

cigar aficionado

THE GOOD LIFE MAGAZINE FOR MEN

www.cigaraficionado.com

ELS FOR AUTISM

RICKIE FOWLER'S
MILLION-DOLLAR
HOLE IN ONE

NEW TREND:
CONCIERGE
CINEMA

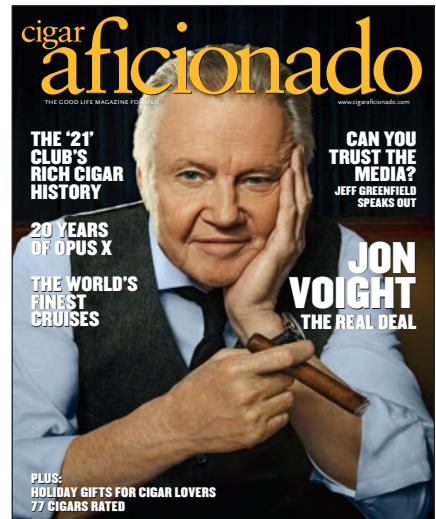
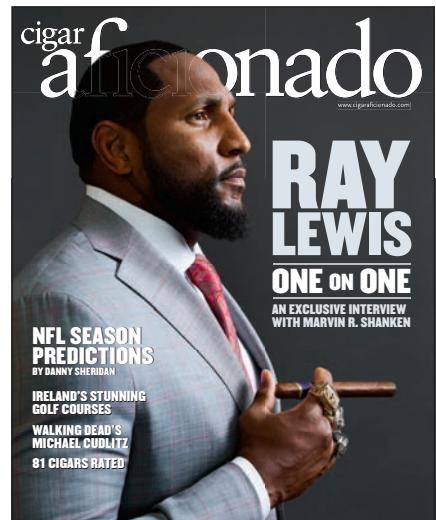
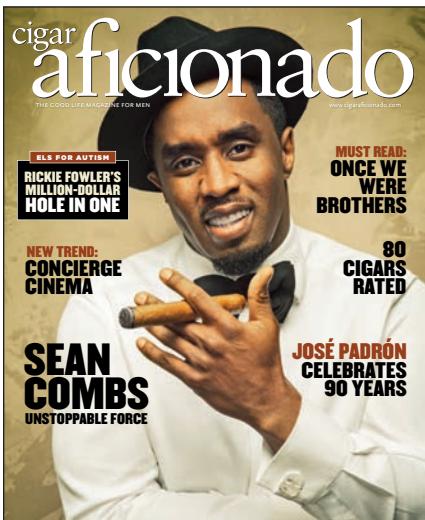
SEAN
COMBS
UNSTOPPABLE FORCE

MUST READ:
**ONCE WE
WERE
BROTHERS**

80
CIGARS
RATED

JOSÉ PADRÓN
CELEBRATES
90 YEARS

Af.





Profile of Our Readers

IPSOS Affluent Survey Spring 2017 TBF

Total Brand Footprint: 1,167,000

GENDER / MARITAL STATUS

Men	80%
Women	20%
Married	81%

AGE

21+	98%
25-54	69%
35-64	65%
Median Age	44

HHI & ASSETS

Average HHI	\$323,689
Average HH Net Worth	\$1,711,312
Own Principal Residence	91%
Own or Lease 2+ Vehicles	77%
Personal income of \$150,000+	45%

EDUCATION & OCCUPATION & TRAVEL

Attended College	96%
Professional/Managerial	76%
Own Valid Passport	85%
Plan to Travel in Next Year	90%
Chief Officer Title	42%

PASSIONS, HOBBIES & INTERESTS

	INDEX
Have Wine Cellar or Fridge	169
Drinks 6+ Distilled Spirits Per Week	244
\$2,000 Spent Entertaining at Home in Past Year	255
\$5K+ on Men's Designer Clothing	331
\$15K+ on Watches/Jewelry	385



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2016 GfK MRI DB

Total Audience 1,476,000

GENDER / MARITAL STATUS

Male	82%
Female	18%
Married	66%

AGE

25-54	69%
35-64	64%
Median Age	47



PROPERTY & INCOME

Median HHI	\$107,905
Average Household Income	\$120,467
Average HH Net Worth	\$540,675
Own Principal Residence	74%



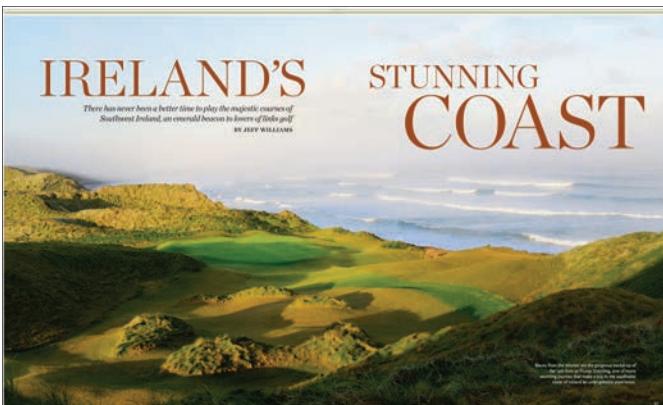
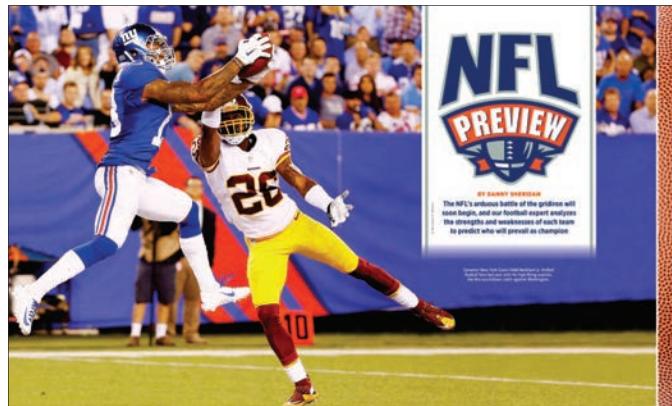
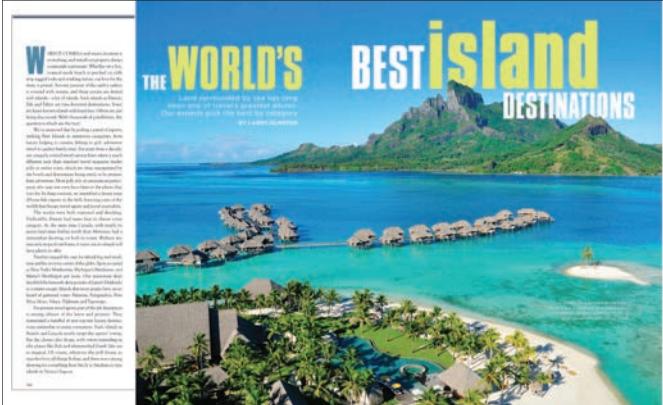
EDUCATION & OCCUPATION

Attended College+	85%
College Degree+	63%
Managerial/Professional	76%



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A.



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**According to the Spring 2016 MRI Study,
Cigar Aficionado has the highest household income
over all competitive men's magazines.**

	<i>Median HHI</i>
1. Cigar Aficionado	\$109,071
2. Golf Digest	\$105,104
3. Golf Magazine	\$96,089
4. Forbes	\$78,844
5. Men's Fitness	\$73,268
6. Men's Health	\$84,663
7. Men's Journal	\$78,631
8. Esquire	\$75,833
9. GQ (Gentlemen's Quarterly)	\$79,324
10. Fortune	\$97,828



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extend your reach

CIGAR AFICIONADO extends your reach by providing a unique audience of readers, with minimal duplication compared to other upscale, lifestyle, business and general interest magazines.

% Duplication of
CIGAR AFICIONADO
Readers that also read

Forbes	20%
GQ	17%
Fortune	13%
Esquire	11%
Golf Digest	18%
The New Yorker	12%
Men's Journal	8%
Vanity Fair	6%
Robb Report	4%



Source: 2016 Fall Ipsos Affluent Survey, USA, \$100K+ HHI

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a sampling of our luxury advertisers

AUTOMOTIVE

Alfa Romeo
BMW
Cadillac
Dodge
Ford Fusion
Hyundai
Karma Automotive
Maserati
Mercedes-Benz
Nissan
Porsche Cayenne
Nissan
SRT

WATCHES & FASHION

Ball Watch
Blancpain
Breitling
Bulova
Cartier
Carl F. Bucherer
Charles Tyrwhitt
Citizen Watches
Corum
Graham
Hublot
Marvin
Maurice LaCroix
Muhle
Oris
Peter Millar
Tag Heuer
Tutima
Westime

CIGAR ACCESSORIES

Andre Garcia
Blazer Lighter
Colibri Lighters
Craviotto
Daniel Marshall
Guyabera Lady
Humidipak
Kryptall
Lighters Direct
Lotus Lighters
Rabbit Air
Roma Industries
S.T. Dupont
The Cigar Inn
Upper Deck

ELECTRONICS/SPORTS EQUIPMENT

Jura
Lynx Fitness
Illycaffé Espresso
Parsons Xtreme Golf

TRAVEL/REAL ESTATE

Acqualina
Casa de Campo
Casa Vieja
Dominican Republic Tourism
Four Seasons Residences Calistoga
Hard Rock Hollywood
Honda Jet
Hudson Yards
Nizuc
Oceania Cruises
Pebble Beach
Palazzo
Pikewood
Premier World Discovery
Seminole Hard Rock Hotel & Casino

SPIRITS

1800 Tequila
Aberlour
Absolut
Appleton Rum
Ardbeg
Bacardi
Balvenie
Blade & Bow
Bombay Sapphire
Botran Rum
Buchanan's
Bulleit Bourbon
Bushmills
Carpano Antica Formula
Casa Noble
Cazadores
Chivas Regal
Ciroc Vodka
Crown Royal
Deleon
Dewar's
Diplomatico
Dobel Tequila
Don Julio
Don Q Rum
Drambuie
D'Usse

Elit Stolichnaya
George Dickel
Glenfiddich
Glenmorangie
Grand Marnier
Grey Goose
Hennessy
Hussong's Tequila
Jack Daniel's
Jameson
Johnnie Walker
Jose Cuervo
Ketel One
Lagavulin
Maker's Mark
Milagro Tequila
Patrón Tequila
Rémy Martin
Ron Zacapa
Sambuca
Select Casks
Single Pot Still Whiskies
Stoli
Talisker
Tanqueray Gin
The Glenlivet
The Irishman
Tincup
Triple Crown Whiskey
Tullamore Dew
Woodford Reserve
Zafra Rum



2017 issue dates and deadlines

COVER DATE	SPACE CLOSE	MATERIAL DUE	SUBSCRIBER MAIL DATE	NEWSSTAND ON-SALE DATE
Jan/Feb 2017	Nov. 24, 2016	Nov. 28, 2016	Dec. 22, 2016	Jan. 12, 2017
March/April 2017	Jan. 23, 2017	Jan 26, 2017	Feb. 25, 2017	March 8, 2017
May/June 2017	March 13, 2017	March 16, 2017	April 12, 2017	May 2, 2017
July/August 2017	May 1, 2017	May 4, 2017	May 31, 2017	June 20, 2017
Sept/Oct 2017	July 10, 2017	July 13, 2017	August 8, 2017	August 29, 2017
Nov/Dec 2017	Sept. 11, 2017	Sept. 14, 2017	Oct. 11, 2017	Oct. 31, 2017
Jan/Feb 2018	Nov. 20, 2017	Nov. 27, 2017	Dec. 20, 2017	Jan. 9, 2018



production specifications

PRINTING

Web Offset (SWOP)
Binding: Perfect Bound
Publication Trim Size: 9.75" x 11.875"

DIGITAL FILE SPECIFICATIONS

PDF/X-1a

- PDF/X1a file (Only one ad per file)
- Images must be CMYK or Grayscale TIFF or EPS prepared for the SWOP3 color environment
- Total Area Coverage for CMYK color builds should not exceed 300%

DELIVERY OF AD MATERIAL

Digital files uploaded to our ad portal
<http://mshanken.SendMyAd.com>
(uploading tutorial available on site)

Advertising material will be retained for one year, unless return is specifically requested. M. Shanken Communications is not responsible for keeping material beyond one year.

FOR FURTHER INFORMATION

Go to mshanken.com, or contact:

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TEL: 212-684-4224 x321

ADVERTISING SIZE SPECIFICATIONS

	WIDTH	DEPTH
Publication Trim Size	9.75"	11.875"
Full Page Safety	9.25"	11.375"
Full Page Bleed	10"	12.125"
Full Page Non-Bleed	8.125"	10.5"
Spread Trim Size	19.5"	11.875"
Spread Safety	19"	11.375"
Spread Bleed	19.75"	12.125"
Spread Non-Bleed	16.25"	10.5"
2/3 Page Vertical Bleed	7"	12.125"
2/3 Page Vertical Non-Bleed	6"	10.5"
1/2 Page Spread Bleed	19.75"	6"
1/2 Page Vertical Bleed	4.875"	12.125"
1/2 Vertical Non-Bleed	4"	10.5"
1/2 Page Horizontal Bleed	10"	6"
1/2 Page Horizontal Non-Bleed	8.125"	5"
1/3 Page Vertical Non-Bleed	3.625"	10.5"
1/3 Page Vertical Bleed	3.75"	12.125"