

cigar aficionado

THE GOOD LIFE MAGAZINE FOR MEN

www.cigaraficionado.com

**FANTASY
SPORTS
BETTING**

**CUBA
EYES
THE U.S.
MARKET**

THE TOP
25
CIGARS
OF 2015

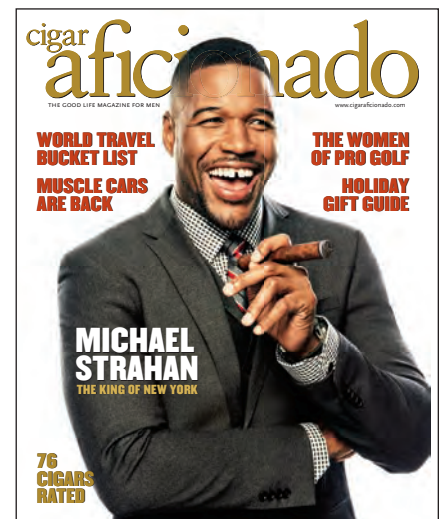
**PLUS 33 CIGARS
UNDER \$6**

**DAMIAN
LEWIS**
ONE IN A
BILLION

**CONGRESSMAN
PETER KING:
RISKS
FACING
AMERICA**

**104
CIGARS
RATED**







Profile of Our Readers

2015 Ipsos Affluent Survey USA, HHI \$100,000+

Total Brand Footprint: 964,000

GENDER / MARITAL STATUS

Men	79%
Women	21%
Married	83%

AGE

21+	99%
25-54	70%
35-64	70%
Median Age	44

HHI & ASSETS

Median HHI	\$165,219
Median HH Net Worth	\$1,002,285
Own Principal Residence	93%
Own or Lease 2+ Vehicles	76%

EDUCATION & OCCUPATION & TRAVEL

College Degree+	80%
Professional/Managerial	75%
Own Valid Passport	91%
Plan to Travel in Next Year	90%

PASSIONS, HOBBIES & INTERESTS

	INDEX
Have Wine Cellar or Fridge	223
Drinks 6+ Distilled Spirits Per Week	300
\$2,000 Spent Entertaining at Home in Past Year	232
\$5K+ on Men's Business Clothing	397
\$5K+ on Men's Designer Clothing	355
\$15K+ on Watches/Jewelry	423





MRI Spring 2015 Survey

Total Audience	1,636,000
Readers Per Copy	6.70

GENDER / MARITAL STATUS

Male	79%
Female	21%
Married	57%

AGE

21+	100%
25-54	68%
35-64	63%
Median Age	46

PROPERTY & INCOME

Median HHI	\$107,374
HHI \$100K+	54%
Average Household Income	\$118,118
Owens Home \$200K+	42%

EDUCATION & OCCUPATION

Attended College+	82%
College Degree+	46%
Managerial/Professional	73%



cigar aficionado

**According to the Spring 2015 MRI Study,
Cigar Aficionado has the highest household income
over all competitive men's magazines.**

	<i>Median HHI</i>
1. Cigar Aficionado	\$107,374
2. Golf Digest	\$93,288
3. Golf Magazine	\$89,973
4. Forbes	\$81,969
5. Men's Fitness	\$80,123
6. Men's Health	\$79,901
7. Men's Journal	\$79,255
8. Esquire	\$72,775
9. GQ (Gentlemen's Quarterly)	\$72,557
10. Fortune	\$63,810





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

GQ	16.3%
Forbes	14.4%
Fortune	13.3%
Esquire	10.8%
Golf Digest	10.3%
The New Yorker	8.8%
Men's Journal	7.4%
Architectural Digest	5.5%
Vanity Fair	5.0%
Robb Report	3.9%



Source: 2015 Ipsos Affluent Survey, USA, \$100K+ HHI



a sampling of our luxury advertisers

AUTOMOTIVE

911 Carrera Cabriolet
Acura
Camaro
Cayman
Chevrolet Impala
Chrysler SRT
Corvette
Ford Edge
Ford Fusion
Hyundai
Jeep
Lexus
Maserati
Mercedes-Benz
Porsche 911
Nissan

WATCHES & FASHION

Ball Watch
Bertucci
Breitling
Bremont
Bulova
Cartier
Carl F. Bucherer
Chanel
Charles Tyrwhitt
Cuervo y Sobrinos
Graham
Hublot
Jaquet Droz
Louis Vuitton
Maurice LaCroix
Oris
Panerai
Seiko
Tag Heuer
Ulysse Nardin
Van Cleef & Arpels
Westime

CIGAR ACCESSORIES

Andre Garcia
Blazer Lighter
Burn
Casa Magna
Colibri Lighters
Daniel Marshall
Humidipak
Humidordiscount
Liebherr-Hausgeräte

Lighters Direct
Lotus Lighters
Rabbit Air
Ventura Cigar Company
Xikar

ELECTRONICS/ APPLIANCES

Fujifilm
Harman
Illycaffé Espresso

RESORT/TRAVEL

Casa de Campo
Casa Vieja
Dominican Republic Tourism
Kohler
Mexico Tourism Board
Mirage
Nizuc
Palazzo
Pikewood
Seminole Hard Rock Hotel & Casino
The Resort at Paws Up
The Wellesley
Venetian Hotels & Casino

SPIRITS

1800 Tequila
Absolut
Appleton Rum
Ardbeg
Bacardi
Balvenie
Belvedere
Bombay Sapphire
Botran Rum
Bowmore
Bulleit Bourbon
Bushmills
Captain Morgan
Carpano Antica Formula
Cazadores
Chivas Regal
Ciroc Vodka
Crown Royal
Crystal Head Vodka
Dewars
Dobel Tequila
Don Julio
Drambuie
D'Usse

El Tesoro
George Dickel
Glenfiddich
Glenmorangie
Glenlivet
Grand Marnier
Grey Goose
Hendricks's Gin
Hennessy
Jack Daniel's
Jameson
Johnnie Walker Blue
Jose Cuervo
Ketel One
Maker's Mark
Michter's American Whisky
Milagro Tequila
Mount Gay Rum
Patrón Tequila
Rémy Martin
Ron Diplomatico Rum
Ron Matusalem
Rom Zacapa
Sambuca
Skyy Vodka
Smirnoff Vodka
Stoli
Talisker
Tanqueray Gin
The Glenlivet
Three Olives
Tullamore Dew
Ultimat
Wild Turkey
Woodford Reserve
Zafra Rum
Zaya Rum



2016 issue dates and deadlines

COVER DATE	SPACE CLOSE	MATERIAL DUE	SUBSCRIBER MAIL DATE	NEWSSTAND ON-SALE DATE
Jan/Feb 2016	Nov. 24, 2015	Nov. 28, 2015	Dec. 22, 2015	Jan. 12, 2016
March/April 2016	Jan. 12, 2016	Jan 15, 2016	Feb. 10, 2016	March 1, 2016
May/June 2016	March 2, 2016	March 4, 2016	April 6, 2016	April 26, 2016
July/August 2016	May 3, 2016	May 6, 2016	June 1, 2016	June 21, 2016
Sept/Oct 2016	July 5, 2016	July 8, 2016	August 3, 2016	August 23, 2016
Nov/Dec 2016	Sept. 6, 2016	Sept. 9, 2016	Oct. 5, 2016	Oct. 25, 2016
Jan/Feb 2017	Nov. 22, 2016	Nov. 28, 2016	Dec. 21, 2016	Jan. 10, 2017

MAGAZINE

Publisher's Statement

6 months ended June 30, 2015

Subject to Audit

cigar
aficionado

Field Served: A men's lifestyle magazine devoted to consumers who wish to expand their knowledge of premium cigars. Includes ratings and tasting notes, how-to articles and reviews of cigar friendly hotels and restaurants around the world. Other subjects on the good life include travel to great resorts, sophisticated collectibles, wine and spirits, gambling, fashion, sports and profiles of celebrated personalities.

Published by M. Shanken Communications, Inc.

Frequency: 6 times/year

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid					
Print	172,582	68.8			
Digital Issue	3,078	1.2			
Total Paid Subscriptions	175,660	70.0			
Verified					
Print	55,026	21.9			
Total Verified Subscriptions	55,026	21.9			
Total Paid & Verified Subscriptions	230,686	91.9			
Single Copy Sales					
Print	20,100	8.0			
Digital Issue	150	0.1			
Total Single Copy Sales	20,250	8.1			
Total Paid & Verified Circulation	250,936	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$5.95		
Subscription	\$19.95		
Average Subscription Price Annualized (3 issue frequency)		\$13.60	
Average Subscription Price per Copy		\$2.27	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2014.

3. PAID & VERIFIED CIRCULATION BY ISSUE OF PRINT AND DIGITAL ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Single Copy Sales			Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital Issue	Total Single Copy Sales			
Jan./Feb.	176,188	3,188	179,376	54,676	54,676	234,052	18,412	134	18,546	249,276	3,322	252,598
Mar./Apr.	170,853	3,072	173,925	55,487	55,487	229,412	18,201	158	18,359	244,541	3,230	247,771
May/June	170,705	2,974	173,679	54,916	54,916	228,595	23,688	159	23,847	249,309	3,133	252,442

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2010	%	2011	%	2012	%	2013	%	2014	%
Subscriptions:										
Paid	148,153	63.0	161,337	66.5	161,788	66.8	173,299	69.4	175,082	69.9
Verified	56,568	24.1	51,864	21.4	54,103	22.4	53,842	21.6	54,218	21.7
Total Paid & Verified Subscriptions	204,721	87.1	213,201	87.9	215,891	89.2	227,141	91.0	229,300	91.6
Single Copy Sales	30,258	12.9	29,457	12.1	26,248	10.8	22,408	9.0	20,970	8.4
Total Paid & Verified Circulation	234,979	100.0	242,658	100.0	242,139	100.0	249,549	100.0	250,270	100.0
Year Over Year Percent of Change		-1.6		3.3		-0.2		3.1		0.3
Avg. Annualized Subscription Price	\$13.76		\$13.11		\$13.22		\$12.99		\$13.75	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Print Average for Period	Digital Issue Average for Period	Total	% of Circulation
PAID SUBSCRIPTIONS				
Individual Subscriptions*	87,792	3,078	90,870	36.2
Combination Subscriptions*	1		1	0.0
Award Point*	58,649		58,649	23.4
Partnership:				
Deductible*	25,850		25,850	10.3
Sponsored Sales	290		290	0.1
TOTAL PAID SUBSCRIPTIONS	172,582	3,078	175,660	70.0
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	55,026		55,026	21.9
TOTAL VERIFIED SUBSCRIPTIONS	55,026		55,026	21.9
TOTAL PAID & VERIFIED SUBSCRIPTIONS	227,608	3,078	230,686	91.9
SINGLE COPY SALES				
Single Issue Sales	20,100	150	20,250	8.1
TOTAL SINGLE COPY SALES	20,100	150	20,250	8.1
TOTAL PAID & VERIFIED CIRCULATION	247,708	3,228	250,936	100.0

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

Verified Subscription:	In-room Hotel/Lodging	Transportation Outlets	Personal Care Salons	Doctor/ Health Care Providers	Fitness/ Recreational Facilities	Public Place Other	Total Public Place Copies
Public Place	21,196	12,000	6,761	5,235	3,951	5,883	55,026

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

None

7. GEOGRAPHIC DATA for the January/February 2015 issue

Total paid & verified circulation of this issue was 0.7% greater than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES			Total Paid & Verified Circulation	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital Issue	Total Single Copy Sales	Total Paid & Verified Circulation	Total Paid & Verified Circulation
Alabama	1,603		1,603	428	428	2,031	157		157	2,188	2,188
Arizona	4,067		4,067	1,730	1,730	5,797	345		345	6,142	6,142
Arkansas	984		984	277	277	1,261	72		72	1,333	1,333
California	19,074		19,074	8,755	8,755	27,829	1,396		1,396	29,225	29,225
Colorado	3,278		3,278	1,713	1,713	4,991	199		199	5,190	5,190
Connecticut	2,960		2,960	599	599	3,559	209		209	3,768	3,768
Delaware	541		541	153	153	694	45		45	739	739
District of Columbia	538		538	1,292	1,292	1,830	60		60	1,890	1,890
Florida	13,728		13,728	5,399	5,399	19,127	1,801		1,801	20,928	20,928
Georgia	5,058		5,058	3,386	3,386	8,444	360		360	8,804	8,804
Idaho	518		518	202	202	720	35		35	755	755
Illinois	8,064		8,064	2,322	2,322	10,386	607		607	10,993	10,993
Indiana	3,119		3,119	537	537	3,656	187		187	3,843	3,843
Iowa	1,339		1,339	326	326	1,665	89		89	1,754	1,754
Kansas	1,652		1,652	325	325	1,977	87		87	2,064	2,064
Kentucky	1,818		1,818	294	294	2,112	88		88	2,200	2,200
Louisiana	1,689		1,689	538	538	2,227	167		167	2,394	2,394
Maine	494		494	106	106	600	29		29	629	629
Maryland	3,808		3,808	711	711	4,519	836		836	5,355	5,355
Massachusetts	4,516		4,516	1,261	1,261	5,777	327		327	6,104	6,104
Michigan	5,087		5,087	1,175	1,175	6,262	561		561	6,823	6,823
Minnesota	2,778		2,778	973	973	3,751	153		153	3,904	3,904
Mississippi	778		778	177	177	955	98		98	1,053	1,053
Missouri	2,967		2,967	690	690	3,657	154		154	3,811	3,811
Montana	389		389	157	157	546	35		35	581	581
Nebraska	896		896	218	218	1,114	58		58	1,172	1,172
Nevada	1,550		1,550	719	719	2,269	369		369	2,638	2,638
New Hampshire	869		869	224	224	1,093	100		100	1,193	1,193
New Jersey	7,370		7,370	1,995	1,995	9,365	743		743	10,108	10,108
New Mexico	829		829	226	226	1,055	38		38	1,093	1,093
New York	12,145		12,145	3,587	3,587	15,732	1,361		1,361	17,093	17,093
North Carolina	4,905		4,905	897	897	5,802	430		430	6,232	6,232
North Dakota	304		304	126	126	430	36		36	466	466
Ohio	6,776		6,776	1,183	1,183	7,959	462		462	8,421	8,421
Oklahoma	1,585		1,585	379	379	1,964	74		74	2,038	2,038
Oregon	1,694		1,694	421	421	2,115	114		114	2,229	2,229
Pennsylvania	8,212		8,212	1,527	1,527	9,739	678		678	10,417	10,417
Rhode Island	817		817	120	120	937	45		45	982	982
South Carolina	2,368		2,368	362	362	2,730	157		157	2,887	2,887
South Dakota	341		341	129	129	470	9		9	479	479
Tennessee	3,002		3,002	487	487	3,489	284		284	3,773	3,773
Texas	12,616		12,616	3,637	3,637	16,253	1,096		1,096	17,349	17,349
Utah	546		546	386	386	932	49		49	981	981
Vermont	245		245	59	59	304	15		15	319	319
Virginia	6,112		6,112	1,826	1,826	7,938	418		418	8,356	8,356
Washington	3,464		3,464	893	893	4,357	284		284	4,641	4,641
West Virginia	593		593	155	155	748	59		59	807	807
Wisconsin	2,996		2,996	453	453	3,449	137		137	3,586	3,586
Wyoming	264		264	103	103	367	18		18	385	385
TOTAL 48 CONTERMINOUS STATES	171,346		171,346	53,638	53,638	224,984	15,131		15,131	240,115	240,115
Alaska	289		289	166	166	455	24		24	479	479
Hawaii	795		795	490	490	1,285	59		59	1,344	1,344
TOTAL ALASKA & HAWAII	1,084		1,084	656	656	1,740	83		83	1,823	1,823
U.S. Unclassified											
TOTAL UNITED STATES	172,430		172,430	54,294	54,294	226,724	15,214		15,214	241,938	241,938
Poss. & Other Areas	335		335	382	382	717	68		68	785	785
U.S. & POSS., etc.	172,765		172,765	54,676	54,676	227,441	15,282		15,282	242,723	242,723
Canada	1,764		1,764			1,764	1,979		1,979	3,743	3,743
International	1,351		1,351			1,351	1,077		1,077	2,428	2,428
Other Unclassified		3,188	3,188			3,188		134	134	3,322	3,322
Military or Civilian Personnel Overseas	308		308			308	74		74	382	382
GRAND TOTAL	176,188	3,188	179,376	54,676	54,676	234,052	18,412	134	18,546	249,276	252,598

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2015

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 3 issues)	28	0.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	65,376	100.0
(b) Seven to eleven months (4 to 5 issues)	72	0.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	6	0.0
(c) Twelve months (6 issues)	51,101	78.2	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None	
(d) Thirteen to twenty-four months.....	13,658	20.9	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	523	0.8	Total Subscriptions Sold in Period	65,382	100.0
Total Subscriptions Sold in Period	65,382	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	61,857	94.6			
(b) Ordered with material reprinted from branded editorial material, See Par. 9.....	634	1.0			
(c) Ordered with other premiums, See Par. 9	2,891	4.4			
Total Subscriptions Sold in Period	65,382	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$35.95; 3 yrs. \$48.95. Canada, 1 yr. \$38.00. International, 1 yr. \$56.00.

(b) Average nonanalyzed nonpaid circulation for the 6 month period: 5,356 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 14,351 or 8.2% of average paid subscription circulation.

(d) DESCRIPTION OF DIGITAL - The Digital Issue is identical to the print product in format and advertising content.

(e) Award Point Subscription Sales: The average of 58,649 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles and Reward Points. These subscriptions were sold at 1 year for \$19.95 in exchange for the redemption of 2,500 points at the rate of 2¢ per mile.

(f) Partnership Subscription Sales (Deductible): The average of 25,850 copies per issue, shown in Par. 6 and included in Par. 1, represents copies sold in a partnership relationship wherein this publication was bundled with the purchase of a product or services. Purchasers were advised that \$10.00 of the sales price was allocated for a 1 year subscription to this publication.

(g) Sponsored Subscription Sales: The average of 290 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

(h) Use of Premiums: A CIGAR AFICIONADO golf tool, pocket guide, Cuba guide, golf guide, a digital version of the premier issue, and ABCs of Whisky Guide, with no advertised or stated value, were offered through direct request and sent upon receipt of paid gift subscriptions at 1 yr. \$19.95.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2014; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
06-30-14	None Claimed	244,074	246,773	-2,699	-1.1
06-30-13	None Claimed	246,336	249,455	-3,119	-1.3
06-30-12	None Claimed	236,011	238,117	-2,106	-0.9
06-30-11	None Claimed	232,093	240,809	-8,716	-3.6
06-30-10	None Claimed	232,662	238,121	-5,459	-2.3

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media' Bylaws and Rules.

Parent Company: M. Shanken Communications, Inc.

CIGAR AFICIONADO, published by M. Shanken Communications, Inc. • Worldwide Plaza • New York, NY 10019

LAURA ZANDI

Senior Vice President, Circulation

P: 212.684.4224 • URL: www.cigaraficionado.com

MARVIN R. SHANKEN

Publisher

Established: 1992

AAM Member since: 1996

04-0196-5	Analyzed Issue Date	01-02/01/15
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	5.95
	Association Subscription Price	
	U.S. Subscription Price	19.95
	Canadian Subscription Price	38.00
	International Subscription Price	56.00



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	9.5"	11.625"
Full Page Bleed	10"	12.125"
Full Page Non-Bleed	8.125"	10.5"
Spread Trim Size	19.5"	11.875"
Spread Safety	19.25"	11.625"
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"