



2014 DIGITAL MEDIA KIT



• SHARPFORMEN.COM

• SHARP INSIDER

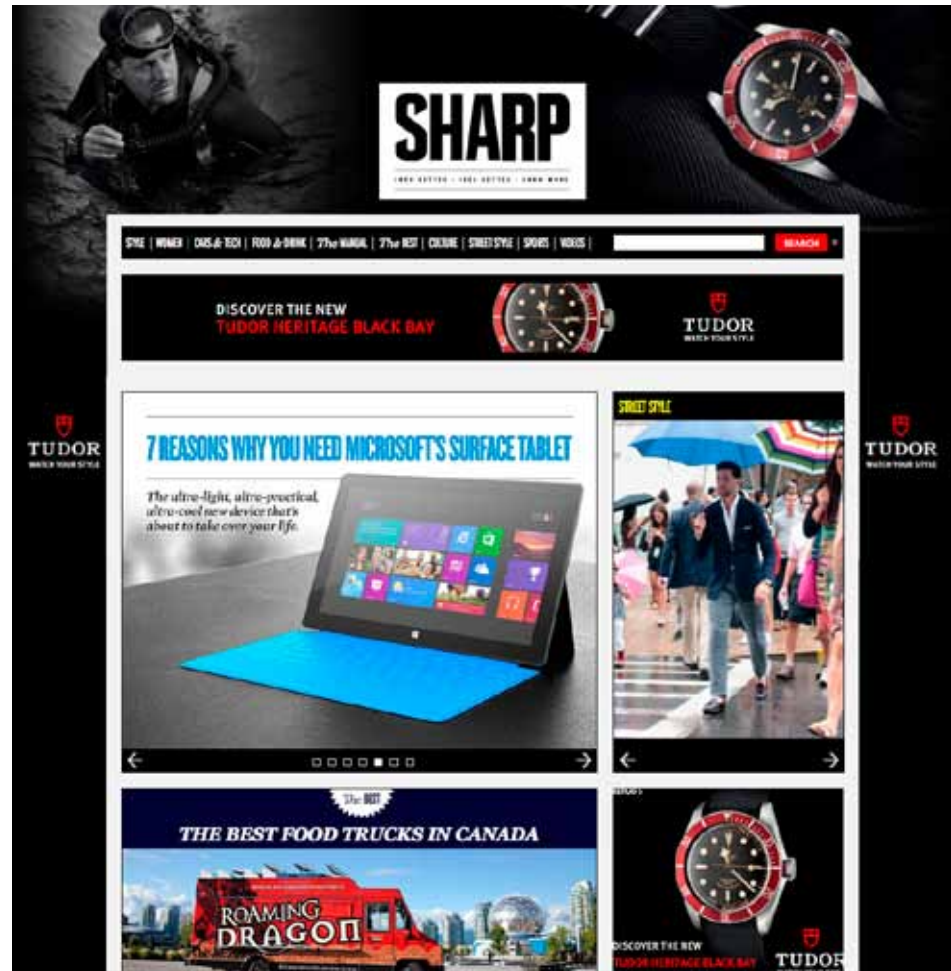
• SHARP iPad

• SHARP SOCIAL MEDIA

PROFILE

Sharpformen.com is Canada's only premium online environment for affluent, intelligent and successful men. Sharpformen.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.

SHARPFORMEN.COM



AUDIENCE

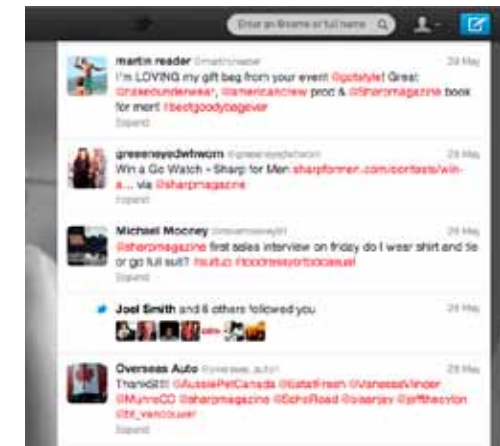
- 82% Men
- Average age: 41
- 71% aged 25-54
- 73% have HHI of \$100k +
- 29% have personal income of \$100k+
- 84% own their own home
- 92% university educated

TRAFFIC

100,000+ unique visitors per month and growing
325,000+ page requests per month
1,000,000+ impressions available per month
11,000 Newsletter subscribers

Traffic continues to increase. Contact your account manager for updated information

SHARP SOCIAL MEDIA



- Facebook
- Twitter
- Instagram
- Pinterest
- Tumblr

SHARP SOCIAL MEDIA

Sharp is connected to an audience of affluent, educated and influential men through our social media network. Through these established networks we can create integrated advertising programs for your brand, engaging with our premium followers directly.

SHARP iPad



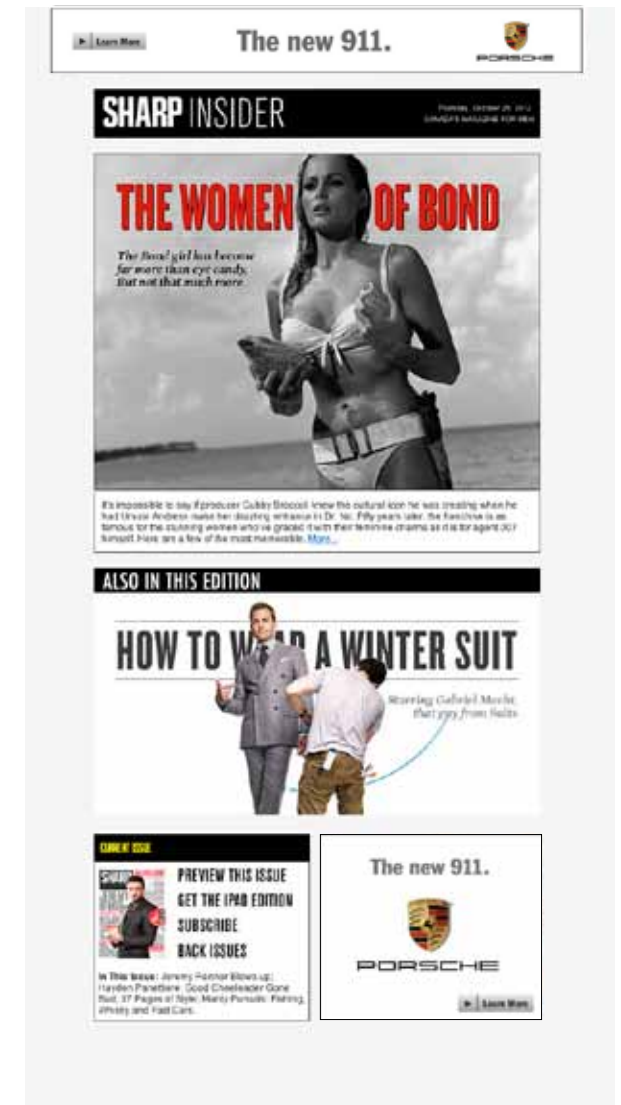
SHARP iPad EDITION

Sharp's premium men's lifestyle content on the go. Featuring exclusive video and behind the scenes content, Sharp on the iPad gives your brand a new level of access to the men they want and need.

SHARP INSIDER

Canada's only e-newsletter for affluent and influential men. Advertising opportunities include exclusive ad positions and custom creative e-blasts to Sharp Insider subscribers.

SHARP INSIDER DAILY E-NEWSLETTER



2014 RATES AND SPECS

SHARPFORMEN.COM

Type	CPM (Net)	Dimensions	Max. File Size	Looping	Rich Media+(15%)
Leaderboard	\$33	728 x 90 pixels	50k	4x, :15 max	Yes
Big Box	\$33	300 x 250 pixels	50k	4x, :15 max	Yes
Takeover (sideboards)	**	150 x 690 pixels	50k	4x, :15 max	No
Splash Ad	**	Tailored			
Branded Light Box Video Ad	**	Tailored			

** Contact your Account Manager

GIF or JPEG format and other Rich Media formats supported.

SHARP INSIDER

Type	CPM (Net)	Dimensions	Max. File Size	Looping	Rich Media+(15%)
E-Newsletter Leaderboard	\$125	728 x 90 pixels	50k	4x, :15 max	Yes
E-Newsletter Big Box	\$125	300 x 250 pixels	50k	4x, :15 max	Yes
E-Newsletter sponsorship	**	(Includes leaderboard and bigbox as the exclusive advertiser)			

** Contact your Account Manager

GIF or JPEG format

SHARP IPAD

Type	CPM (Net)
Tablet FP with tap-through URL	\$1,500
Tablet FP with Embedded Video	\$2,730
Tablet FP with Expandable descriptions	\$2,730
Tablet FP with 3D	\$5,460

Type	Dimensions	Resolution	Button Click through Safety
Portrait	1536 x 2048 pixels	72 dpi; no transparency	150 px from top and bottom of page

Link If you would like to link to a website, please submit the tap through URL.

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