

# SHARP

SHARPMAGAZINE.COM



**2014 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:

- \* 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.

**READERSHIP:** \*439,536 (3 RPC)  
**CIRCULATION:** 146,512 (national)

ONLINE & iPad  
**SharpMagazine.com**



### CIRCULATION: 146,512 NATIONAL

#### Targeted Circulation Channels

- Selected National Post, Vancouver Sun and Montreal Gazette subscribers
- Roltek- selected distribution to Toronto Business Elite subscribers of international newspapers such as Wall St. Journal, Barron's, Chicago Tribune, Shanghai Daily, Globe & Mail, Washington Post, Daily Telegraph UK and more.
- New York Times Sunday edition subscribers GTA
- Air Canada Maple Leaf Lounges
- VIA Rail One
- Select urban newsstands
- Subscription
- Special VIP events

<b>Ontario</b>	93,012	<b>Quebec</b>	11,518
<b>British Columbia</b>	25,025	<b>Atlantic</b>	4,482
<b>Alberta</b>	12,475	<b>*ABC Audited</b>	

### 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)

	1x	3x	6x
DPS	27,720	26,080	24,210
Full page	15,430	14,330	13,270
Half page	9,590	8,660	8,000
1/3 page	6,360	5,790	5,270
IFC (DPS)*	29,990	28,720	26,970
IBC*	18,700	17,380	15,790
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.

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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 test-drive 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"

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