

SHARP

SHARPMAGAZINE.COM



2015 MEDIA KIT

PREMIUM AUDIENCE. PREMIUM ENVIRONMENT.

SHARP takes the pulse of 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 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:

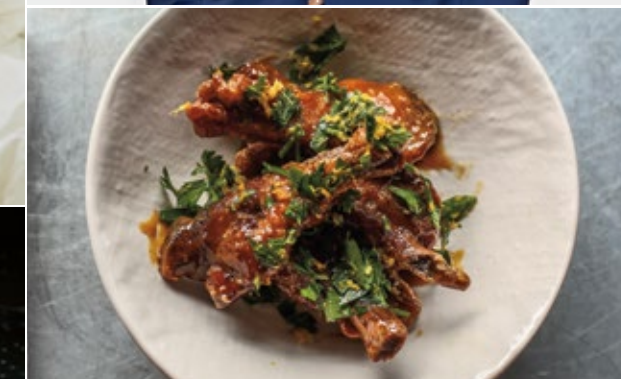
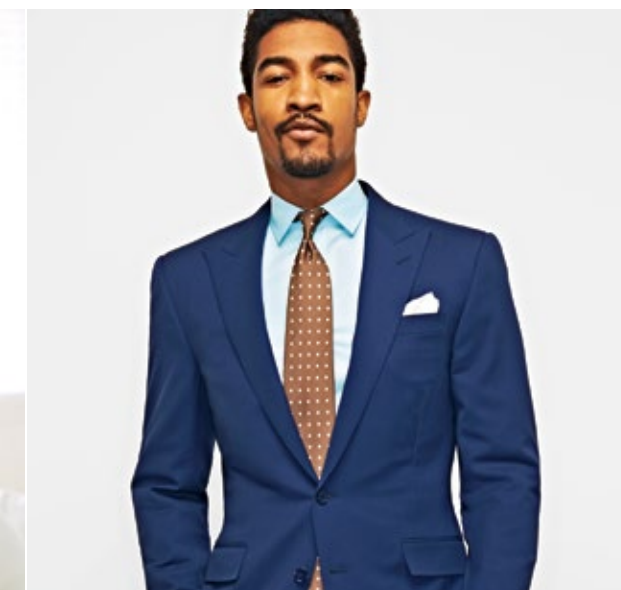
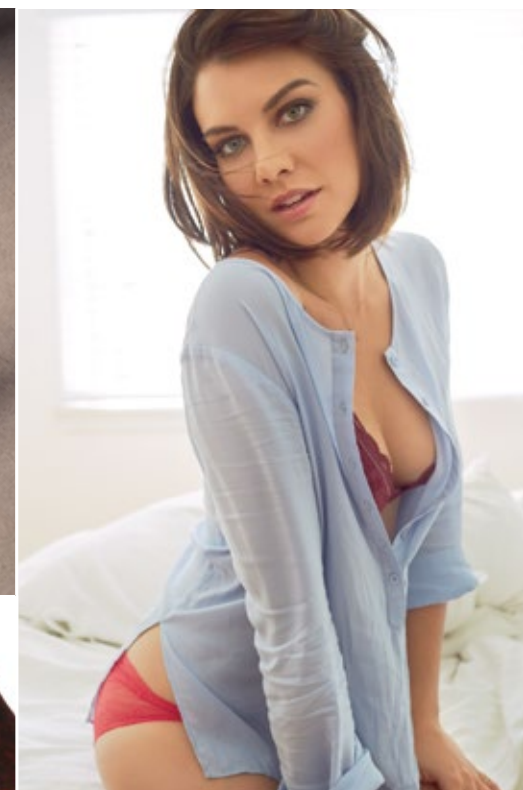
- * 83% are male
- * 41 average age
- * 76% aged 25-54
- * 87% are university-educated
- * 81% are MOPEs
- * \$125,334 average HHI
- * 34% have a personal income of \$100,000+
- * 70% married / live together

*Mascom Group reader study 2013

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

READERSHIP: *420,000 (3 RPC)
CIRCULATION: 140,000 (national)

ONLINE & iPad
SharpMagazine.com



CIRCULATION: 140,000 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.
- Air Canada Maple Leaf Lounges
- VIA Rail One
- Select urban newsstands
- Subscription
- Special VIP events

Ontario	90,730	Quebec	10,527
British Columbia	23,879	Atlantic	3,602
Alberta	11,262		

ADVERTISING DATES 2015

Issue	Release date	Material date	Booking deadline
April	March 25	February 20	February 16
May	April 29	March 31	March 23
June	June 3	April 30	April 24
September	September 2	July 31	July 24
November	October 21	September 16	September 9
December*	November 25	October 22	October 16

*Featuring Time & Style

ADVERTISING RATES (NET)

	1x	3x	6x
DPS	28,550	26,860	24,935
Full page	15,895	14,760	13,670
Half page	9,880	8,920	8,240
1/3 page	6,550	5,965	5,430
IFC (DPS)*	30,890	29,580	27,780
IBC*	19,260	17,900	16,265
OBC*	20,530	19,105	17,770
Scent strip	19,110	18,140	17,180

*Covers non cancellable

Cancellations will not be accepted within 14 days of the Booking Deadline.

CONTACT INFORMATION

Advertising

John McGouran
 Publisher
 416.258.8538
 john.mcgouran@contempomedia.com

Kyle Bodnarchuk
 Sr. Account Manager
 416-930-1113
 kyle.bodnarchuk@contempomedia.com

Ryan Moleiro
 Sr. Account Manager
 416.854.3619
 ryan.moleiro@contempomedia.com

Courtney Kelly
 Account Manager
 647.203.3593
 courtney.kelly@contempomedia.com

Vincent Noël
 Quebec Regional Manager
 514.566.6874
 vincent@contempomedia.com

Patryce Bowling
 Sales and Marketing Coordinator
 416.591.0093 x225
 patryce.bowling@contempomedia.com

Editorial

Michael La Fave
 Editorial and Creative Director
 647.308.5397
 michael.lafave@contempomedia.com

Greg Hudson
 Editor-in-Chief
 416.591.0093
 greg.hudson@contempomedia.com

EDITORIAL CALENDAR

APRIL: Spring Style Guide—Sharp's Spring Style Bible, packed with all of the season's essential gear, from boots to blazers to trenchcoats. Plus: Our summer sports preview: who to watch in baseball, golf and Formula-1.

MAY: The Hollywood Issue: Celebrity Style, Sharp's Summer Blockbuster Picks And The Future Of Entertainment. Plus: The Coolest New Motorcycles On The Road.

JUNE: The Sharp List—our annual Father's Day gift guide collects the ultimate in style, accessories, tech, drinks and design. Plus: Sharp's Report on Beverages, gives you the lowdown on what you'll be drinking this summer.

SEPTEMBER: The Style Issue—Get ready for fall with our selections—from suits to denim—from the world's top brands. Issue available at selected TIFF events.

NOVEMBER: Sharp's multi-award winning Grooming Guide shows the modern man how to look (and smell) his best every single day. Also in this issue: Keep stylish and stay warm this season with the coolest winter coats.

DECEMBER - TIME & STYLE: The What Men Want Issue—Our massive holiday gift guide is chock-full of the most covetable stuff on the planet. Plus: secrets from the world's greatest chefs on what to eat and drink at your next party. Bonus: Time & Style, our annual celebration of the year's most luxurious timepieces.

SPECIFICATIONS

Format	High-resolution PDF with proof
Cover	UV-coated 7 pt.
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"

*For DPS creative, please allow .125" safety on either side of the gutter for all critical type and images.

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

Contempo Media Inc.
 372 Richmond St West,
 Suite 111
 Toronto, ON. M5V 1X6
 Phone: 416.591.0093 x209
 Fax: 888.702.4064

Maria Musikka
 Production Manager
 416.591.0093 x209
 maria.musikka@contempomedia.com