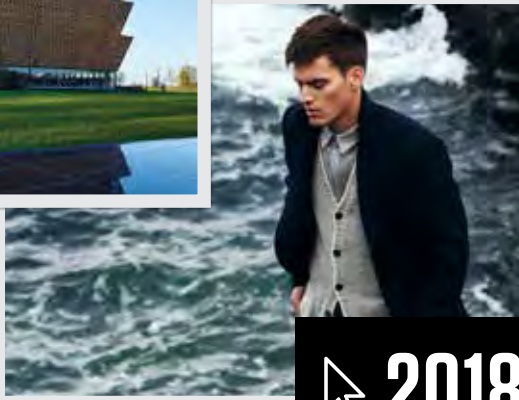


# SHARP

SHARPMAGAZINE.COM



## 2018 DIGITAL MEDIA KIT

SHARPMAGAZINE.COM

SHARP INSIDER

SHARP SOCIAL MEDIA

## PROFILE

Sharpmagazine.com is Canada's only premium online environment for affluent, intelligent and successful men. Sharpmagazine.com delivers up-to-the-minute coverage of the latest trends, travel destinations, technology and automobiles... everything that established Canadian men want and need to know. It's the perfect environment for any premium or luxury brand.

## DEMOGRAPHIC

- 82% Men
- Average age: 41
- 71% aged 25-54
- 73% have HHI of \$100k +
- 29% have personal income of \$100k+
- 84% own their own home
- 92% university educated

## WEB TRAFFIC

### STATS PER MONTH

- 460,000 average page views
- 152,000 unique visits
- 2 Million impressions available
- 3:15 average visit duration

## AUDIENCE



185,000 +  
visits / month



FACEBOOK

55,000 +



INSTAGRAM

26,000 +



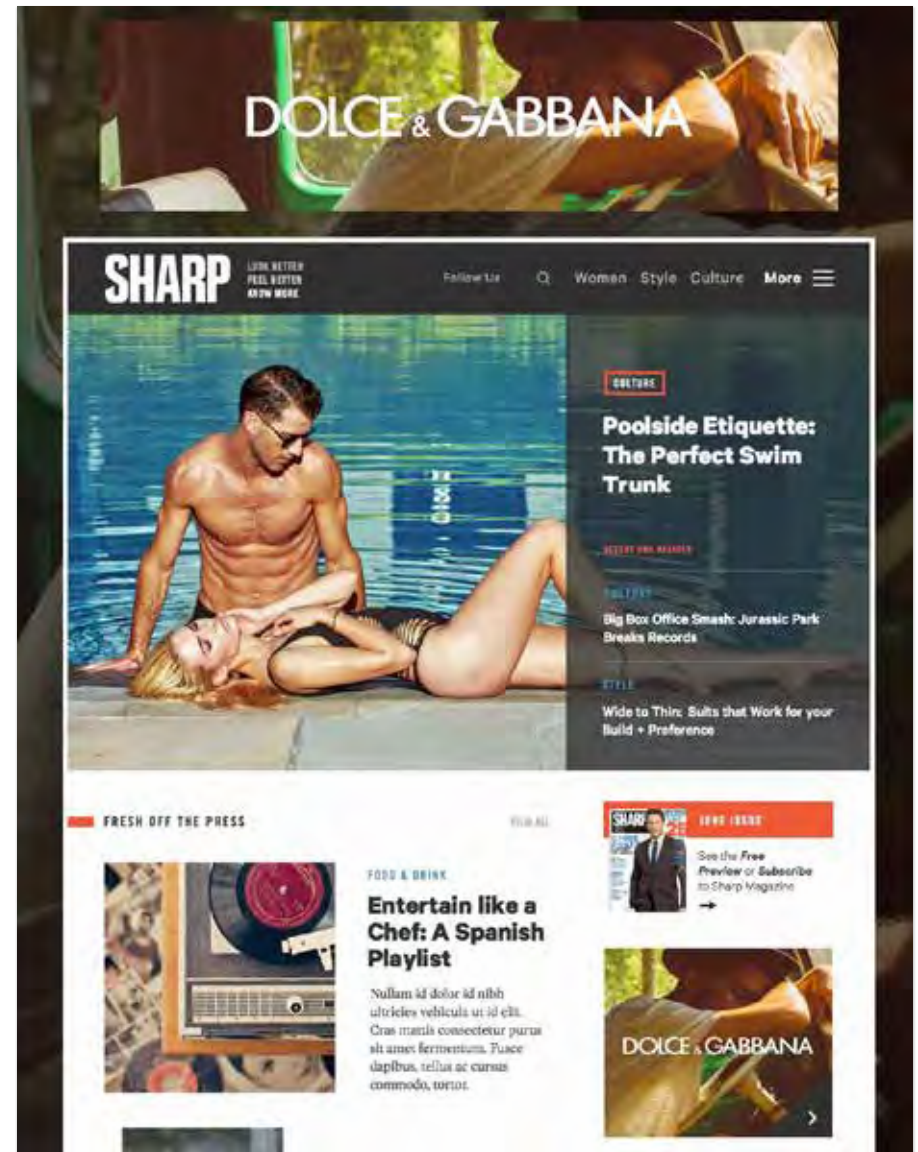
TWITTER

7,500 +



E-NEWSLETTER

12,000 +



Dolce & Gabbana example shown.  
Click to view example of execution.

## HIGH IMPACT EXECUTIONS

Homepage Takeovers are an effective, high impact strategy for positioning your brand alongside Canada's best luxury.

**Rate: \$45/CPM with minimum of 200,000 impressions.**

The strategy includes a wallpaper, billboard and big box or half page ad unit.

*Grey Goose example shown.*

*Click to view example of execution.*

**See your account rep for more details.**



## MODAL VIDEO

Served to users upon site entry, the Welcome Modal Popup guarantees your brand message won't be missed. The modal is delivered once per day to each unique. Maximum video length is 15 seconds.

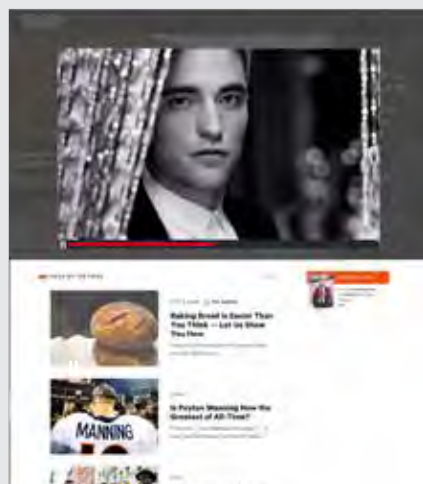
**Rate: \$ 3500/week. (20,000 views)**

The strategy includes a wallpaper, billboard and big box or half page ad unit.

*Dior Homme example shown.*

*Click to view example of execution.*

**See your account rep for more details.**



## CUSTOM CONTENT

Contempo's in-house creative team works with your brand to craft posts and custom executions written in an engaging, authentic voice designed by our award-winning art department.

### Custom Executions **1**

Bespoke copy and design, with a standalone execution. Turn-key packages available

*Lexus example shown.*

*Click to view in detail.*

### Branded Posts **2**

Branded content created by Sharp to live on sharpmagazine.com. Turn-key packages available.

*Bombay Sapphire example shown.*

*Click to view in detail.*

**See your account rep for more details.**

**1**



**2**



## STANDARD DISPLAY CAMPAIGNS

Sharp has a flexible and sophisticated display program that fits your campaign needs.

### Billboard <sup>1</sup>

**Rate: \$30 CPM (970x250)**

IAB Rising Star

Placed front and centre, the billboard is design to attract users attention immediately. Its large size allows plenty of room for video, slideshows or other interactive elements.

### Mobile Leaderboard <sup>2</sup>

**Rate: \$30 CPM (320x50)**

Required for all campaigns

### Leaderboard

**Rate: \$30 CPM (728x90)**

Ad unit that runs above the site header and between posts in our infinite scroll.

### Half Page

**Rate: \$30 CPM (300x600)**

See your account rep for more details.

<sup>1</sup>



<sup>2</sup>



## SOCIAL MEDIA & NEWSLETTER

Writing authentic, shareable content to spread across our social feeds.

### Social Media

**Rate: \$1,500 per post**

54,000 + Facebook fans

14,000 + Instagram followers

7,000 + Twitter followers

### The Sharp Insider

Sharp's daily newsletter reaches 11,000 + readers. Advertising opportunities include:

### Newsletter Sponsorship <sup>1</sup>

**Rate: \$3,500**

Sponsor Sharp's daily newsletter with high impact leaderboard and big box ads

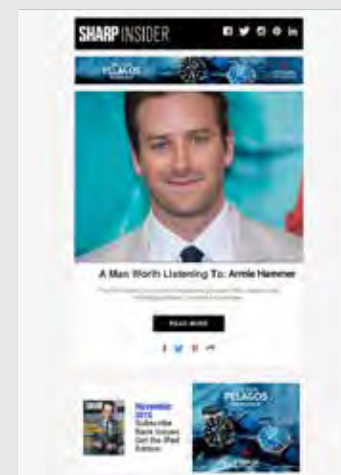
### Newsletter Takeover <sup>2</sup>

**Rate: \$4,500**

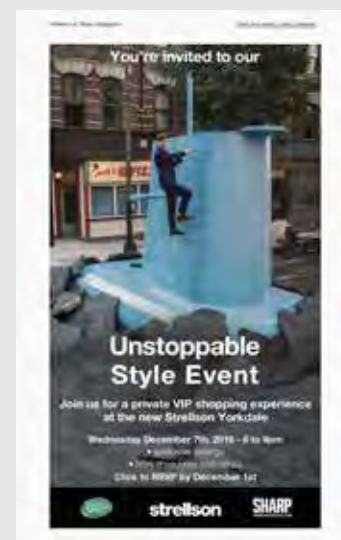
A fully dedicated newsletter with supplied creative directed to our affluent digital audience.

See your account rep for more details.

<sup>1</sup>



<sup>2</sup>



**CONTACT INFORMATION**

**Advertising**

**Kyle Bodnarchuk**

Director of Sales  
416.930.1113  
[kyle.bodnarchuk@contempomedia.com](mailto:kyle.bodnarchuk@contempomedia.com)

**Ren Conway**

Account Manager  
647.203.3593  
[renn.conway@contempomedia.com](mailto:renn.conway@contempomedia.com)

**Vincent Noël**

Quebec Regional Manager  
514.566.6874  
[vincent@contempomedia.com](mailto:vincent@contempomedia.com)

**Materials**

**Colin Rabyniuk**

Web Developer  
416.591.0093 x 226  
[colin.rabyniuk@contempomedia.com](mailto:colin.rabyniuk@contempomedia.com)

*For more material information contact your account manager.*

**Editorial**

**Alex Nino Gheciu**

Digital Editor  
416.591.0093 x 224  
[Alex.ninogheciu@contempomedia.com](mailto:Alex.ninogheciu@contempomedia.com)




**SHARPMAGAZINE.COM**

Type	CPM (Net)	Dimensions	Max. File Size	Looping	Rich Media
Takeover Skin	\$45	2000 x 1100 px	400k	N/A	No
Modal Video	\$3500/wk (20,000 views)	**	**	**	**
Billboard	\$30	970 x 250 px	100k	4x, :15 max	Yes +15%
Leaderboard	\$30	728 x 90 px	40k	4x, :15 max	Yes +15%
Mobile Leaderboard	\$30	320 x 50 px	40k	4x, :15 max	Yes +15%
Half Page	\$30	300 x 600 px	40k	4x, :15 max	Yes +15%
Big Box	\$30	300 x 250 px	40k	4x, :15 max	Yes +15%

**\*\* Contact your Account Manager**

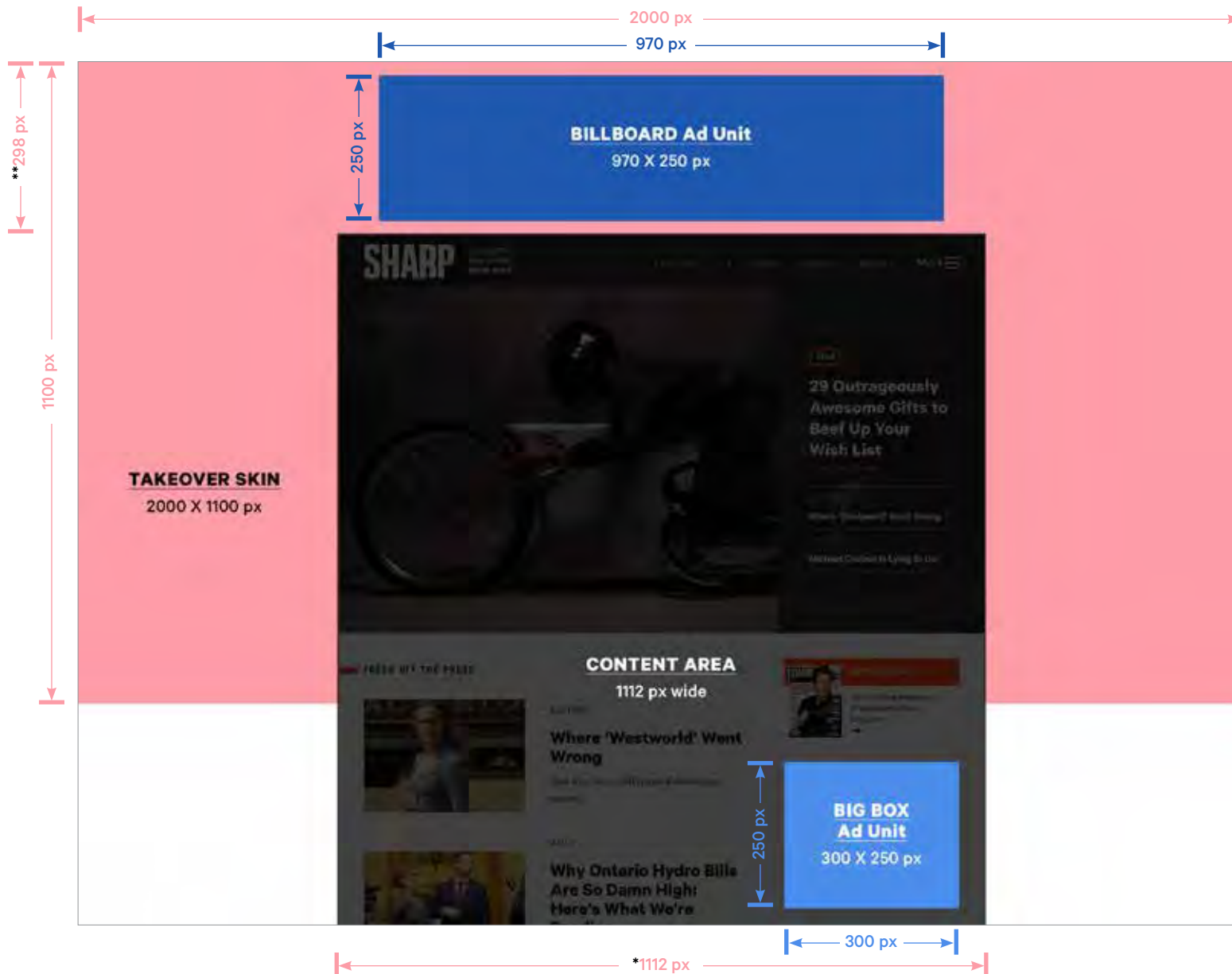
GIF, PNG, JPEG format and other Rich Media formats supported.

**SHARP SOCIAL MEDIA & INSIDER NEWSLETTER**

Type	Price	Dimensions	Max. File Size	Looping	Rich Media
Social Media   	\$1,500/Post	**	50k	N/A	No
Newsletter Leaderboard	\$1,750	728 x 90 px	40k	N/A	No
Newsletter Big Box	\$1,750	300 x 250 px	40k	N/A	No
Newsletter Takeover	\$4,500/Post	Max. Width 700 px	200k	N/A	No

**\*\* Contact your Account Manager**

GIF, PNG, JPEG format and other Rich Media formats supported.



## ASSET CHECKLIST

### 1. Takeover Skin

DIMENSIONS

**2000 X 1100 px**  
\*must account for **centred content area**, which is **1112 px** wide  
\*\*must account for **billboard ad unit**, allowing for **298 px** in height from top of page

FORMAT

**JPEG** (static flat image)

FILE SIZE

**400 KB** (max.)

### 2. Billboard Ad Unit

DIMENSIONS

**970 X 250 px**  
Ad Unit sits on top of Takeover Skin

FORMATS ALLOWED

**JPEG, HTML5, Rich Media**

FILE SIZE

**100 KB** (max.)

### 3. Big Box Ad Unit

DIMENSIONS

**300 X 250 px**

FORMATS ALLOWED

**JPEG, HTML5, Rich Media**

FILE SIZE

**100 KB** (max.)

*For more material information contact your account manager.*