



**SHARP**  
SHARPMAGAZINE.COM

**2023  
MAGAZINE  
MEDIA KIT**



**PREMIUM AUDIENCE.  
PREMIUM ENVIRONMENT.**

SHARP's consistently premium environment speaks directly to the discerning tastes of Canada's largest audience of affluent, intelligent and influential men not found together anywhere else. SHARP delivers the latest in fashion, luxury travel, technology, automobiles, food, entertainment and celebrities, as well as feature-length journalism all written and curated by award winning experts.

**SHARP READERS:**

- \* 86% are male
- \* 41 average age
- \* 76% aged 25-54
- \* 87% are university-educated
- \* 81% are MOPEs
- \* \$231,500 average HHI
- \* 38% have a personal income of \$125,000+
- \* 70% married / live together

**LUXURY CATEGORIES  
SHARP READERS BUY :**

- \* 79% Fashion Apparel
- \* 68% Watches
- \* 64% Footwear
- \* 63% Leather Goods (bags, wallets, belts,+)
- \* 63% Automobiles
- \* 63% Electronics/Tech
- \* 52% Fragrance
- \* 41% Jewelry
- \* 41% Travel
- \* 40% Furniture/Decor

Sources: Environics, Delvinia Reader Study, Contempo Luxury Consumer Study

**READERSHIP:** \*646,600  
**CIRCULATION:** 106,000 (NATIONAL)



## CIRCULATION: 106,000 NATIONAL

### Targeted Major Markets Circulation Channels

- Selected Globe and Mail, 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, Washington Post, Daily Telegraph UK and more
- Select urban newsstands
- Subscription
- Special VIP events

<b>Ontario</b>	69,988	<b>Quebec</b>	8,515
<b>British Columbia</b>	21,241	<b>Atlantic</b>	2,949
<b>Alberta</b>	7,307		

## ADVERTISING DATES 2023

Issue	Release date	Material date	Booking deadline
Spring	April 18	March 23	March 17 <b>SHARP AUTO</b>
Summer	June 6	May 11	May 5
September	August 29	August 4	July 28
November	October 17	September 22	September 15
December *	November 21	October 27	October 20 <b>SHARP WATCH</b>

## ADVERTISING RATES (NET)

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

	1x	3x	6x
DPS	31,170	29,310	27,190
Full page	17,340	16,200	14,840
▼ Premium Positions ▼			
IFC (DPS)*	33,710	32,280	30,320
OBC (FP)*	22,420	20,860	19,400
IBC (DPS)*	20,990	19,510	17,760
1st spread	37,540	35,760	33,110
2nd spread	34,900	33,240	31,060
3rd spread	33,480	31,810	29,810
4th spread	31,850	31,140	29,100
TOC 1	20,250	19,290	18,020
TOC 2	19,210	18,320	17,120
Editor's Letter	20,250	19,290	18,020
Scent Strip	20,860	19,770	18,770

## MATERIAL DEADLINES

Issue	Material date
Spring	March 23
Summer	May 11
September	August 4
November	September 22
December	October 27

## 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 10.75"h
Type safety	7.5"w x 10.25"h
DPS trim size	16"w x 10.75"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.

### FTP INFO

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

**Server:**  
ftp.contempomedia.ca

**Login:**  
u47984294-upload

**Password:**  
magazine

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## EDITORIAL CALENDAR

**SPRING (APRIL) FEATURING SHARP AUTO:** Our spring style guide covers the coolest tailoring, shoes, pants and knitwear on the market to build a warm weather wardrobe. Plus Sharp Auto goes deep on our favourite EVs, luxury vehicles, and an A-list profile

**SUMMER (JUNE):** Our travel package spotlights adventurous, under-the-radar, luxurious getaways in Canada and beyond.

**SEPTEMBER:** All the fall fashion find men need as the cold weather approaches: outdoor, boots, blazers, and winter tailoring. Plus a deep dive into the season's finest food & drink offerings.

**NOVEMBER:** Check the latest in culture, from music, television, film, literature, and even podcasts, with in-depth celebrity interviews, profiles, and original photography.

**DECEMBER FEATURING SHARP WATCH:** The Sharp Holiday List recommends incredible gift ideas, from gear and alcohol to style and fitness. We also go deep on the year's best cars. Our Sharp Watch supplement rounds up the year in watches, goes deep on the most eye-catching timepieces, and includes a celebrity profile where the star models the year's best watches.

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