

SHARP

THE BOOK
FOR MEN

2023
MEDIA KIT



THE ONLY PUBLICATION OF ITS KIND



HARP: 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 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.

ONLINE sharpmagazine.com

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CIRCULATION: 36,500	READERSHIP: 197,100	AVERAGE HHI: \$209,250	AVERAGE AGE: 42
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Ontario	24,602
British Columbia	6,825
Quebec	2,372
Alberta	1,971
Maritimes	730

ADVERTISING DATES 2023

Issue	Release date	Material date	Booking deadline
Spring/Summer	May 24	April 18	April 11
Fall/Winter	September 27	August 26	August 19

ADVERTISING RATES (NET)

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

DPS	22,470
Full page	12,630
▼ Premium Positions ▼	
IFC (DPS)*	27,980
IBC (DPS)*	25,030
1st spread	26,770
2nd spread	25,830
3rd spread	25,060
4th spread	23,910
TOC 1	15,160
TOC 2	14,210
Editor's Letter	15,160
Scent Strip	14,770

MARKETING

Each edition of SHARP: 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.
- Ongoing advertising and promotion in all issues of SHARP Magazine, S/ Magazine, www.sharpmagazine.com, Toronto Life, and Sirius Satellite Radio.

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SPECIFICATIONS

Format	High-resolution PDF with proof
Cover	UV-coated 12pt
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
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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MATERIALS

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FTP INFO

Server: ftp.contempomedia.ca

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*Please submit files into the folders of the issue your ad is to appear in.