

SHARP

FALL / WINTER 2013

THE BOOK

LOOK BETTER • FEEL BETTER • KNOW MORE

FOR MEN

STYLE

SUITS

TRENDS

ACCESSORIES

TRAVEL

PIECES

AUTOMOBILES

ADVICE

COMPLETE

STYLE
MANUAL

INSIDE

2014 MEDIA KIT

SHARP THE BOOK FOR MEN

*The only publication
of its kind*

Sharp - 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, the most efficient way to pack, 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.





2014 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

ADVERTISING RATES^(net)

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

* Covers are non cancellable
Cancellations will not be accepted within 14 days of the Booking Deadline.

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
Bleed	.125"
<i>Please submit files into the folders of the issue your ad is to appear.</i>	
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VIP LAUNCH PARTY SPONSORSHIPS AVAILABLE

ADVERTISING DATES 2014

ISSUE	ON SALE	MATERIAL DEADLINE	BOOKING DEADLINE
Spring & Summer	April 9 th	March 3 rd	February 14 th
Fall & Winter	September 17 th	August 13 th	August 5 st

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