

**SHARP**

LOOK BETTER • FEEL BETTER • KNOW MORE

*The*

**BOOK**

**FOR**

**MEN**

*Le* **GUIDE POUR HOMMIES**

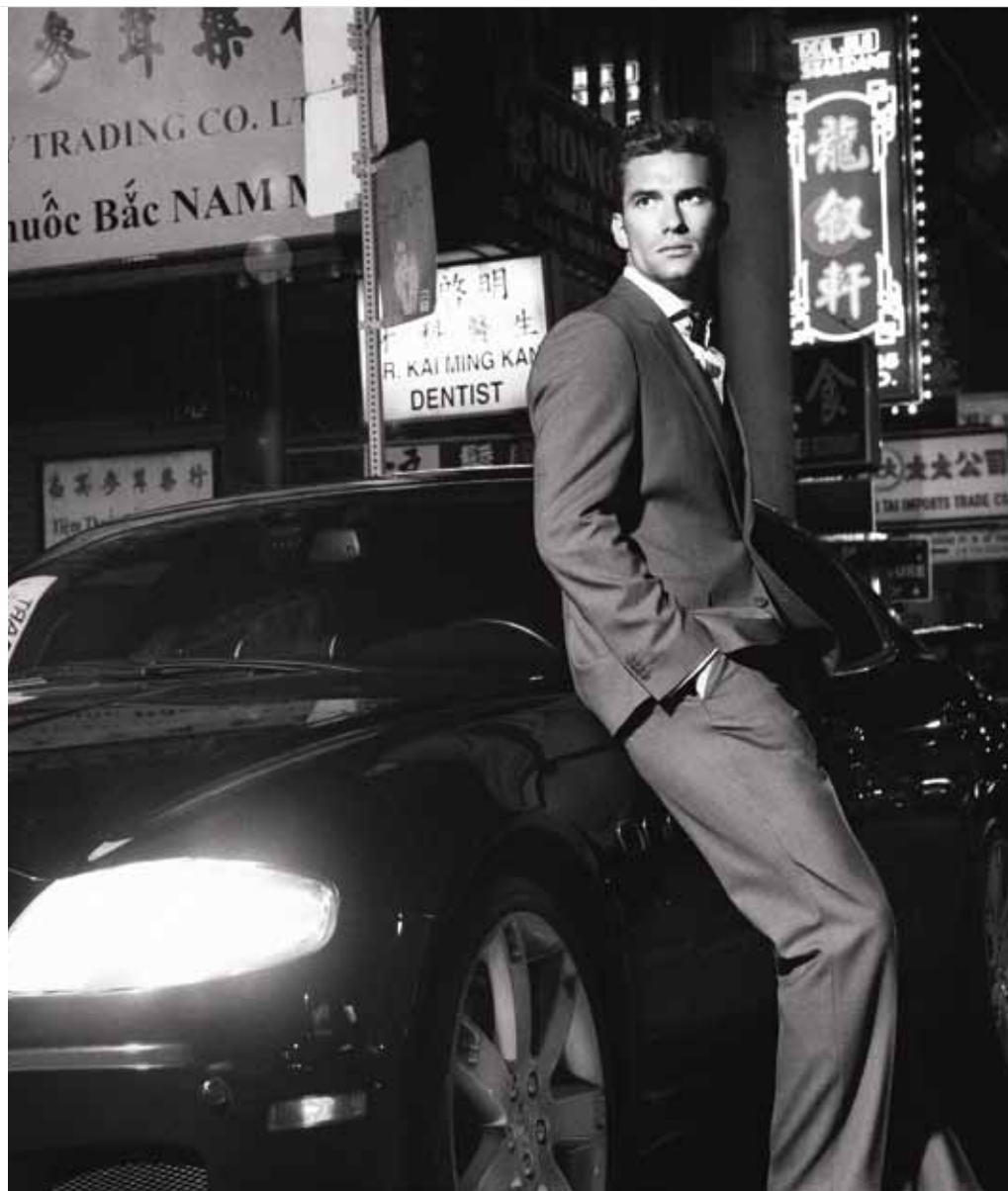
**2012 MEDIA KIT**

# SHARP *The* BOOK FOR MEN

## *Le* GUIDE POUR HOMMES

*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.



## 2012 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 **sharpformen.com**.
- ▶ **VIP Launch party**.

### CIRCULATION:

**50,000** { 41,100 - ENGLISH  
8,900 - FRENCH

National newsstand – urban focus  
Direct sales – sharpformen.com

### ADVERTISING RATES<sub>(net)</sub>

DPS	\$19,400
Full page	\$10,900
IFC (DPS)*	\$24,150
IBC (DPS)*	\$21,600
Scent strip	\$12,750

\* Non cancellable

### 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 server	ftp.contempomedia.ca
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### LAUNCH PARTY SPONSORSHIPS AVAILABLE

### ADVERTISING DATES

ISSUE	ON SALE	MATERIAL DEADLINE	BOOKING DEADLINE
Spring & Summer	April 2nd	March 2nd	February 17th
Fall & Winter	September 17th	August 13th	August 3rd

### CONTACT

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