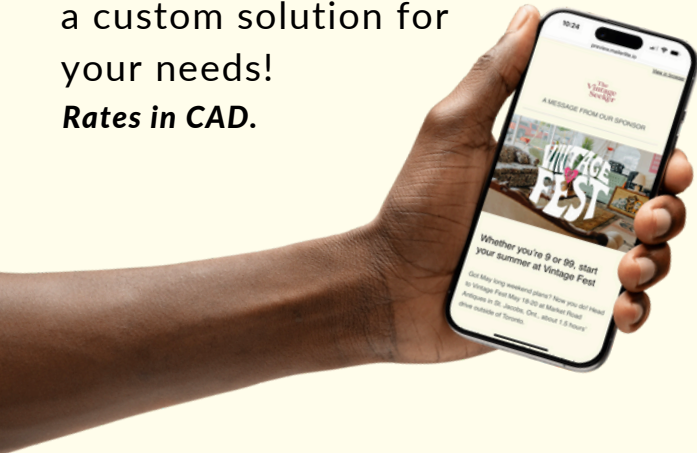
Sponsorship rate card

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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 our newsletter, 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



Blog Post - You Write

High-value, educational blog post written by you (subject to editing to match our editorial style) on an agreed-upon topic and published on thevintageseeker.ca.

Includes: Up to 900 words, up to 4 images, contributor bio, one link in bio, one link in post copy

\$199

Blog Post - We Write

High-value, educational blog post written by us and published on thevintageseeker.ca.

Includes: Up to 1,200 words, 2 links, up to 5 images, 1 Instagram carousel post or Reel, 2x deployment on IG Stories, 1x deployment in e-newsletter

\$699

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

Newsletter 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.

Newsletter display advertising

The Vintage Seeker Review

Newsletter Top Banner Ad

Display ad at the top of our monthly newsletter.

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

\$99
/issue

Newsletter Middle Banner Ad

Display ad in the middle of our monthly newsletter.

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

\$89
/issue

Newsletter Footer Banner Ad

Display ad at the bottom of our monthly newsletter.

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

\$79
/issue

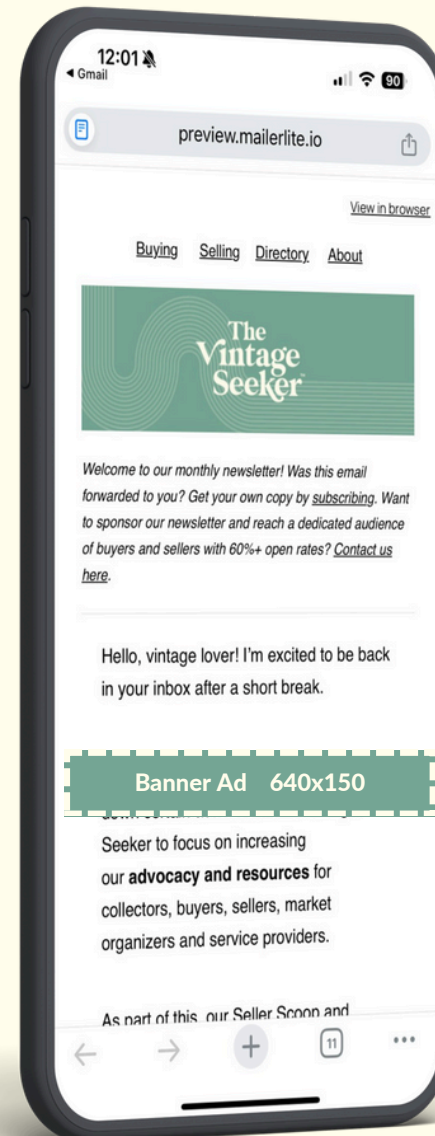
Best Value! Newsletter Takeover*

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).

**Subject to availability.*

\$249
/issue



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 and the Shop Secondhand Directory.

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
647-920-8614

Based in Toronto, Canada

Rates subject to change.