





cigar
aficionado
2019 MEDIA KIT

Mission Statement

Cigar Aficionado is the authentic and genuine voice for **affluent men who enjoy living a luxurious lifestyle.** They appreciate a good cigar, but also **living the good life** and pursuing experiences in **travel, sports, automotive, watches, fine wine and dining.**



Total Brand Footprint & Offerings



PRINT
1.7MM



DIGITAL
1.2MM



SOCIAL
340,000



NEWSLETTER
144,000



EVENTS
4,000

The Good Life Guide for Men

6x

NUMBER OF ISSUES PUBLISHED IN A YEAR

\$24.95

COST OF ONE-YEAR SUBSCRIPTION

60.8 Minutes

AVERAGE TIME SPENT PER ISSUE

254,943

CIRCULATION

7.15

READERS PER COPY

Source: 2018 GfK MRI DB, Publisher's Statement June 2018



cigar
aficionado

Editorial Coverage

THE WORLD'S BEST island DESTINATIONS

Land surrounded by sea has long been one of travel's greatest pleasures. Our experts pick the best by category.

BY LARRY GUSTED

THE SEASON OF CARBONE

Marco Carbone is about to take one of the most pivotal steps in the life of the former *Real Housewives* star.

BY MARSHALL ERIC
PHOTOGRAPH BY MATT PURMAN

Africa's Golf Paradise

South Africa has become one of the world's premier golf destinations, with more than 500 courses, top-tier resorts and a unique backdrop of stunning wildlife in lush country.

ASHARK WITH Style

Daymond John, a star paragon from *TV's 'Shark Tank'*, fashioned a garment business from his interest in music.

BY JENNIFER A. SHAPIRO
PHOTOGRAPH BY DAVID WILSON

The Unstoppable Force

SEAN COMBS HAS BUILT A MULTIMILLION DOLLAR EMPIRE ON HARD WORK AND HAS A BURNING DESIRE TO LIVE LIFE TO THE FULLEST.

BY MARSHALL ERIC
PHOTOGRAPH BY JIM HIGHT

MEAN GREEN LUXURY MACHINES

Once the purview of the eco-minded, enable-set, battery-electric vehicles are making their charge as high-end rides with plenty of performance.

BY PAUL A. EISENSTEIN

Chime Time

INNOVATIVE MINUTE REPEATERS

BY LAUREN KATZ

Super Stadiums

The biggest trend in NFL football is for splendid new venues that shout out for Super Bowl consideration.

BY BLAKE BRIDGES

Digital Offerings



CIGAR WATCH NEWSLETTER

Tile Banner
(300x50)

Sponsored Content
(540x304)

Available on
Desktop + Mobile



CIGARAFICIONADO.COM

Billboard Unit
Desktop (1320x330)

Run-of-Site
Leaderboard (1200x150)

Portrait (450x900)
Square (450x450)



MOBILE

Billboard Unit
(450x450)

Leaderboard
(450x75)

Signature Event

BIG SMOKE



ABOUT BIG SMOKE

For 26 years, Cigar Aficionado's Big Smoke has been the most prestigious consumer event in the world. Hosted in both Las Vegas and Florida, this signature event attracts thousands of cigar lovers from across the country, creating a unique opportunity for advertisers to engage with our readers.

SPONSORSHIP OPPORTUNITIES

- Brand Presence within Big Smoke
- Printed Ad in Event Booklet
- Gift bag inclusion to 4,000+ Guests
- Room Drops to Attendees
- On-site Prizing and Delivery of Opt-ins
- Social Media Extensions

2019 DATES & LOCATIONS

- March 23: Hard Rock in Hollywood, FL
- Nov. 15-17: Mirage in Las Vegas, NV

Cigar Aficionado Audience Profile (IPSOS)



Fall IPSOS Affluent Survey

Gender/Marital Status

Male 80%

Female 20%

Age

Average Age 44

21+ 98%

25-54 70%

HHI & Assets

Average HHI \$449,334

Average HH Net Worth \$2,274,409

Own or Lease 2+ Vehicles 77%

Education & Occupation

College Educated 96%

Professional/Managerial 86%

Passions, Hobbies & Interests Index

\$100,000 Spent on New Vehicles 488

\$5,000+ on Men's Designer Clothing 331

\$10,000+ on Watches/Jewelry 313

Drinks 6+ Distilled Spirits Per Week 272

\$15,000+ on Leisure, Travel, Dining 264

20+ Airline Trips Taken in a Year 227

Source: 2018-2019 IPSOS Affluent Survey USA DB 2018, Adults 18+, HHI \$125,000, Total Brand Footprint est. 900,000



cigar
aficionado

Cigar Aficionado Audience Profile (MRI)



GfK MRI DB

Gender/Marital Status

Male 78%

Female 22%

Age

Average Age 46

25-54 65%

HHI & Assets

Average Household Income \$121,227

Average HH Net Worth \$473,892

Education & Occupation

College Educated 80%

Managerial/Professional 74%

Our Readers Index

Play Golf on a Monthly Basis 274

Own/Lease a Luxury Imported Car 224

Have Gambled in a Las Vegas Casino in Past Year 213

Own a Power Boat 208

6+ Foreign or Domestic Trips in Past Year 187

Went Hunting or Fishing in Past Year 175

Own a Motorcycle 133



Source: 2018-2019 GfK MRI DB TBF est. 1,532,000

cigar
aficionado



2019 issue dates and deadlines

COVER DATE	SPACE CLOSE	MATERIAL DUE	SUBSCRIBER MAIL DATE	NEWSSTAND ON-SALE DATE
February 2019	Nov. 26, 2018	Nov. 29, 2018	Jan. 9, 2019	Jan. 29, 2019
April 2019	Feb. 11, 2019	Feb. 13, 2019	March 13, 2019	April 2, 2019
June 2019	March 25, 2019	March 27, 2019	May 1, 2019	May 21, 2019
August 2019	May 20, 2019	May 22, 2019	June 19, 2019	July 9, 2019
October 2019	July 29, 2019	July 31, 2019	Sept. 4, 2019	Sept. 24, 2019
December 2019	Sept. 16, 2019	Sept. 18, 2019	Oct. 16, 2019	Nov. 5, 2019
February 2020	Dec. 2, 2019	Dec. 4, 2019	Jan. 8, 2020	Jan. 28, 2020

Please note we can offer extensions on space and art.

Contact: Christina Chiaffitella • 212-684-5147 • cchiaffitella@mshanken.com



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:

Christina Chiaffitella
cchiaffitella@mshanken.com
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"

2019 CIGAR AFICIONADO ONLINE PRODUCTION SPECS

Cigar Aficionado.com Banner Ads

Placement Type	Platform	Dimensions	Format	Max Image Size	Animation Requirements
Billboard Banner	Desktop	1320x330	JPG, GIF, HTML5*	150kb	If animated, must endlessly loop
Billboard Banner	Mobile	450x450	JPG, GIF, HTML5*	150kb	If animated, must endlessly loop
Portrait Banner	Desktop	450x900	JPG, GIF, HTML5*	150kb	If animated, must endlessly loop
Square Banner	Desktop	450x450	JPG, GIF, HTML5*	150kb	If animated, must endlessly loop
Leaderboard Banner	Desktop	1200x150	JPG, GIF, HTML5*	150kb	If animated, must endlessly loop
Leaderboard Banner	Mobile	450x450	JPG, GIF, HTML5*	150kb	If animated, must endlessly loop

*All HTML5 units should be responsive. Therefore, to ensure proper display, please set all units to 100% rather than fixed width and height.

Cigar Watch E-Newsletter Sponsorship

Placement Type	Platform	Dimensions / Text	Format	Max Image Size	Animation Requirements
Premium Placement (1st position)	Mobile, Desktop	*300x50px JPG or GIF image (top tile) *540x304px JPG image (sponsored content image) *Short photo caption (about 10 words max) *50 words of text* URL(s) *Suggested Tweet (up to 118 characters, plus shortened URL)	JPG, GIF	150kb	If animated, must endlessly loop
Run of Site Placement (1st position)	Mobile, Desktop	*540x304px JPG image (sponsored content image) *Short photo caption (about 10 words max) *50 words of text *URL(s) *Suggested Tweet (up to 118 characters, plus shortened URL)	JPG, GIF	150kb	If animated, must endlessly loop

Technical Ad Specs

- Format: We accept GIF, JPG, HTML, IFrame, Javascript, and all other pre-approved, DFP-compatible Rich Media files. All ads must have a border.
- Linking URL: Each creative must be accompanied by a click-through URL.
- Due Dates: All creative(s) must be delivered a minimum of 7-10 business days prior to launch.
- All ads must have a border.

Rich Media Ad Specs

- All Rich Media files require a default .gif or .jpeg with a max file size of 100kb.
- Sound is permitted but must be user initiated.
- Please contact us for additional Rich Media-specific requirements.



Contacts for Media Inquiries

CONTACT INFORMATION:

NEW YORK:

825 Eighth Avenue, 33rd Floor New York, NY 10019

Phone: 212-684-4224 ■ Fax: 212-481-1540

Advertising contacts:

Barry Abrams, Vice President, Associate Publisher
212-684-4896 ■ e-mail: babrams@mshanken.com

Miriam Morgenstern - Corporate Advertising

e-mail: mmorgenstern@mshanken.com

cc: Maggie Kotraba at mkotraba@mshanken.com

Michael McGoldrick - Beverage & Alcohol Advertising

212-684-4987 ■ e-mail: mmcgoldrick@mshanken.com

Geoff Madden - New Business Advertising

212.481.1521 ■ e-mail: gmadden@mshanken.com

West Coast Representatives

Cheryl Lewis, San Francisco

Phone: 415-673-2040 ext. 1 ■ Fax: 415-673-0103

e-mail: clewis@mshanken.com

Paula Cochrane, San Francisco

Phone: 415-673-2040 ext. 3 ■ Fax: 415-673-0103

e-mail: pcochrane@mshanken.com

Lindsey Ronald, Los Angeles

Phone: 310-399-4247 ■ e-mail: lronald@mshanken.com

Arizona Representative

Steve Bliman

424-208-3150 ■ e-mail: bliman@twc.com

Southeast Representative

Wheeler Morrison

770-391-9905 ■ e-mail: wheeler@greenleavesmedia.com

Automotive/Detroit Representative

Christine Anderson

248-613-7022 ■ e-mail: motormedia@aol.com

To speak with a global representative in your area, please contact the New York corporate office

