

Your Passport to the Good Life



“With the launch of *Cigar Aficionado* and its continued success, we’ve surpassed everyone’s expectations, including our own, and defied every prediction that we wouldn’t be around the next year.”

—Marvin R. Shanken, CIGAR AFICIONADO

In August 1992, we stood before the crowd of retail tobacconists in Chicago at the annual Retail Tobacco Dealers of America trade show. It was breakfast, and sitting in boxes around the room was the first issue of CIGAR AFICIONADO, with the cover date of Fall 1992. There were lots of smiles and plenty of congratulations offered for the glossy magazine that was devoted to the lifestyle of men who smoke cigars, and the people who make them. Years later, many present that day would say they thought they would never see another issue.

Here we are, years later, and still going strong. It’s been a dream come true. We had always wanted to create a cigar magazine, and after Marvin’s fateful first trip to Cuba in October 1991, he decided to take the plunge. Nine months later, we had a finished magazine. Today, we’ve surpassed everyone’s expectations, including our own, and defied every prediction that we wouldn’t be around the next year.

The good times, and the good things that have happened, are simply too numerous to list here. There was our first celebrity cover—Rush Limbaugh—which not only spread our message to a huge crowd of his fans, but also started a long friendship. We’ve met and known scores of Hollywood celebrities, politicians and business leaders, all because they share a love of cigars.

There was the first Big Smoke, in 1993, where we realized that the tip of the iceberg was hiding a huge universe of cigar lovers; hours before the event, hundreds of people lined up waiting to get in. Since then, many hundreds of thousands have attended those

events, even as we’ve had to find new venues that allow smoking. The annual Big Smoke weekend in Las Vegas is simply the biggest consumer event in the cigar world every year.

We’ve also become great friends with many people in the cigar business. Again, the list is so long, we can’t even begin to run down the people we call our friends and partners. The cigar industry has responded to the world’s renewed interest in cigars with some of the best new products that have ever been in U.S. stores. After decades of being in the doldrums, the cigar business is vibrant, both for cigar makers and cigar sellers.

Smoking bans, new taxes and other kinds of restrictions have all complicated life for people working in the cigar business. But it hasn’t stopped the public from continuing to enjoy a product that it loves.

Cigars create a world of camaraderie with friends, and even strangers. It’s a world that offers a unique kind of relaxation, and all the people who understand the pleasures of a hand-rolled cigar get to share a little bit of the good life every time they light up.

A handwritten signature in black ink, reading "Marvin R. Shanken".

MARVIN R. SHANKEN
Editor & Publisher

A handwritten signature in black ink, reading "Gordon Mott".

GORDON MOTT
Executive Editor



Profile of Our Readers

Mendelsohn Affluent Study 2009, HHI \$100,000+

Total Audience: 384,000

GENDER / MARITAL STATUS

Male	74%
Female	26%
Married	85%

AGE

21+	100%
25-49	58%
25-54	72%
35-64	83%
Median Age	47

HH & ASSET VALUES

Median HHI	\$164,400
HHI \$150,000+	60%
HHI \$200,000+	38%
Median HH Net Worth	\$883,621
Mean HH Net Worth	\$1,194,534
HH Net Worth \$250,000+	85%
Median Value of Financial Accounts plus Real Estate	\$1,045,935

PROPERTY & REAL ESTATE

Own Home	97%
Own 2+ Homes	25%
Value of Principal Residence \$250,000+	75%
Value of Principal Residence \$500,000+	37%

EDUCATION & OCCUPATION

Managerial/Professional	61%
Any Chief Officer Title	27%
Owner/Partner	25%
College Degree+	65%

PASSIONS, HOBBIES & INTERESTS

Own a Valid Passport	80%
Average Vacations per Year	7
Average Business Trips per Year	12
Flies First Class or Business Class	36%
\$5,000+ on Leisure, Entertainment, and Dining	41%
Purchased Wine by the Case	48%
Have Wine Cellar/ Refrigerator	38%
Willing to Spend More on Gourmet Food	48%
Entertains At Home	64%
Attends Live Theater	56%
Visits Museums	54%
Attends Art Auctions / Gallery Exhibits	40%
Member of a Private Club	53%
Owens / Leases 2+ Vehicles	93%
Owens / Leases Imported Vehicles	76%

QUALITY OF READERSHIP

Read 4 Of The Last 4 Issues	51%
	11,223 (Index)



a sampling of our luxury advertisers

AUTOMOTIVE & MOTORCYCLE

- Audi
- BMW
- Cadillac
- Camaro
- Ford Flex
- Harley-Davidson
- Honda S2
- Hummer
- Jaguar
- Lexus
- Nissan
- Mercedes-Benz
- Porsche
- Saturn

OTHER LUXURY

- American Express
- Kohler
- Viking Range
- Visa

WATCH & JEWELRY

- Bell & Ross
- Carl F. Bucherer
- Cartier
- Chopard
- IWC
- Jacob & Co.
- Maurice Lacroix
- Mikimoto
- Oceanus
- Panerai
- Zenith

CONSUMER ELECTRONICS

- Bang & Olufsen
- Canon

TRAVEL

- Borgata Hotel & Casino
- Dominican Republic
- Doonbeg Golf Resort
- Embassy Suites
- Foxwoods
- India Tourism
- MGM Grand
- Monaco Tourism
- Net Jets
- Pinehurst
- Punta Nizuc
- Punta Cana Resort & Club
- Quintess
- Ritz Carlton Club & Residences
- Roco Ki
- Sea Island Resort
- St. Kitts Marriott
- Trump International Golf Club: Residences
- Venetian Hotel & Casino
- Villas at Royal Lahaina

FASHION & ACCESSORIES

- Chanel
- Ermenegildo Zegna
- Louis Vuitton
- Talbott
- Tommy Bahama

CIGARS & ACCESSORIES

- A. Turrent World Select
- Alec Bradley
- Arturo Fuente
- Ashton
- CAO International
- Casa Magna
- Chateau Real

- Cohiba
- Cuesta-Rey
- Cusano
- Davidoff
- Diamond Crown
- Don Pepin
- Don Tomas
- Dunhill
- Felipe Gregorio
- Fonseca
- Gran Habanos
- Gurkha
- Joya de Nicaragua
- La Aurora
- La Aroma de Cuba
- La Caya
- La Flor Dominicana
- La Gloria Cubana
- Liga Privada No. 9
- Macanudo
- Oliva
- Padilla
- Partagas
- Rocky Patel Premium
- S.T. Dupont
- San Cristobal
- Savinelli
- Siglo
- Stradivarius
- Tatuaje
- Ted's
- Torano
- Winston Churchill
- Zino Platinum
- Zippo BLU



tweetable truths about magazines

12 facts that showcase magazine vitality, in 140 characters or less

1. Magazine readership remains steady in an increasingly crowded and noisy media landscape.

Source: MRI Fall Study 2008, Page 7 of MPA 2009 Magazine Handbook

2. 92% of U.S. adults read magazines.

Experian Simmons, 2009

3. Magazine readers pay attention to magazine ads. They don't pay to avoid the advertising as they do with other media.

Source: BIGResearch Simultaneous Media Usage Study, 2008 Page 30 of MPA 2009 Magazine Handbook

4. Consumers spend more than \$86 million each week on single-copy magazines.

Nielsen 2006

5. Subscriptions to magazines are on the rise. 2007: 322 million paid subscriptions. 2008: 325 million paid subscriptions.

Source: MPA; A.B.C.. Page 14 of MPA 2009 Magazine Handbook

6. Magazine subscriptions increased in the first half of 2009.

Source: MPA Info Center analysis of ABC First Half 2009 Fas Fax

7. Magazines love the Internet. Almost a quarter of all new subscriptions come from the Internet.

Source: MPA Internet Subscription Surveys 2009 edition

8. Magazines build buzz. They excel in reaching people who shape attitudes and behavior.

Source: MRI Omnibus Recontact Study, 2008; Page 73 of MPA 2009 Magazine Handbook

9. Circulation generates more than 40% of all magazine revenue.

Source: PriceWaterhouseCoopers Financial Survey for MPA, 2008, 2007, Page 20 of MPA 2009 Magazine Handbook

10. The number of consumer magazine websites grew 78% between 2005 and 2009.

Source: Mediafinder.com, 2009, Page 9 of MPA 2009 Magazine Handbook

11. Magazines excel at long-form journalism, superb photography, eye-catching design.

12. Magazines drive web search more than any other medium. More than double Internet advertising and social media.

Source: BIGResearch Simultaneous Media Usage Study (SIMM13), December 2008, Page 70 of MPA 2009 Magazine Handbook



engagement with *Cigar Aficionado*

Action taken in response to ads in <i>Cigar Aficionado</i> :	Index
Send for info on the product in the ad	122
Send for product advertised	316
Cut out an ad(s)	177
Cut out an article(s)	324
Cut out or used a recipe	407
Visited the CA website	276
Visited another website	335

According to our MMR 2009, we stand far above our competitors with the number of issues read:

4 out of 4 issues	51%
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Cigar Aficionado:

Is a good source of learning	54%
Makes me think	50%
Keeps me informed	25%
Is a good escape	35%
Puts me in a good mood	28%
Gives me good ideas	54%
Keeps me up to date/latest trends	60%





2010 issue dates and deadlines

COVER DATE	SPACE CLOSE	MATERIAL DUE	SUBSCRIBER MAIL DATE	NEWSSTAND ON-SALE DATE
Jan/Feb 2010	Nov 24, 2009	Nov 30, 2009	Dec 29, 2009	Jan 15, 2010
March/April 2010	Jan 19, 2010	Jan 25, 2010	Feb 23, 2010	March 16, 2010
May/June 2010	March 2, 2010	March 8, 2010	April 6, 2010	April 27, 2010
July/August 2010	May 4, 2010	May 10, 2010	June 8, 2010	June 29, 2010
Sept/Oct 2010	July 8, 2010	July 13, 2010	Aug 10, 2010	Aug 31, 2010
Nov/Dec 2010	Sept. 14, 2010	Sept 20, 2010	Oct 19, 2010	Nov 9, 2010
Jan/Feb 2011	Nov 17, 2010	Nov 23, 2010	Dec 28, 2010	Jan 14, 2011



2010 insertion order

Advertiser: _____ Brand: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Contact: _____ Email: _____

Date: _____ Sales Rep: _____

Size of Space:	<input type="checkbox"/> Page	<input type="checkbox"/> Spread	<input type="checkbox"/> Other
Issue Date:	<input type="checkbox"/> Jan/Feb 2010	<input type="checkbox"/> Mar/Apr 2010	<input type="checkbox"/> May/June 2010
	<input type="checkbox"/> July/Aug 2010	<input type="checkbox"/> Sept/Oct 2010	<input type="checkbox"/> Nov/Dec 2010
Space Cost:	_____	Gross	_____ Net

Authorized Signature: _____ Date: _____

Please fax back to: 212-481-1540

Big Smoke

CIGAR AFICIONADO's



A fun-filled evening created by CIGAR AFICIONADO just for cigar lovers.

FOR THE PAST 17 YEARS, the Big Smoke has been our signature event, attracting a remarkable audience of affluent, sophisticated men and women. The only event of its kind, CIGAR AFICIONADO's Big Smoke is a unique gathering of thousands of our readers and advertisers for an evening of the world's greatest cigars, food, drinks and entertainment.



THE BIG SMOKE also provides our advertisers with an exceptional opportunity to have a one-on-one experience with our readers in which they can exhibit or sample products and services.

FOR MORE INFORMATION, CONTACT:

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2010 BIG SMOKE SCHEDULE

MGM Grand
at Foxwoods, Connecticut
May 22, 2010

Las Vegas Weekend
November 12-14, 2010
Venetian Hotel

New York
Date and Location To Be Announced

