

# SHARP

LOOK BETTER • FEEL BETTER • KNOW MORE

# THE BOOK FOR MEN

*WHAT  
TO WEAR  
NOW!*

COMPLETE  
**STYLE  
MANUAL**  
INSIDE

*STYLE • SUITS  
ACCESSORIES  
TIMEPIECES  
TRENDS • TRAVEL  
AUTOMOBILES  
ADVICE*

# 2015 MEDIA KIT

# SHARP THE BOOK FOR MEN

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 Sharp 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: 50,000

Ontario	35,945
British Columbia	8,103
Quebec	2,160
Alberta	2,603
Maritimes	1,189

## ADVERTISING DATES 2015

Issue	Release date	Material date	Booking deadline
Spring/Summer	April 8th	March 2	February 13
Fall/Winter	September 16	August 12	August 4

## ADVERTISING RATES (NET)

DPS	19,980
Full page	11,230
IFC (DPS)*	24,870
IBC*	22,250
Scent strip	13,130

\*Covers non cancellable

Cancellations will not be accepted within 14 days of the Booking Deadline.

## 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.
- On-going advertising and promotion in all issues of Sharp Magazine, S/Style & Fashion, [www.sharpmagazine.com](http://www.sharpmagazine.com), Toronto Life, Fashion Magazine, 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"

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