

cigar
aficionado.com

ONLINE MEDIA KIT

M. Shanken Communications
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OVERVIEW

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 17,000 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.

AUDIENCE*

Traffic

- Over 1.2 million monthly page views
- 325,000+ monthly visits
- 180,000+ monthly unique visitors

DEMOGRAPHICS**

- Male/Female: 72% / 28%
- Average Age: 37
- Average HHI: \$656,196
- Average Household Total Net Worth: \$3,047,600
- College Degree/Post Graduate: 79%
- Executive, Managerial, Professional: 93%

AD OPPORTUNITIES

**We can tailor proposals based on advertiser goals, objectives and budgets.
Our recommended minimum buy is \$5,000 net per month.**

CigarAficionado.com welcomes all innovative and engaging creative solutions and ideas.

ANIMATED BANNERS

CigarAficionado.com supports animated GIF banners.

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

CigarAficionado.com offers integrated video sponsorship and pre-roll opportunities.

* Google Analytics; 2015 Average

** 2015 IPSOS Affluent Survey

VIDEO SPONSORSHIP OPPORTUNITY

Your video will appear within the popular Video section of CigarAficionado.com. You will receive run-of-site banner impressions to promote and direct traffic to your video in addition to a dedicated 300x250px banner ad throughout the video section.

CigarAficionado.com also offers a monthly opportunity for a sponsored 15-second pre-roll spot on all videos throughout the section.



OTHER SPONSORSHIP OPPORTUNITIES

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

- Top 25
- Ratings Interstitial ad (Available weekly)
- The Good Life
- Cuba
- Forums

ADVERTISING SPECS

Ad Type	Dimensions	Max File Size	Animation	Loops
Rectangle	300x250	40K	Up to 15 sec.	Unlimited only
Leaderboard	728x90	40K	Up to 15 sec.	Unlimited only
Roadblock	300x250 and 728x90 (run concurrently)	40K	Up to 15 sec.	Unlimited only
E-Mail Newsletter Sponsorship	728x90, 120x90 and 50 words of text	40K	Up to 15 sec.	Unlimited only
Interstitial Ad	300x250px (Mobile) 640x480px (Desktop)	40K	Up to 15 sec.	Unlimited only

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 5 business days prior to launch.
- All ads must have a border.


Rich Media Ad Specs

- **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 40k.
 - Sound is permitted but must be user initiated.
 - Please contact us for additional Rich Media-specific requirements.

CIGAR AFICIONADO NEWS WATCH: REACH OPT-IN SUBSCRIBERS



Be the exclusive sponsor of our bi-weekly newsletter which includes a featured cigar from our Cigar Aficionado editors plus updated cigar happenings.

Sent twice monthly to News Watch opt-in database of 84,600+ subscribers.




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February 9, 2016

WIN A TRIP TO CUBA!
THE 'BUCKET LIST' TRIP FOR EVERY CIGAR ENTHUSIAST!
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Featured Cigar: Montecristo 80th Anniversary No. 2 (90 Points)


To celebrate the 80th birthday of the iconic Montecristo brand, Altadis U.S.A. blended this cigar with a unique Dominican tobacco varietal called Pilotico, which was cultivated specifically for this limited smoke. In February's *Cigar Aficionado*, the Anniversary No. 2 figurado (6 inches, 54 ring gauge, \$22) impressed our tasting panel with its sweet and nutty profile and distinct touches of almond and cocoa.


[Montecristo Ratings](#) [Peruse Our Tasting Database](#)

Filthy Hooligan Now A Barber-Pole Cigar

Alec Bradley Cigars is adding a new twist to this year's Black Market Filthy Hooligan, the company's annual limited-edition St. Patrick's Day cigar. While past iterations of Filthy Hooligan have been covered only in green-hued candela wrapper, the 2016 edition will be a barber-pole cigar, the first ever from Alec Bradley. The fourth edition of Filthy Hooligan intertwines green candela wrapper from Honduras with dark, brown leaf cultivated from Nicaragua's Jalapa Valley.

[Full Story Here](#) [Video: Candela Cigars](#)





THIS ISSUE SPONSORED BY [A Cuba Cigar Journey](#): Our Cuba Cigar Journey is the ultimate bucket list trip for every cigar enthusiast. Operated by one of the largest producing tour operators for American travelers to legally visit Cuba. Includes Airfare, First Class Hotels/Transportation, Cuban Visa, Cuban Guide, Unique Cigar Experiences and More. Visit www.cubacigarjourney.com/ to book your space.