

SHARP

COMPLETE 2020
Media Kit
INSIDE

THE ESSENTIAL REFERENCE
FOR THE MODERN MAN

THE BOOK FOR MEN



SHARP The Book for Men

ONLINE sharpmagazine.com

   @sharpmagazine



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 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.

CIRCULATION: 42,000 **READERSHIP:** 226,800 **AVERAGE HHI:** \$209,250 **AVERAGE AGE:** 42

Ontario	28,220
British Columbia	7,887
Quebec	2,752
Alberta	2,268
Maritimes	865

ADVERTISING DATES 2020

Issue	Release date	Material date	Booking deadline
Spring/Summer	April 27	March 26	March 20
Fall/Winter	October 15	September 17	September 11

ADVERTISING RATES (NET)

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

DPS	21,195
Full page	11,915
▼ Premium Positions ▼	
IFC (DPS)*	26,390
IBC (DPS)*	23,605
1st spread	25,250
2nd spread	24,370
3rd spread	23,640
4th spread	22,550
TOC 1	14,298
TOC 2	13,400
Editor's Letter	14,298
Scent Strip	13,925

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.

CONTACT INFORMATION

Advertising

Kyle Bodnarchuk
Vice President of Sales
416.930.1113
kyle.bodnarchuk@contempomedia.com

Francisco Guevara
Brand Partnerships Manager
647.203.3593
francisco.guevara@contempomedia.com

Elena Okulova
Marketing Manager
416.591.0093 ext. 209
elena.okulova@contempomedia.com

John McGouran
Publisher & President
416.258.8538
john.mcgouran@contempomedia.com

Vincent Noël
Quebec Regional Manager
514.566.6874
vincent@contempomedia.com

Somang Chung
Operations Manager
416.591.0093 x 221
somang.chung@contempomedia.com

Editorial

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

Peter Saltsman
Editor-in-Chief
peter.saltsman@contempomedia.com

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

Contempo Media Inc.
101 Richmond St East, 4TH Floor
Toronto, Ontario, M5C 1N9
Phone: 416.591.0093 Fax: 888.702.4064

Maria Musikka
Production Manager
416.878.5373
maria.musikka@contempomedia.com

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