

**SHARP**

# THE BOOK

LOOK BETTER • FEEL BETTER • KNOW MORE

# FOR MEN

*STYLE*

*SUITS*

*TRENDS*

*ACCESSORIES*

*TRAVEL*

*TIMEPIECES*

*AUTOMOBILES*

*ADVICE*

*COMPLETE*

**STYLE MANUAL**

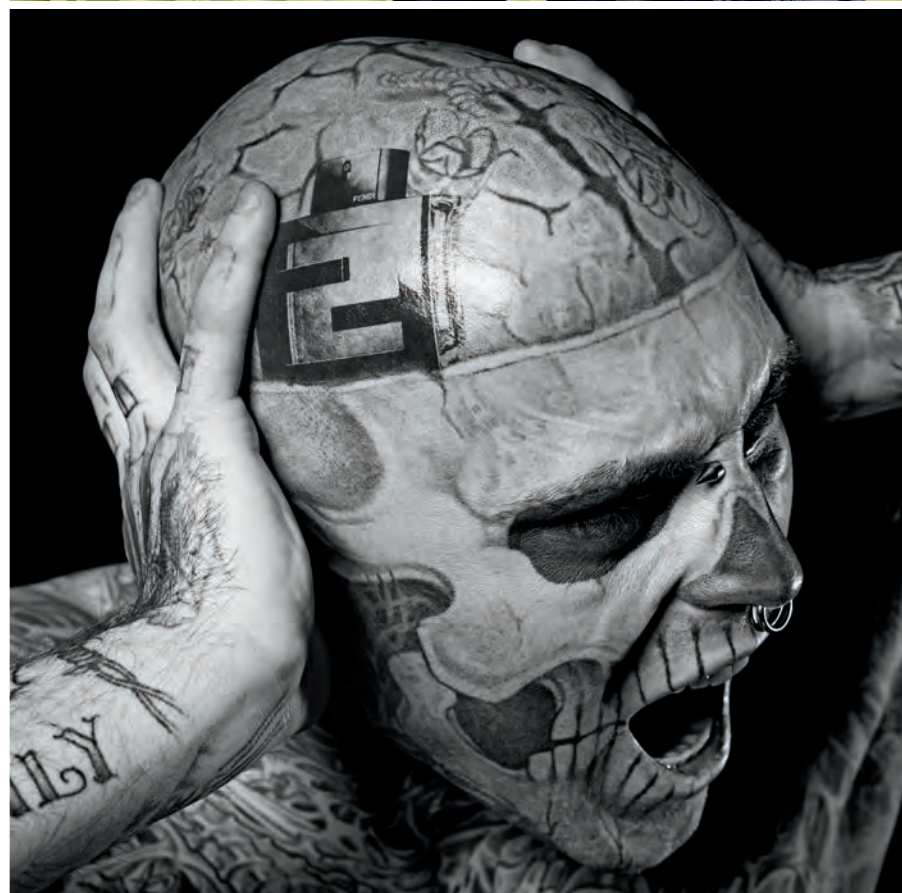
*INSIDE*

# 2013 MEDIA KIT

# SHARP THE BOOK FOR MEN

*The only publication  
of it's kind*

**S**harp - The Book for Men is Canada's only ultra-premium publication for affluent and discerning men. Building on the Sharp brand's international success, The Book for Men, covers subject matter from attire and automobiles to alcohol and accessories. Exclusive photography, produced internationally in New York, Los Angeles, Europe and Toronto, offers a premium environment unlike any that Canadian men have ever seen. Complementing the stunning imagery, clean, contemporary design, and world-class writing are two reference sections; The MANual and The Sharp Style MANual. Here readers will find everything from tips on etiquette, international customs and the most efficient way to pack to tailoring, sartorial advice and trend spotting. In The Book for Men it's all there: style, travel, automobiles, insights and the accoutrements of success. Crafted by experts in the premium segment who know men, as only men can.





## 2013 RATES, DATES & SPECIFICATIONS

### PROMOTION

Each edition of the Book for Men is supported by a national promotional and advertising campaign.

- ▶ **High visibility** and **impactful newsstand** promotions at **Chapters/Indigo, Shoppers, Loblaws, Airports** and other selected major urban newsstands.
- ▶ **A publicity campaign** targeting **major media** across Canada.
- ▶ **Full page ads** in **Toronto Life** and **Fashion Magazine**.
- ▶ **On-going advertising** and promotion in **all issues** of **Sharp Magazine** and **www.sharpformen.com**.
- ▶ **2 VIP Launch parties**.

### CIRCULATION: 50,000

National newsstand – urban focus  
Direct sales – sharpformen.com  
Special Events  
Bulk Sales

### SPECIFICATIONS

Format	High-resolution PDF with proof
Cover	UV-coated 10pt
Paper	Coated 140M
Binding	Perfect binding
Screen	150 lines per inch
Pantone®	On request
Full page trim size	9" w x 10.875" h
Type safety	8.5" w x 10.375" h
DPS trim size	18" w x 10.875" h
DPS type safety	17.5" w x 10.375" h
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FTP password	magazine

### ADVERTISING RATES (net)

DPS	\$19,980
Full page	\$11,230
IFC (DPS)*	\$24,870
IBC (DPS)*	\$22,250
Scent strip	\$13,130

\* Non cancellable

## VIP LAUNCH PARTY SPONSORSHIPS AVAILABLE

### ADVERTISING DATES

ISSUE	ON SALE	MATERIAL DEADLINE	BOOKING DEADLINE
Spring & Summer	April 3 <sup>rd</sup>	March 1 <sup>st</sup>	February 15 <sup>th</sup>
Fall & Winter	September 18 <sup>th</sup>	August 14 <sup>th</sup>	August 1 <sup>st</sup>

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