

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 2010, HHI \$100,000+

Total Audience: 286,000

GENDER / MARITAL STATUS

Male	75%
Female	25%
Married	90%

AGE

21+	100%
25–54	72%
35–64	78%
Median Age	50

HH & ASSET VALUES

Median HHI	\$178,305
HHI \$100,000+	100%
HHI \$150,000+	62%
HHI \$200,000+	38%
Median Total HH Net Worth	\$720,991
Median Value of Financial Accounts plus Real Estate	\$960, 965

PROPERTY & REAL ESTATE

Own Home	96%
Own 2+ Homes	30%
Value of Principal Residence \$250,000+	70%
Value of Principal Residence \$500,000+	31%

EDUCATION & OCCUPATION

Any Top Management/Chief Officer Title	31%
College Degree+	68%

PASSIONS, HOBBIES & INTERESTS

Own a Valid Passport	81%
Average Vacations per Year	5
Average Business Trips per Year	10
Flies First Class or Business Class	28%
Travel Outside the U.S.	60%
Spent \$3,000+ on Apparel	78%
\$5,000+ on Leisure, Entertainment, and Dining	41%
Purchased Wine by the Case	35%
Have Wine Cellar/ Refrigerator	32%
Willing to Spend More on Gourmet Food	56%
Entertains At Home	65%
Attends Live Theater	60%
Visits Museums	55%
Attends Art Auctions / Gallery Exhibits	44%
Golf 24+ Times per Year	240 INDEX
Owns / Leases 2+ Vehicles	91%
Spent \$5,000+ on Watch or Jewelry	401 INDEX

DIGITAL

Computers/Mobiles Owned in Home	100%
Any Smartphone/Other Mobile	91%
Any Smartphone	60%
Any Tablet	179 INDEX
Any Apps Installed on Smartphone	55%
5+ Apps Installed on Smartphone	211 INDEX
11+ Apps Installed on Smartphone	130 INDEX



MRI Fall 2010 Survey

Total Audience	1,688,000
Readers Per Copy	7.34

GENDER / MARITAL STATUS

Male	76%
Female	24%
Married	75%

AGE

21+	100%
25-54	75%
35-64	81%
Median Age	45

HOUSEHOLD INCOME

Median HHI	\$143,680
HHI \$150,000+	43%
HHI \$200,000+	21%

PROPERTY & REAL ESTATE

Owns Home	82%
Own Home \$200,000+	71%
Own Home \$400,000+	31%

EDUCATION & OCCUPATION

Attended College+	84%
College Degree+	57%
Managerial/Professional	39%
Fin/Acct/Eng/GenMgmt	49%
C-Suite/Top Mgmt	18%

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

LIFESTYLE

Recycled Products	58%
E-reader	7%





a sampling of our luxury advertisers

AUTOMOTIVE & MOTORCYCLE

- Audi
- BMW
- Cadillac
- Camaro
- Ford Flex
- Harley-Davidson
- Honda S2
- Hummer
- Jaguar
- Lexus
- Nissan
- Mercedes-Benz
- Porsche
- Saturn

OTHER LUXURY

- American Express
- Kohler
- Viking Range
- Visa

WATCH & JEWELRY

- Bell & Ross
- Carl F. Bucherer
- Cartier
- Chopard
- IWC
- Jacob & Co.
- Maurice Lacroix
- Mikimoto
- Oceanus
- Panerai
- Zenith

CONSUMER ELECTRONICS

- Bang & Olufsen
- Canon

TRAVEL

- Borgata Hotel & Casino
- Dominican Republic
- Doonbeg Golf Resort
- Embassy Suites
- Foxwoods
- India Tourism
- MGM Grand
- Monaco Tourism
- Net Jets
- Pinehurst
- Punta Nizuc
- Punta Cana Resort & Club
- Quintess
- Ritz Carlton Club & Residences
- Roco Ki
- Sea Island Resort
- St. Kitts Marriott
- Trump International Golf Club: Residences
- Venetian Hotel & Casino
- Villas at Royal Lahaina

FASHION & ACCESSORIES

- Chanel
- Ermenegildo Zegna
- Louis Vuitton
- Talbott
- Tommy Bahama

CIGARS & ACCESSORIES

- A. Turrent World Select
- Alec Bradley
- Arturo Fuente
- Ashton
- CAO International
- Casa Magna
- Chateau Real

- Cohiba
- Cuesta-Rey
- Cusano
- Davidoff
- Diamond Crown
- Don Pepin
- Don Tomas
- Dunhill
- Felipe Gregorio
- Fonseca
- Gran Habanos
- Gurkha
- Joya de Nicaragua
- La Aurora
- La Aroma de Cuba
- La Caya
- La Flor Dominicana
- La Gloria Cubana
- Liga Privada No. 9
- Macanudo
- Oliva
- Padilla
- Partagas
- Rocky Patel Premium
- S.T. Dupont
- San Cristobal
- Savinelli
- Siglo
- Stradivarius
- Tatuaje
- Ted's
- Torano
- Winston Churchill
- Zino Platinum
- Zippo BLU



2011 issue dates and deadlines

COVER DATE	SPACE CLOSE	MATERIAL DUE	ESTIMATED SUBSCRIBER MAIL DATE	ESTIMATED NEWSSTAND ON-SALE DATE
Jan/Feb 2011	Nov 23, 2010	Nov 30, 2010	Dec 29, 2010	Jan 15, 2011
March/April 2011	Jan 18, 2011	Jan 25, 2011	Feb 22, 2011	March 16, 2011
May/June 2011	March 1, 2011	March 8, 2011	April 5, 2011	April 26, 2011
July/August 2011	May 3, 2011	May 10, 2011	June 7, 2011	June 28, 2011
Sept/Oct 2011	July 8, 2011	July 12, 2011	Aug 9, 2011	Aug 30, 2011
Nov/Dec 2011	Sept 13, 2011	Sept 20, 2011	Oct 18, 2011	Nov 8, 2011
Jan/Feb 2012	Nov 18, 2011	Nov 29, 2011	Dec 28, 2011	Jan 13, 2012



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:

Connie McGilvray
cmcgilvray@mshanken.com
TEL: 212-481-8610 x344

Carolyn Plouffé
cplouffe@mshanken.com
TEL: 212-481-8610 x365

ADVERTISING SIZE SPECIFICATIONS

	WIDTH	DEPTH
Publication Trim Size	9.75"	11.875"
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 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.



2011 insertion order

Advertiser: _____ Brand: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Contact: _____ Email: _____

Date: _____ Sales Rep: _____

Size of Space:	<input type="checkbox"/> Page	<input type="checkbox"/> Spread	<input type="checkbox"/> Other
Issue Date:	<input type="checkbox"/> Jan/Feb 2011	<input type="checkbox"/> Mar/Apr 2011	<input type="checkbox"/> May/June 2011
	<input type="checkbox"/> July/Aug 2011	<input type="checkbox"/> Sept/Oct 2011	<input type="checkbox"/> Nov/Dec 2011
Space Cost:	_____	Gross	_____ Net

Authorized Signature: _____ Date: _____

Please fax back to: 212-481-1540