

Your Passport to the Good Life



“With the launch of *Cigar Aficionado* and its continued success, we’ve surpassed everyone’s expectations, including our own, and defied every prediction that we wouldn’t be around the next year.”

—Marvin R. Shanken, CIGAR AFICIONADO

In August 1992, we stood before the crowd of retail tobacconists in Chicago at the annual Retail Tobacco Dealers of America trade show. It was breakfast, and sitting in boxes around the room was the first issue of CIGAR AFICIONADO, with the cover date of Fall 1992. There were lots of smiles and plenty of congratulations offered for the glossy magazine that was devoted to the lifestyle of men who smoke cigars, and the people who make them. Years later, many present that day would say they thought they would never see another issue.

Here we are, years later, and still going strong. It’s been a dream come true. We had always wanted to create a cigar magazine, and after Marvin’s fateful first trip to Cuba in October 1991, he decided to take the plunge. Nine months later, we had a finished magazine. Today, we’ve surpassed everyone’s expectations, including our own, and defied every prediction that we wouldn’t be around the next year.

The good times, and the good things that have happened, are simply too numerous to list here. There was our first celebrity cover—Rush Limbaugh—which not only spread our message to a huge crowd of his fans, but also started a long friendship. We’ve met and known scores of Hollywood celebrities, politicians and business leaders, all because they share a love of cigars.

There was the first Big Smoke, in 1993, where we realized that the tip of the iceberg was hiding a huge universe of cigar lovers; hours before the event, hundreds of people lined up waiting to get in. Since then, many hundreds of thousands have attended those

events, even as we’ve had to find new venues that allow smoking. The annual Big Smoke weekend in Las Vegas is simply the biggest consumer event in the cigar world every year.

We’ve also become great friends with many people in the cigar business. Again, the list is so long, we can’t even begin to run down the people we call our friends and partners. The cigar industry has responded to the world’s renewed interest in cigars with some of the best new products that have ever been in U.S. stores. After decades of being in the doldrums, the cigar business is vibrant, both for cigar makers and cigar sellers.

Smoking bans, new taxes and other kinds of restrictions have all complicated life for people working in the cigar business. But it hasn’t stopped the public from continuing to enjoy a product that it loves.

Cigars create a world of camaraderie with friends, and even strangers. It’s a world that offers a unique kind of relaxation, and all the people who understand the pleasures of a hand-rolled cigar get to share a little bit of the good life every time they light up.

A handwritten signature in black ink, reading "Marvin R. Shanken".

MARVIN R. SHANKEN
Editor & Publisher

A handwritten signature in black ink, reading "Gordon Mott".

GORDON MOTT
Executive Editor



Profile of Our Readers

Mendelsohn Affluent Study 2012, HHI \$100,000+

Total Audience: 276,000

	%COMP	INDEX
GENDER / MARITAL STATUS		
Men	80%	
Women	20%	
Married	76%	
AGE		
21+	99%	
25-54	60%	
35-64	66%	
Median Age	50	
HH & ASSET VALUES		
Median HHI	\$162,810	
Median Net Worth	\$602,816	
Median Value of Financial Accounts + Real Estate	\$792,844	
Own Principle Resident	93%	
EDUCATION & OCCUPATION		
College Degree	61%	
Top Mgmt/Chief Officer/Professional	43%	
PASSIONS, HOBBIES & INTERESTS		
\$2K+ on Apparel & Accessories	80%	
Attends Theater/Art Auctions	64%	
\$2K on Leisure/Entertainment/Dining	63%	
Have Wine Cellar or Fridge		303
Drinks Whiskey		299
Buys Liquor by Case		248
4+ Glasses Champagne/Sparkling Wine/Wk		338
\$5K+ on Watches/Jewelry		398
Plays Golf 12+ Times Per Year		195





MRI Spring 2013 Survey

Total Audience	1,628,000
Readers Per Copy	6.93

GENDER / MARITAL STATUS

Male	78%
Female	22%
Married	70%

AGE

21+	100%
25-54	76%
35-64	73%
Median Age	47

HOUSEHOLD INCOME

Median HHI	\$151,236
HHI \$150K+	50%
HHI \$200K+	33%
Mean Respondent Income	104,174

PROPERTY & REAL ESTATE

Owns Home	81%
Owns Home \$200K+	66%
Owns Home \$400K+	31%

EDUCATION & OCCUPATION

Attended College+	88%
College Degree+	61%
Managerial/Professional	79%
Fin/Acct/Eng/Gen Mgmt	51%

All numbers HHI \$100,000+ except total audience and RPC (no income)





a sampling of our luxury advertisers

AUTOMOTIVE

911 Carrera Cabriolet
A5
Acura
Bridgestone
Cadillac
Camaro
Cayman
Chevrolet Impala
Corvette
Edge
Exotic Classics
Fusion
Hyundai
Jeep
Lexus
Maserati
Mercedes-Benz
Panamera S Hybrid
Porsche 911
Taurus
Touareg

WATCHES & JEWELRY

Ball Watch
Bell & Ross USA
Bulova
Cartier
CFB North America
Chanel
Corum
Cuervo y Sobrinos
David Yurman
IWC
Jaquet Droz
LVMH Watch
Oris USA
Panerai
Tag Heuer
Tutima
Ulysse Nardin
Vacheron
Van Cleef & Arpels

CIGAR ACCESSORIES

Andre Garcia
Blazer Lighter
Burn

Casa Magna
Colibri Lighters
Daniel Marshall
Elie Bleu
Humidif
Humidipak
Humidordiscount
Liebherr-Hausgeräte
Lighters Direct
Lotus Lighters
Snus
The Cigar Gard
Ventura Cigar Company
Xikar

CONSUMER ELECTRONICS

Bose
Fujifilm
Harman

SPIRITS

1800 Tequila
3 Olives
Absolut
Appleton Rum
Ardbeg
Bacardi
Balvenie
Belvedere
Bombay Sapphire
Botran Rum
Bulleit Bourbon
Bushmills
Captain Morgan
Carpano Antica Formula
Cazadores
Cointreau
Courvoisier XO
Crown Royal
Crystal Head Vodka
Dewars
Dobel Tequila
Don Julio
Don Q Rum
Drambuie
D'Usse
El Tesoro
George Dickel
Glenfiddich

Glenmorangie
Grand Marnier
Grey Goose
Hendrick's Gin
Hennessy
Jack Daniels
Jameson
Johnnie Walker Blue
Ketel One
Michter's American Whiskey
Milagro Tequila
Mount Gay Rum
Patrón Tequila
Rémy Martin
Ron Matusalem
Ron Zacapa
Skyy Vodka
Stoli
Tanqueray Gin
The Glenlivet
Tullamore Dew
Wild Turkey
Zafra Rum
Zaya Rum

RESORT/TRAVEL

Bellagio
Casa De Campo
Dominican Republic
Foxwoods
Golf Club at Devils Tower
Mexico Tourism Board
Mirage
Palazzo
The Resort at Paws Up
Venetian Hotel & Casino
Visit St. Petersburg

FASHION

Chanel
Giorgio Armani
LVMH Leather
Mr Porter
Paul Fredrick

OTHER

Illycaffé Espresso



2013 issue dates and deadlines

COVER DATE	SPACE CLOSE	MATERIAL DUE	SUBSCRIBER MAIL DATE	NEWSSTAND ON-SALE DATE
Jan/Feb 2013	Nov. 30, 2012	Dec. 7, 2012	Jan. 3, 2013	Jan. 15, 2013
March/April 2013	Jan. 18, 2013	Jan 25, 2013	Feb. 19, 2013	March 12, 2013
May/June 2013	March 1, 2013	March 8, 2013	April 2, 2013	April 23, 2013
July/August 2013	May 3, 2013	May 10, 2013	June 4, 2013	June 25, 2013
Sept/Oct 2013	July 5, 2013	July 12, 2013	August 6, 2013	August 27, 2013
Nov/Dec 2013	Sept.13, 2013	Sept. 20, 2013	Oct. 15, 2013	Nov. 5, 2013
Jan/Feb 2014	Nov. 22, 2013	Dec. 2, 2013	Dec. 20, 2013	Jan. 10, 2014



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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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"



copy and contract requirements

1. The acceptance or execution of an order is subject to Publisher's approval of copy, text, display and illustration.
2. All copy, text, display and illustration are published on the representation that the advertiser and the advertising agency are fully authorized and have secured proper written consent. The advertiser and the advertising agency agree to indemnify and save harmless the Publisher from any and all liability, loss and expense of any nature arising from such publication.
3. Any insertion of advertising made by the agency or advertiser represents an acceptance by both the agency and the advertiser of all the terms and conditions of the rate card applicable to the issue in which such insertion is to be published.
4. All rates and units of space are subject to change on 30 days' notice.
5. Orders for specific units of space and dates of insertions are necessary.
6. Orders specifying positions are accepted on request basis only.
7. The Publisher assumes no responsibility for errors in key numbers or telephone numbers, or in the printing or insertion of numbers for inserted material.
8. Orders that contain incorrect rates or conditions will be inserted and charged for at regular-schedule rates. Such errors will be regarded as clerical.
9. Conditional orders are not accepted by the Publisher.
10. Cancellation or changes in orders not accepted after closing date.
11. All orders accepted by the Publisher are contingent upon acts of God, fires, accidents, strikes or other interruptions to production and/or distribution of the same or different nature beyond his control.
12. Rates charged and discounts allowed are subject to short rate at expiration of ad schedule.
13. Publisher reserves the right to cancel the contract upon default in payment or breach of any provision herein, and all unpaid charges and short rates shall become immediately payable.
14. Publisher reserves the right to reject, exclude, or cancel any advertisement, insertion order, space reservation or position commitment at any time, for any reason, without liability, even if previously acknowledged or accepted.
15. All advertisements must be clearly identified by the trademark or signature of the advertiser. Those which, in the judgment of the Publisher, look like editorial pages will be marked "Advertisement."
16. The liability of the Publisher for any error for which he may be held legally responsible will not exceed the cost of the space occupied by the error. The Publisher will not, in any event, be liable for loss of income or profits or any consequential damages.
17. No conditions, printed or otherwise, appearing on contract orders or copy instructions that conflict with the Publisher's policies, listed on this rate card, will be binding on the Publisher.
18. As used in this section, the term "Publisher" shall refer to M. Shanken Communications, Inc.