

SHARP

LOOK BETTER • FEEL BETTER • KNOW MORE

THE BOOK FOR MEN

SPRING/
SUMMER
2014

*WHAT
TO WEAR
NOW!*

COMPLETE
STYLE MANUAL
INSIDE

*STYLE • SUITS
ACCESSORIES
TIMEPIECES
TRENDS • TRAVEL
AUTOMOBILES
ADVICE*

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.sharpmagazine.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"
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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

CONTACT

JOHN MCGOURAN
Publisher
416-258-8538
john.mcgouran@contempomedia.com

MICHAEL LA FAVE
Editorial and Creative Director
647-308-5397
michael.lafave@contempomedia.com

GEOFFREY DAWÉ
Publisher of S/Style & Fashion
416-571-3703
geoff.dawe@contempomedia.com

KYLE BODNARCHUK
Senior Account Manager
416-930-1113
kyle.bodnarchuk@contempomedia.com

ERIN CAMPBELL
Senior Account Manager
647-203-3593
erin.campbell@contempomedia.com

RYAN MOLEIRO
Account Manager
416.854.3619
ryan.moleiro@contempomedia.com

VINCENT NOËL
Quebec Regional Manager
514-566-6874
vincent@contempomedia.com

ELENA OKULOVA
Sales and Marketing Coordinator
416.591.0093 x 213
elena.okulova@contempomedia.com

MARIA MUSIKKA
Production Manager
416.591.0093 x 209
maria.musikka@contempomedia.com

MATERIALS
372 Richmond West, Suite 111
Toronto, ON. M5V 1X6
P: 416-591-0093 x209 F:888-702-4064
maria.musikka@contempomedia.com
Attn: Maria Musikka