

# SHARP

SHARPFORMEN.COM



**2012 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 *Globe and Mail*, 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 Globe and Mail subscribers
- Selected urban newsstands
- Air Canada Maple Leaf Lounges
- Subscriptions
- VIA One
- Special events

<b>Ontario</b>	107,691	<b>Quebec</b>	9,988
<b>British Columbia</b>	17,704	<b>Atlantic</b>	3,236
<b>Alberta</b>	7,893		



### ADVERTISING DATES

Issue	Release date	Material date	Booking deadline
April	March 27	February 28	February 21
May	May 2	April 4	March 28
June	June 5	May 8	May 1
September	September 5	August 8	August 1
November	October 18	September 20	September 13
December	November 22	October 25	October 18

### ADVERTISING RATES (NET)

	1x	3x	6x
DPS	26,920	25,320	23,510
Full page	14,980	13,910	12,890
Half page	9,310	8,410	7,770
1/3 page	6,180	5,620	5,120
IFC (DPS)*	29,120	27,885	26,190
IBC*	18,160	16,880	15,330
OBC*	19,350	18,010	16,750
Scent strip	18,010	17,100	16,200

\*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 2012. 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 2012**—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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