Sharpmagazine.com is Canada's only premium online environment for affluent, intelligent and successful men. Sharpmagazine.com delivers up-to-the-minute coverage of the latest trends, travel destinations, technology and automobiles... everything that established Canadian men want and need to know. It's the perfect environment for any premium or luxury brand.

### DEMOGRAPHIC
- 82% Men
- Average age: 41
- 71% aged 25-54
- 73% have HHI of $100k +
- 29% have personal income of $100k+
- 84% own their own home
- 92% university educated

### AUDIENCE

<table>
<thead>
<tr>
<th>Platform</th>
<th>Visits / Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEBSITE</td>
<td>209,000 +</td>
</tr>
<tr>
<td>FACEBOOK</td>
<td>52,000 +</td>
</tr>
<tr>
<td>INSTAGRAM</td>
<td>33,600+</td>
</tr>
<tr>
<td>TWITTER</td>
<td>7,300 +</td>
</tr>
<tr>
<td>E-NEWSLETTER</td>
<td>15,500 +</td>
</tr>
</tbody>
</table>

### WEB TRAFFIC

<table>
<thead>
<tr>
<th>Stats per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>512,000 average page views</td>
</tr>
<tr>
<td>165,000 unique visits</td>
</tr>
<tr>
<td>2 Million impressions available</td>
</tr>
<tr>
<td>3:02 average visit duration</td>
</tr>
</tbody>
</table>

Moncler example shown.
Click to view example of execution.
### 2020 DIGITAL EXECUTION CATEGORIES

**HIGH IMPACT EXECUTIONS**

Homepage Takeovers are an effective, high impact strategy for positioning your brand alongside Canada’s best luxury.

**Rate:** $45/CPM with minimum of 200,000 impressions.  
The strategy includes a wallpaper, billboard and big box or half page ad unit.

Grey Goose example shown.  
Click to view example of execution.

See your account rep for more details.

**MODAL VIDEO**

Served to users upon site entry, the Welcome Modal Popup guarantees your brand message won’t be missed. The modal is delivered once per day to each unique. Maximum video length is 15 seconds.

**Rate:** $3500/week. (20,000 views)  
The strategy includes a wallpaper, billboard and big box or half page ad unit.

Dior Homme example shown.  
Click to view example of execution.

See your account rep for more details.

---

**CUSTOM CONTENT**

Contempo’s in-house creative team works with your brand to craft posts and custom executions written in an engaging, authentic voice designed by our award-winning art department.

**Custom Executions**

Bespoke copy and design, with a standalone execution. Turn-key packages available

Lexus example shown.  
Click to view in detail.

**Branded Posts**

Branded content created by Sharp to live on sharpmagazine.com. Turn-key packages available.

Bombay Sapphire example shown.  
Click to view in detail.

See your account rep for more details.
2020 DIGITAL EXECUTION CATEGORIES

STANDARD DISPLAY CAMPAIGNS

Sharp has a flexible and sophisticated display program that fits your campaign needs.

**Billboard**
Rate: $30 CPM (970x250)
IAB Rising Star
Placed front and centre, the billboard is design to attract users attention immediately. Its large size allows plenty of room for video, slideshows or other interactive elements.

**Mobile Leaderboard**
Rate: $30 CPM (320x50)
Required for all campaigns

**Leaderboard**
Rate: $30 CPM (728x90)
Ad unit that runs above the site header and between posts in our infinite scroll.

**Half Page**
Rate: $30 CPM (300x600)
See your account rep for more details.

SOCIAL MEDIA & NEWSLETTER

Writing authentic, shareable content to spread across our social feeds.

**Social Media**
Rate: $1,500 per post
54,000 + Facebook fans
14,000 + Instagram followers
7,000 + Twitter followers

**The Sharp Insider**
Sharp’s daily newsletter reaches 11,000 + readers. Advertising opportunities include:

**Newsletter Sponsorship**
Rate: $3,500
Sponsor Sharp’s daily newsletter with high impact leaderboard and big box ads

**Newsletter Takeover**
Rate: $4,500
A fully dedicated newsletter with supplied creative directed to our affluent digital audience.
See your account rep for more details.
## CONTACT INFORMATION

### Advertising

**Kyle Bodnarchuk**  
VP of Sales  
416.930.1113  
kyle.bodnarchuk@contempomedia.com

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

**Vincent Noël**  
Quebec Regional Manager  
514.566.6874  
vincet@contempomedia.com

### Materials

**Matt Nelson**  
Web Developer  
matt@viuu.ca

*For more material information contact your account manager.*

### Editorial

**Shelby Furber**  
Social Media & Digital Editor  
416.591.0093 x 232  
shelby.furber@contempomedia.com

---

## SHARPMAGAZINE.COM

<table>
<thead>
<tr>
<th>Type</th>
<th>CPM (Net)</th>
<th>Dimensions</th>
<th>Max. File Size</th>
<th>Looping</th>
<th>Rich Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Takeover Skin</td>
<td>$45</td>
<td>2000 x 1100 px</td>
<td>400k</td>
<td>N/A</td>
<td>No</td>
</tr>
<tr>
<td>Modal Video</td>
<td>$3500/wk (20,000 views)</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Billboard</td>
<td>$30</td>
<td>970 x 250 px</td>
<td>100k</td>
<td>4x, .15 max</td>
<td>Yes +15%</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>$30</td>
<td>728 x 90 px</td>
<td>40k</td>
<td>4x, .15 max</td>
<td>Yes +15%</td>
</tr>
<tr>
<td>Mobile Leaderboard</td>
<td>$30</td>
<td>320 x 50 px</td>
<td>40k</td>
<td>4x, .15 max</td>
<td>Yes +15%</td>
</tr>
<tr>
<td>Half Page</td>
<td>$30</td>
<td>300 x 600 px</td>
<td>40k</td>
<td>4x, .15 max</td>
<td>Yes +15%</td>
</tr>
<tr>
<td>Big Box</td>
<td>$30</td>
<td>300 x 250 px</td>
<td>40k</td>
<td>4x, .15 max</td>
<td>Yes +15%</td>
</tr>
</tbody>
</table>

**Contact your Account Manager**  
GIF, PNG, JPEG format and other Rich Media formats supported.

---

## SHARP SOCIAL MEDIA & INSIDER NEWSLETTER

<table>
<thead>
<tr>
<th>Type</th>
<th>Price</th>
<th>Dimensions</th>
<th>Max. File Size</th>
<th>Looping</th>
<th>Rich Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>$1,500/Post</td>
<td>**</td>
<td>50k</td>
<td>N/A</td>
<td>No</td>
</tr>
<tr>
<td>Newsletter Leaderboard</td>
<td>$1,750</td>
<td>728 x 90 px</td>
<td>40k</td>
<td>N/A</td>
<td>No</td>
</tr>
<tr>
<td>Newsletter Big Box</td>
<td>$1,750</td>
<td>300 x 250 px</td>
<td>40k</td>
<td>N/A</td>
<td>No</td>
</tr>
<tr>
<td>Newsletter Takeover</td>
<td>$4,500/Post</td>
<td>Max. Width 700 px</td>
<td>200k</td>
<td>N/A</td>
<td>No</td>
</tr>
</tbody>
</table>

**Contact your Account Manager**  
GIF, PNG, JPEG format and other Rich Media formats supported.
ASSET CHECKLIST

1. Takeover Skin
   DIMENSIONS
   2000 X 1100 px
   *must account for centred content area, which is 1112 px wide
   **must account for billboard ad unit, allowing for 298 px in height from top of page
   FORMAT
   JPEG (static flat image)
   FILE SIZE
   400 KB (max.)

2. Billboard Ad Unit
   DIMENSIONS
   970 X 250 px
   Ad Unit sits on top of Takeover Skin
   FORMATS ALLOWED
   JPEG, HTML5, Rich Media
   FILE SIZE
   100 KB (max.)

3. Big Box Ad Unit
   DIMENSIONS
   300 X 250 px
   FORMATS ALLOWED
   JPEG, HTML5, Rich Media
   FILE SIZE
   100 KB (max.)

For more material information contact your account manager.