

SHARP

SHARPMAGAZINE.COM



2019 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
- * \$211,500 average HHI
- * 38% have a personal income of \$100,000+
- * 70% married / live together

*Envionics Mascom Reader Study 2016

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: *793,000
CIRCULATION: 128,000 (NATIONAL)

ONLINE sharpmagazine.com

@sharpmagazine



CIRCULATION: 128,000 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	79,165	Quebec	10,453
British Columbia	25,941	Atlantic	3,324
Alberta	9,117		

ADVERTISING DATES 2019

Issue	Release date	Material date	Booking deadline
April	March 19	February 22	February 15
May	April 30	April 5	March 28
June	May 28	May 3	April 26
September	August 27	August 2	July 26
November	October 8	September 13	September 6
December*	November 19	October 25	October 18

*Featuring SHARP Watch

ADVERTISING RATES (NET)

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

	1x	3x	6x
DPS	29,400	27,650	25,650
Full page	16,350	15,200	14,000
▼ Premium Positions ▼			
IFC (DPS)*	31,800	30,450	28,600
OBC (FP)*	21,150	19,675	18,300
IBC (DPS)*	19,800	18,400	16,750
1st spread	35,414	33,728	31,230
2nd spread	32,918	31,351	29,300
3rd spread	31,580	30,004	28,120
4th spread	30,040	29,371	27,450
TOC 1	19,095	18,190	17,000
TOC 2	18,120	17,280	16,150
Editor's Letter	19,095	18,190	17,000
Scent Strip	19,675	18,650	17,700

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EDITORIAL CALENDAR

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

MAY: Our annual cycling package is a guide to getting outside and on the road, including all the best tech, equipment, and clothes you need to enjoy the sport.

JUNE: Check out the Summer Sharp List for the most impressive stuff from the world of design, style, tech, and culture. Plus, a guide to sartorially showing up every groom this wedding season.

SEPTEMBER: The Fall Style Guide has all the looks for the most stylish time of the year: boots, denim, blazers, and, of course, suits. And we explore what's new in cars, from hot new releases to the future of electrification and automation.

NOVEMBER: Sharp's NHL package features player profiles, season predictions, and of course a primer on how to cop the style of some of the league's most dashing athletes. We'll also have do a deep dive into grooming, with the best ointments, ablutions, and fragrances of the season.

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 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
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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