



FOOD/DINING * INDULGENCE * FINE LIVING * TRAVEL * COCKTAILS * LUXURY CULTURE * FASHION * DESIGN TECH *WATCHES * LEISURE * MOTORING * STYLE * GROOMING * ADVENTURE * PERSPECTIVE * CELEBRITIES

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.

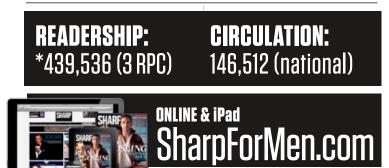
Michael La Fave **Editorial and Creative Director**

SHARP READERS:

- * 83[%] are male
- * 41 average age
- * 76% aged 25-54
- * 87% are university-educated
- * 81[%] are MOPEs
- * \$125,334 average HHI
- * 34[%] have a personal income of \$100,000+
- * 70% married / live together

*Mascom Group reader study 2013

SHARP delivers the ideal audience. Our direct targeted circulation includes partnerships with the Post Media, Air Canada, Via Rail, VIP events, selected distribution and newsstands that guarantees you'll reach high net worth and affluent males.



















2014 RATES, DATES AND SPECIFICATIONS

CIRCULATION: 146,512 NATIONAL

Targeted Circulation Channels

- Selected National Post, Vancouver Sun and Montreal Gazette subscribers
- Partnerships with premium men's health clubs
- Selected distribution to Toronto core business elite (Roltek)

• Air Canada Maple Leaf Lounges
• VIA Rail One
Select urban newsstands
Subscription
Special VIP events

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

ABC Audited

ADVERTISING DATES 2014

Issue	Release date	Material date	Booking deadline
April	March 26	February 21	February 17
May	May 1	April 1	March 24
June	June 5	May 1	April 25
September	September 3	August 1	July 25
November	October 15	September 17	September 10
December	November 19	October 23	October 18

ADVERTISING RATES (NET)

1x3x6xDPS27,72026,08024,210Full page15,43014,33013,270Half page9,5908,6608,0001/3 page6,3605,7905,270IFC (DPS)*29,99028,72026,970IBC*18,70017,38015,790OBC*19,93018,55017,250Scent strip18,55017,61016,680					
Full page15,43014,33013,270Half page9,5908,6608,0001/3 page6,3605,7905,270IFC (DPS)*29,99028,72026,970IBC*18,70017,38015,790OBC*19,93018,55017,250		1x	3х	6x	
Half page9,5908,6608,0001/3 page6,3605,7905,270IFC (DPS)*29,99028,72026,970IBC*18,70017,38015,790OBC*19,93018,55017,250	DPS	27,720	26,080	24,210	
1/3 page6,3605,7905,270IFC (DPS)*29,99028,72026,970IBC*18,70017,38015,790OBC*19,93018,55017,250	Full page	15,430	14,330	13,270	
IFC (DPS)*29,99028,72026,970IBC*18,70017,38015,790OBC*19,93018,55017,250	Half page	9,590	8,660	8,000	
IBC*18,70017,38015,790OBC*19,93018,55017,250	1/3 page	6,360	5,790	5,270	
OBC* 19,930 18,550 17,250	IFC (DPS)*	29,990	28,720	26,970	
	IBC*	18,700	17,380	15,790	
Scent strip 18,550 17,610 16,680	OBC*	19,930	18,550	17,250	
	Scent strip	18,550	17,610	16,680	

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

Rvan Moleiro

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EDITORIAL CALENDAR

APRIL: Spring Style Guide— Your style upgrade begins here with all of the hottest trends of the season, from shoes to suits to coats. Plus: we testdrive the new crop of hybrid supercars.

MAY: Golf Guide—It's been a long winter, and the Sharp Man is itching to hit the links. We present all of the golf fashion, gear and accessories he needs to up his game. Plus: the Sharp motorcycle guide.

JUNE: The Sharp List—our annual Father's Day gift guide reveals the coolest, most luxurious, most covetable things in the world. Plus: Sharp's Report On Beverages, featuring cocktails, premium beer and more.

SEPTEMBER: The Fashion Issue—Essential fall looks from the world's leading brands, including suits, dressed-up boots and boardroom-ready watches. Issue available at selected TIFF events.

NOVEMBER: Sharp's multi-award winning annual Grooming Guide returns—Canada's most complete resource for men. Also in this issue: Winter outerwear—from down parkas to cashmere topcoats.

DECEMBER/JANUARY: The What Men Want Issue—featuring the quintessential gift guide for the Sharp Man. Plus: Entertain Like a Chef with our exhaustive food and drink guide, and arrive in style with the year's finest watches.

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	7.5"w x 10.25"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"

FTP INFO

Please submit files into the folders of the issue your ad is to appear. Server: ftp.contempomedia.ca Login: u47984294-upload Password: magazine

MATERIALS

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