

cigar
aficionado.com

ONLINE MEDIA KIT

M. Shanken Communications
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OVERVIEW

Launched in 1997, CigarAficionado.com targets affluent, upwardly mobile men who have a passion for all of the good things life has to offer. We capture an audience that travels to tropical islands, eats at the best restaurants, drives the finest automobile and wears the latest fashions. Whether it's cigars or sports, we cover the lifestyle that young, wealthy men aspire to.

CigarAficionado.com content includes:

- Exclusive Cigar Ratings – A searchable database of over 11,000 cigar ratings from *Cigar Aficionado* magazine and Cigar Insider newsletter.
- Exclusive Previews of *Cigar Aficionado* Magazine Tastings – Subscribers gain access to the top-scoring cigars from *Cigar Aficionado* magazine before it's published.
- Personal Humidor – With a CigarAficionado.com subscription, any cigar we've ever reviewed can be added to a Personal Humidor with which subscribers can track and keep cigars organized in one easy-to-use location.
- Videos – a behind-the-scenes look at the world of premium cigars, taking viewers inside cigar factories and to the tobacco fields of the world's leading exporters.
- Editors' Blogs – Our experts share their insights on cigars, spirits, fine dining and other related subjects.

A SAMPLE OF PREVIOUS ADVERTISERS

BMW
Casa Fernandez
CAO
Cereus
City National Bank
Colibri
Davidoff

Diageo
Grauer Chocolates
Illusione
Klin/Hammer & Sickle
La Flor Dominican
Olivia
Padron

Reyes
Rocky Patel
Talbott
Villiger
Zeneth
Zippo

AUDIENCE

Traffic

- 1.5 million+ monthly page views
- 220,000+ monthly visits
- 160,000+ monthly unique visitors
- Time on site: 8:40

DEMOGRAPHICS

- Male/Female: 97% / 3%
- Average Age: 35–39
- Average HHI: \$150,000–\$200,000
- College Degree/Post Graduate: 56%
- Executive, Managerial, Professional: 59%

AD SIZES

- 300 x 250
- 728 x 90

We will tailor the proposal based on advertiser goals and objectives.
Our minimum buy is \$5,000 net per month.

CigarAficionado.com is open to “out of the box” ideas and will create packages that suit the needs of our clients.

SPONSORSHIP OPPORTUNITIES

Throughout the year, CigarAficionado.com offers sponsorship opportunities of both special features and recurring content. Some sponsorship opportunities may include:

- Golf
- Cuba
- Moments to Remember
- Ratings
- Forums

ADDITIONAL OPPORTUNITIES

Geo-Targeting

CigarAficionado.com offers geo-targeting abilities by country, region, state and/or Designated Market Area (DMA) on select placements.

Frequency Capping

CigarAficionado.com advertisers can limit the number of times their ad is displayed to an individual browser through frequency capping.

Video & Rich Media

CigarAficionado.com can support a wide variety of Rich Media including Flash and In-Unit Video.

:07 pre-rolls also available in limited quantities

ADVERTISING SPECS

Ad Type	Dimensions	Max File Size	Animation	Loops	Notes
Rectangle	300x250	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
Leaderboard	728x90	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
Roadblock	300x250 and 728x90 (run concurrently)	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
E-Mail Newsletter Sponsorship	728x90, 120x90 and 50 words of text	30K	Up to 15 sec.	3 loops max	GIF or JPEG Only. Text max of 50 words.

Technical Ad Specs

- Format: We accept GIF, JPG, HTML, Flash, IFrame, Javascript, and all other pre-approved, DART-compatible Rich Media files. All ads must have a border.
- Linking URL: Each creative should be accompanied by a click through URL.
- Due Dates: All creative(s) must be delivered a minimum of 5 business days prior to launch.
- All ads must have a border.

Rich Media Ad Specs

- **Flash Files:**
 - Flash files are accepted in .swf format only.
 - To ensure proper tracking, files should contain an action script inserted in this fashion:

```
on (release) {
  getURL (_level0.clickTag, "_blank");
}
```

(This action script will replace the click-through url within the file but urls must still be provided)

- All Flash files also require a default .gif or .jpeg with a max file size of 30k.
- Flash 6 or higher.

- **Expandable Units:**
 - 300x250; max expansion 500x500
 - 728x90; max expansion 728x270
 - Expansion must be user-initiated

- **Other Rich Media:**
 - All Rich Media files require a default .gif or .jpeg with a max file size of 30k.
 - Sound is permitted but must be user initiated.
 - Please contact us for additional Rich Media-specific requirements.

E-MAIL NEWSLETTER SAMPLE

cigar

aficionado NEWS WATCH

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January 17, 2012



**BEFORE THEY WERE TOP 25 SMOKES,
THEY WERE IN CIGAR INSIDER.**

Find the hot cigars before everyone else. **SUBSCRIBE TODAY!**





Featured Cigar:
Camacho Corojo Gigante (91 points)

The Camacho Corojo Gigante, a corona gorda made in Danlí, Honduras, scored 91 points in the February *Cigar Aficionado* blind tasting. The cigar, which measures 6 1/2 inches by 54 ring gauge, has a sweet coffee flavor and is a solid bargain at \$7.35. It's made with Corojo-seed wrapper, a tremendously flavorful tobacco that's among the most difficult to grow in the entire cigar industry.

[More Camacho Ratings](#) [Search Our Database](#)

Light My Fire

A cigar smoker can't go far without a lighter, and if you're like most cigar aficionados you own more than one. Zippo lighters are famous for their roles in film and their part in American lore, but regular Zippos aren't suited for torching a cigar due to the smell of the fluid that powers the iconic accessories. Now the company has a new version of a Zippo powered by odorless butane gas, specifically created for cigar lovers.

[Cigar Aficionado Review of Zippo Blu2](#) [Watch Our Lighter Video](#)





THIS ISSUE IS SPONSORED BY CIGAR INSIDER: This twice-monthly digital-only newsletter gives you EXCLUSIVE cigar ratings that have not appeared anywhere else, fascinating interviews with cigar producers, information about new releases, and an insider perspective about cigar world happenings.

AD SAMPLES



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SPOTLIGHT ON

Moments to Remember
Upload and share your favorite cigar moments for a chance to be in Cigar Aficionado magazine!



THE 25 BEST CIGARS OF THE YEAR

BLOGS

Gordon Mott:
Starry, Starry Night

Jack Bettridge:



CIGAR CINEMA



BIG SMOKE SCHEDULE

BIG SMOKE

Las Vegas

LAS VEGAS WEEKEND
Friday, November 12 through Sunday,

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Rectangle
300x250

300 x 250

AD SAMPLES

The screenshot shows the Cigar Aficionado website layout with several ad placement opportunities highlighted:

- Leaderboard 728 x 90:** A large horizontal ad space at the top of the main content area, below the navigation bar.
- Rectangle 300x250:** A large rectangular ad space on the right side of the page, below the 'THE MAGAZINE' section.
- 728 x 90:** A smaller horizontal ad space on the left side of the page, below the 'CUBA' section header.
- Roadblock (units run concurrently):** A callout indicating that the 728 x 90 and 300x250 ad units run concurrently.

The website content includes sections for 'CUBA', 'MOST RECENT NEWS', 'THE MAGAZINE', 'LATEST CUBAN TASTING NOTES', 'HAVANA REPORT', 'ISLAND LIFE', 'FIND A RETAILER NEAR YOU', and 'JOIN THE CONVERSATION'.