

Sharp Magazine's channels provide
IMMEDIATE lift with a verified audience
of affluent consumers.

SHARP
SHARPMAGAZINE.COM

Contempo Connect Powered by Clue Digital

Canada's only luxury trading desk combines Contempo's first-party user data with Clue's best-in-class technology stack to give our partners unprecedented reach against the most affluent and sophisticated Canadian consumers.

PREMIUM CREDIT
CARD USER
(INDEX 186)

DISCRETIONARY SPEND
(\$1,299 - \$99,999)
(INDEX 182)

HOUSEHOLD CAN AFFORD
PREMIUM GOODS
(INDEX 154)

FASHION
(\$2,818 - \$99,999)
(INDEX 154)

SELF-DIRECTED DIVERSIFIER,
VERY HIGH-DEPOSIT BALANCE
(INDEX 152)

SHARPMAGAZINE.COM

**SCALABLE FROM
200K**

UNIQUE MONTHLY VISITORS

600K-1M

MONTHLY IMPRESSIONS

50K

INSTAGRAM FOLLOWERS

52K

FACEBOOK FOLLOWERS

8K

TWITTER FOLLOWERS

23K

EMAIL SUBSCRIBERS

1ST PARTY AUDIENCE EXTENSION

1.8MM

ADDRESSABLE UNIQUES IN DESKTOP, MOBILE AND VIDEO (VAST/VPAID)
ENVIRONMENTS

450K

ADDRESSABLE FACEBOOK PROFILES

TAGGED CONTENT MODULES ACROSS ALL CONTEMPO PROPERTIES, CREATING
EXCLUSIVE RE-MARKETING OPPORTUNITIES

**MATCH RATES @70% CONFIDENCE INTERVAL*

***AUDIENCES NOT AVAILABLE FOR EXTERNAL SYNDICATION; DELIVERY TO BE
MANAGED BY CONTEMPO MEDIA INC.*

SOURCES: 2018 ENVIRONICS AUDIENCE STUDY. GOOGLE ANALYTICS. 2019 MASCOM LUXURY AUDIENCE STUDY.
EXPERIAN, NEUSTAR, EPSILON, TRANSUNION ETC.

DEMOGRAPHICS

88%

MALE

\$209K

AVERAGE HHI

55.1%

HHI OVER \$100K

36

AVERAGE AGE

75.5%

AGES 25-54

81%

UNIVERSITY EDUCATED

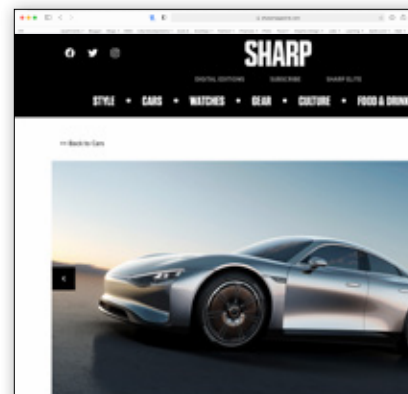
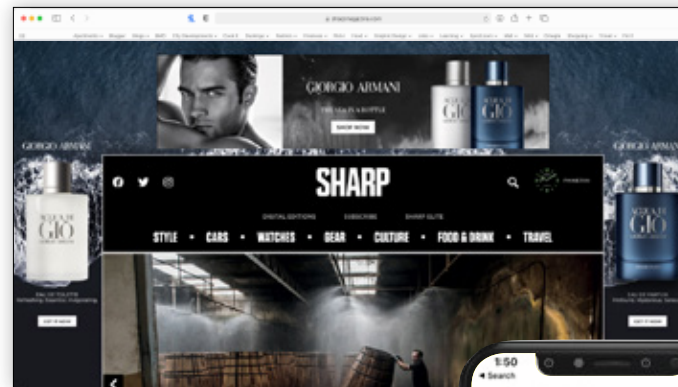
63%

RETURNING VISITORS



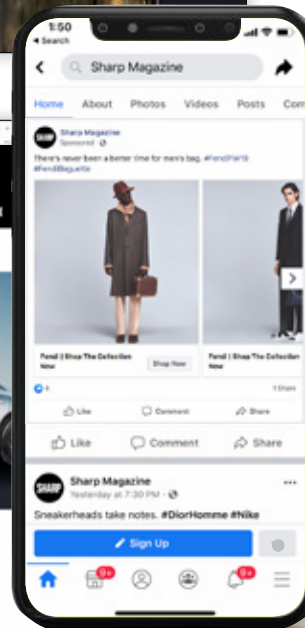
CANADA'S MOST SOPHISTICATED ENVIRONMENT

SHARP
SHARPMAGAZINE.COM



The 1,000 Km Mercedes-Benz Vision EQXX Concept Puts Tesla and Everyone Else on Notice

Mercedes-Benz shows the electric car world into a busy this week with the Vision EQXX concept, a cutting-edge prototype that can cover 1,000 kilometers before its battery runs out of juice. If Mercedes can make good on these lofty claims, the EQXX would mean every other so-called long-range EV for dead. For reference, the top-of-the-line Lucid Air is officially rated for 815 km of driving range. Tesla's latest Model S is good for 640 km, while Rivian claims to hit 605 with "max pack" battery can go 640 km, but it's not available yet. Still, 1,000 km is a barrier no automaker has broken. Not later this year Mercedes will put a real legal EQXX prototype to the test in real-world conditions. All the Mercedes executives we spoke to seemed very confident in this car's ability to smash through the 1,000 km barrier. Even more important than the Vision EQXX concept itself, is that all of its advanced EV tech and clever aerodynamics will wind up in roadgoing Mercedes cars as soon as 2024. Why is that good news for you? It means less expensive and/or longer-range electric cars are coming soon from Mercedes. Marcus Schaller, the company's chief technology officer for development, told us that — beginning in 2024 — drivers can expect cars with "much more" driving range but which cost roughly the same as they do today.

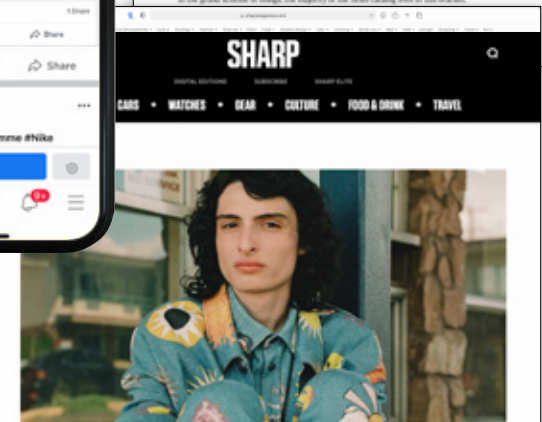


SHARP Guide: How To Pick Your First Seiko Dive Watch

There are plenty of good options for your first dive watch, but if your search has led you to Seiko, you could probably use a little help narrowing down your choices from here. As Seiko's most widely known mechanical watchmaker, Seiko has an extensive offering of water-proof sports watches that range from entry-level options that can dunk into the ocean, to professional divers built for extended saturation dives. While you can't really go wrong with any of them, we're going to build out a more comprehensive guide to help you find the one that fits your taste and budget. We start things off at the most affordable end of the spectrum, and slowly climb our way through to the brand's range-topping options.

Seiko Dive Watches Under \$2,000

In the grand scheme of things, the majority of the Seiko catalog lives in this bracket.



The Fantastic Finn Wolfhard

Finn Wolfhard is in a strange place. For years, he was "the kid from Stranger Things." Now he's in a movie about a group of adolescents in the Bengali-era 19th-century trans-dimensional mysticism in the fictional town of Hawkins, Indiana. Wolfhard starred as Mike Wheeler, an awkward middle child living with his siblings and parents, who develops a secret, two-eyed cousin (Gabe (Miles Teller) brother) a

S/ Magazine's channels provide IMMEDIATE lift with a verified audience of affluent consumers.



We are Canada's leading media, content, communications strategy and lead-generation organization for luxury brands.

Our media properties and digital platforms deliver sophisticated, effective and proven solutions for reaching affluent and influential Canadian consumers.

The world's most discerning brands rely on us to create sophisticated environments, exclusive VIP events, creative custom content solutions and advertising campaigns.

FINANCIAL DECISION
MAKER
(INDEX 412)

LIKELY LUXURY ITEM: WATCH/PIECE
OF JEWELRY COSTING \$2500+
(INDEX 453)

LUXURY TRAVELERS:
TOP SPENDERS
(INDEX 312)

HOME VALUE: GREATER
THAN \$1000000
(INDEX 1,022)

VEHICLE PRICE \$75K+
(INDEX 467)

SMAGAZINEOFFICIAL.COM

SCALABLE FROM

50K

UNIQUE MONTHLY VISITORS

150K

MONTHLY IMPRESSIONS

35K

INSTAGRAM FOLLOWERS

3K

FACEBOOK FOLLOWERS

1,200

TWITTER FOLLOWERS

7K

EMAIL SUBSCRIBERS

1ST PARTY AUDIENCE EXTENSION

550K

ADDRESSABLE UNIQUES IN DESKTOP, MOBILE AND VIDEO (VAST/VPAID) ENVIRONMENTS

100K

ADDRESSABLE FACEBOOK PROFILES

TAGGED CONTENT MODULES ACROSS ALL CONTEMPO PROPERTIES, CREATING EXCLUSIVE RE-MARKETING OPPORTUNITIES

**MATCH RATES @70% CONFIDENCE INTERVAL*

***AUDIENCES NOT AVAILABLE FOR EXTERNAL SYNDICATION; DELIVERY TO BE MANAGED BY CONTEMPO MEDIA INC.*

SOURCES: 2018 ENVIRONICS AUDIENCE STUDY. GOOGLE ANALYTICS. 2019 MASCOM LUXURY AUDIENCE STUDY. EXPERIAN, NEUSTAR, EPSILON, TRANSUNION ETC.

DEMOGRAPHICS

42

AVERAGE AGE

\$216K

AVERAGE HHI

82%

FEMALE

80%

AGES 25-54

92%

UNIVERSITY EDUCATED

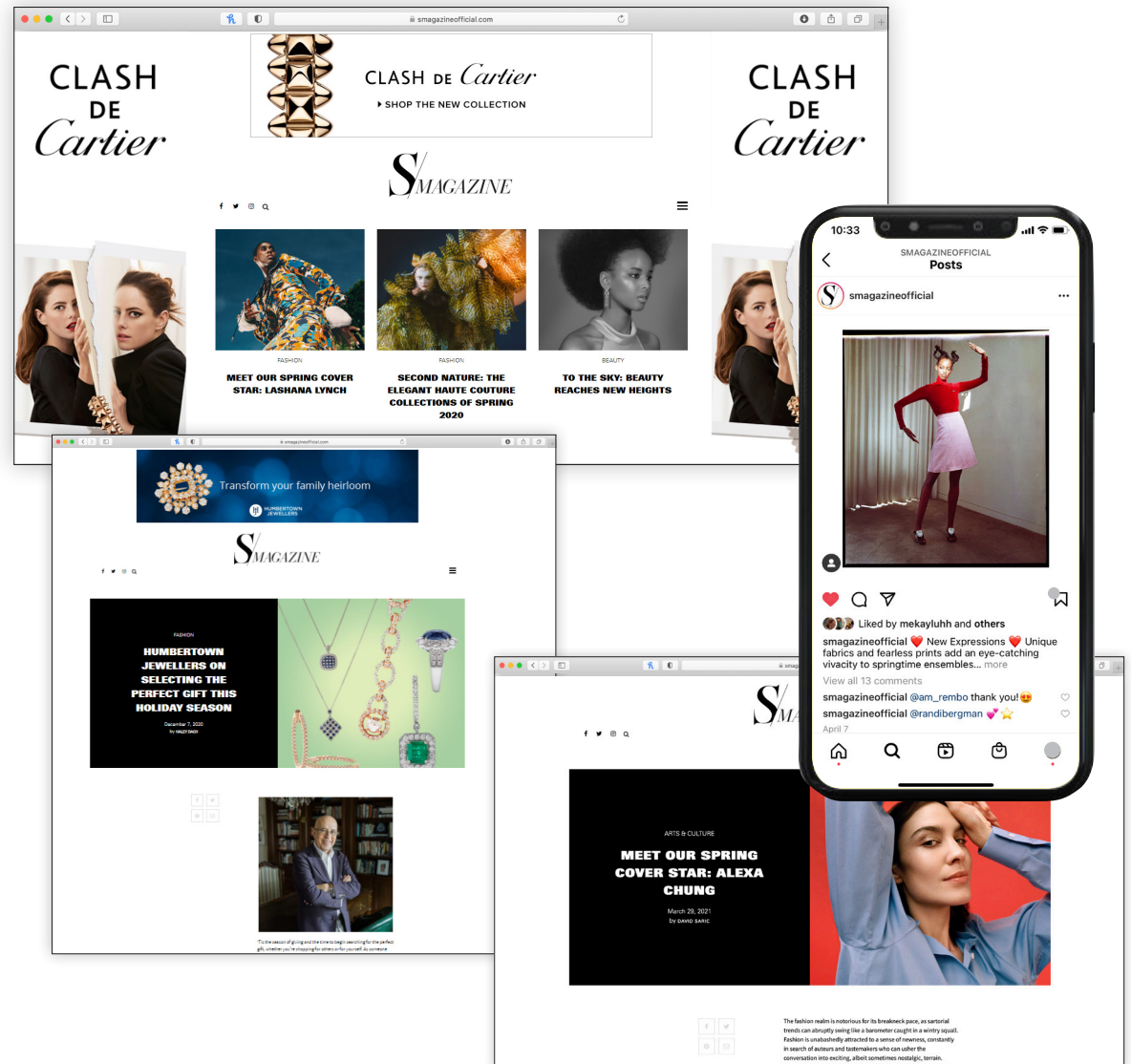
59%

RETURNING VISITORS



CANADA'S MOST SOPHISTICATED ENVIRONMENT

S/MAGAZINE



RATE CARD

TACTIC	AUDIENCE	CPM/CPCV
HPTO & DISPLAY	200K	\$50.00
PROGRAMMATIC DISPLAY	1.8M	\$10.00
PROGRAMMATIC PRE-ROLL	1.8M	\$25.00
SOCIAL DISPLAY	1.8M	\$14.00
SOCIAL VIDEO	1.8M	\$24.00
NATIVE DISPLAY	1.8M	14.00
NATIVE VIDEO	1.8M	\$28.00
CONTEXTUAL DISPLAY	1.8M	\$14.00
CONTEXTUAL VIDEO	1.8M	\$34.00
SOCIAL DARK CAMPAIGNS (FB/IG/TIKTOK)	450K	\$18.00
DIGITAL AUDIO	1.8M	\$38.00
CONNECTED TV	1.8M	\$.15/CPCV
DOOH DISPLAY	1.8M	\$45.00
DOOH VIDEO	1.8M	\$55.00
LOCATION DISPLAY	1.8M	\$16.00
LOCATION VIDEO	1.8M	\$32.00
SHARP INSIDER ENEWSLETTER	22K	\$4,000/PER
ORGANIC SOCIAL	94K	\$5,000/PER

