

# SHARP

SHARPFORMEN.COM



**2013 MEDIA KIT**

# PREMIUM AUDIENCE. PREMIUM ENVIRONMENT.

SHARP takes the pulse of Canadian society to bring sophisticated men the information and entertainment that they want and need. Our editors and contributors are award-winning experts in their fields and provide insightful and timely men's lifestyle stories to suit the SHARP reader's tastes and interests.

SHARP's pages are full of the latest in fashion, luxury travel, technology, automobiles, food, entertainment and celebrities, as well as feature-length investigative journalism on uniquely Canadian topics of international importance.

SHARP's consistently premium environment speaks directly to the discerning tastes of Canada's largest audience of affluent, intelligent and influential men.

Michael La Fave  
Editorial and Creative Director

## SHARP READERS:

- \* 82% are male
- \* Average age: 41
- \* 71% aged 25-54
- \* 92% are university-educated
- \* 74% are MOPEs
- \* 73% have a HHI of \$100,000+
- \* 29% have a personal income of \$100,000+
- \* 84% own their own home

\*Source: SHARP reader survey, conducted by Starch Research, July 2008 issue.

SHARP delivers the ideal audience: Our direct, targeted circulation arrangement with the *National Post*, *Vancouver Sun*, *Calgary Herald*, *Montreal Gazette*, Air Canada, select newsstands and other exclusive partners guarantees you'll reach affluent, intelligent and active Canadian men.

**READERSHIP:** \*367,745 (2.51 RPC)  
**CIRCULATION:** 146,512 (national)

ONLINE:  
**SharpForMen.com**



### CIRCULATION: 146,512 NATIONAL

#### Targeted Circulation Channels

- Selected National Post, Vancouver Sun, Calgary Herald and Montreal Gazette subscribers
- Partnerships with premium men's health clubs
- Air Canada Maple Leaf Lounges
- VIA Rail One
- Select urban newsstands
- Subscription
- Special VIP events

<b>Ontario</b>	93,012	<b>Quebec</b>	11,518
<b>British Columbia</b>	25,025	<b>Atlantic</b>	4,482
<b>Alberta</b>	12,475		

ABC Audited

### ADVERTISING DATES

Issue	Release date	Material date	Booking deadline
April	March 27	February 27	February 20
May	May 1	April 3	March 27
June	June 5	May 8	May 1
September	September 4	August 7	August 1
November	October 16	September 18	September 11
December	November 20	October 23	October 16

### ADVERTISING RATES (NET)

	1x	3x	6x
DPS	27,720	26,080	24,210
Full page	15,430	14,330	13,270
Half page	9,590	8,660	8,000
1/3 page	6,360	5,790	5,270
IFC (DPS)*	29,990	28,720	26,970
IBC*	18,700	17,380	15,790
OBC*	19,930	18,550	17,250
Scent strip	18,550	17,610	16,680

\*Covers non cancellable

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### EDITORIAL CALENDAR

**April: Spring Style Guide**—a look at the people, places and trends that will define fashion in 2013. Plus, stunning modern interior design and the year's hottest concept cars.

**May: Golf Guide**—fairway fashion, tips from the pros, awesome new golf gear and interviews with some of the biggest names on the tour. Plus, new crossover vehicles.

**June: The Canadian Father 2013**—SHARP's report on what fatherhood means to Canadian men. Plus summer style and sportswear, hot convertibles and our annual Father's Day gift guide.

**September: The Style Issue**—featuring everything the Sharp Man should have in his wardrobe this fall—from suits to denim. Also, the best new restaurants in Canada and luxury SUVs. Issue available at selected TIFF events.

**November: SHARP's multi-award winning annual Grooming Guide**—Canada's most complete resource for men. Also in this issue: The best winter coats—from Italian cashmere to Canada Goose.

**December/January: The What Men Want Issue**—featuring the quintessential gift guide for giving and receiving. The finest food and drink for holiday entertaining, plus formal wear and the most impressive watches of the year.

Call your account manager for updated issue information.

### SPECIFICATIONS

Format	High-resolution PDF with proof
Cover	UV-coated 200M
Paper	Coated 100M
Binding	Perfect binding
Screen	150 lines per inch
Pantone®	On request
Full page trim size	8"w x 10.750"h
Type safety	7"w x 9.750"h
DPS trim size	16"w x 10.750"h
DPS type safety	15"w x 9.75"h
1/3 page vertical	2.750"w x 10.375"h
Bleed	.125"

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