

## 2009 Rates, dates and specifications

circulation: 152,500 national

Targeted distribution six times per year of 146,000 copies nationally to the most affluent **Globe and Mail** subscribers – plus 4,000 copies distributed through Air Canada Maple Leaf Lounges for first and business-class travellers.

<b>Toronto</b>	91,800	<b>Ottawa</b>	10,000
<b>Vancouver</b>	17,700	<b>Montreal</b>	9,500
<b>Calgary</b>	14,000	<b>Halifax</b>	3,000
<b>Air Canada</b>	4,000		

Distribution verified by Globe and Mail audited circulation.

Each issue will also have bonus targeted distribution of 2,500 copies at special events and other exclusive opportunities: Toronto International Film Festival, Boys Night Out, Night of Stars...

### editorial calendar

- April** Spring style, luxury automotive buyer's guide
- May** Adventure travel, home theatre how-to
- June** Summer heat, waterproof tech
- September** The style issue, 'nuf said
- November** The grooming guide, premium timepieces
- December** The definitive gift guide compiled by the editors of *Sharp*

### advertising dates

Issue	Release date	Material due date	Booking deadline
April	March 25	February 28	February 20
May	April 30	April 2	March 27
June	June 3	May 6	May 1
September	September 9	August 14	August 7
November	October 14	September 16	September 11
December	November 18	October 21	October 16

### advertising rates (net)

	1x	3x	6x
DPS	25,060	23,260	21,470
Full page	13,925	12,925	11,925
Half page	8,680	7,800	7,160
1/3 page	5,700	5,260	4,750
IFC (DPS)	28,930	26,330	23,970
IBC	17,365	15,800	14,360
OBC	18,280	16,625	15,320
Scent strip	16,840	15,890	14,940

### specifications

Format	High-resolution PDF with proof
Cover	UV-coated 7pt
Paper	Coated 100M
Binding	Perfect binding
Screen	150 lines per inch
Pantone®	On request
Full page trim size	8 1/2 x 10 3/4"
Type safety	7 1/2 x 9 3/4"
DPS trim size	17 x 10 3/4"
DPS type safety	16 x 9 3/4"
1/3 page vertical	3 x 10 3/4"
Bleed	1/8"
FTP server	ftp.contempomedia.ca
FTP login	u47984294-upload
FTP password	magazine

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CANADA'S MAGAZINE FOR MEN  
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# Premium audience. Premium environment.



**S**harp takes the pulse of Canadian society to bring sophisticated men the information and entertainment that they want and need. We draw on expert, award-winning contributors who breath life into the people, places, things and trends that define excellence and the very best that Canada has to offer.

Every issue of *Sharp* features fashion, travel, technology, health, wellness, automobiles, food, entertainment, celebrities and personalities, not to mention socially significant editorial of local and international scope.

*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:

- \* 82% are male
- \* Average age: 41
- \* 71% aged 25-54
- \* 92% are university-educated
- \* 74% are MOPEs
- \* 73% have an HHI of \$100,000+
- \* 29% have a personal income of \$100,000+
- \* 84% own their own home

\*Source: Sharp reader survey, conducted by Starch Research, July 2008 issue.

Sharp delivers the ideal audience: Our direct, targeted circulation arrangement with the *Globe and Mail*, Air Canada and other exclusive partners guarantees you'll reach affluent, intelligent and active Canadian men.

**circulation:**  
**152,500 (national)**  
**readership:**  
**\*382,973 (2.51 RPC)**



**food/dining** \* indulgence \* **tech**  
fine living \* **travel** \* cocktails \* **luxury**  
**culture** \* fashion \* **design** \* watches  
leisure \* **motoring** \* style \* **grooming**  
**adventure** \* perspective \* **celebrities**

