

SHARP

SHARPMAGAZINE.COM



2017 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 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:

- * 85% are male
- * 41 average age
- * 76% aged 25-54
- * 87% are university-educated
- * 81% are MOPEs
- * \$195,967 average HHI
- * 38% have a personal income of \$100,000+
- * 70% married / live together

*Envionics Mascom Reader Study 2015

SHARP delivers the ideal audience. Our direct targeted circulation includes selected distribution, newsstands and partnerships with Postmedia, international newspapers, Air Canada, VIA Rail and VIP events, which guarantees you'll reach high net worth and affluent males.

READERSHIP:
*840,000

CIRCULATION:
140,000 (national)

ONLINE sharpmagazine.com

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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 2017

Issue	Release date	Material date	Booking deadline
April	March 15	February 17	February 10
May	April 26	March 31	March 24
June	May 31	May 5	April 28
September	August 23	July 28	July 21
November	October 11	September 15	September 8
December*	November 15	October 20	October 13



*Featuring SHARP Watch

ADVERTISING RATES (NET)

	1x	3x	6x
DPS	29,400	27,650	25,650
Full page	16,350	15,200	14,000
Half page	10,175	9,150	8,475
1/3 page	6,750	6,125	5,600
IFC (DPS)*	31,800	30,450	28,600
IBC*	19,800	18,400	16,750
OBC*	21,150	19,675	18,300
Scent strip	19,675	18,650	17,700

*Covers non cancellable Cancellations will not be accepted within 14 days of the Booking Deadline.

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EDITORIAL CALENDAR

APRIL: Our Spring Style Issue will cover every item a man needs in his wardrobe to look cool as hell in time for the weather to heat up. The best jackets, suits, pants, shoes and watches.

MAY: A decade of looking better, feeling better, and knowing more. SHARP's 10th Anniversary Issue takes a look back at our journey becoming Canada's only premium lifestyle magazine for men, including some of our most iconic images and conversations. In an age where nothing lasts, we're here to stay. Here's to the next 10.

JUNE: Check out the Summer Sharp List for the most impressive stuff from the world of design, style, tech, and culture. Plus, we celebrate all things two-wheeled, with an intense guide to bicycles and motorcycles.

SEPTEMBER: The Fall Style Bible has all the looks for the most stylish time of year: boots, denim, blazers and, of course, suits. We also enter the world of real estate with our guide to homes: where to buy, what to buy, and how to make it your own.

NOVEMBER: SHARP presents the Guide to The Best Game You Can Name. Get up to date with Sharp's NHL preview, and cop the style of some of the league's best players. Plus, what to wear to the office.

DECEMBER FEATURING SHARP WATCH: The Sharp List will give you amazing gift ideas, from booze to clothes to tech. The Automotive Achievement Awards praise all the cars that deserve your attention this year. And finally, SHARP Watch will go deep into the most alluring 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	15.5"w x 10.25"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.

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