

# SHARP

LOOK BETTER • FEEL BETTER • KNOW MORE

# THE BOOK FOR MEN

*WHAT  
TO WEAR  
NOW!*

COMPLETE  
**STYLE  
MANUAL**  
INSIDE

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

# 2015 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.







## 2015 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.

➤ **VIP launch events** and a **national 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, S/Style & Fashion** and [www.sharpmagazine.com](http://www.sharpmagazine.com).

### CIRCULATION: 50,000

National newsstand – urban focus  
Direct sales – [sharpmagazine.com](http://sharpmagazine.com)  
Subscriptions  
Special Events  
Bulk Sales

### ADVERTISING RATES<sub>(net)</sub>

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
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## VIP LAUNCH PARTY SPONSORSHIPS AVAILABLE

### ADVERTISING DATES 2015

ISSUE	ON SALE	MATERIAL DEADLINE	BOOKING DEADLINE
Spring & Summer	April 8 <sup>th</sup>	March 2 <sup>nd</sup>	February 13 <sup>th</sup>
Fall & Winter	September 16 <sup>th</sup>	August 12 <sup>th</sup>	August 4 <sup>th</sup>

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