

cigar  
aficionado.com

ONLINE MEDIA KIT

M. Shanken Communications  
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New York, NY 10016  
Phone: 212-481-8610

## OVERVIEW

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Launched in 1997, 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.

Cigar Insider is a twice-monthly online newsletter from CigarAficionado.com featuring late-breaking news in the world of cigars plus exclusive ratings on the world's most extraordinary smokes. Cigar Insider also has Q&As with industry insiders, reports on the quality of cigar tobacco crops and the latest information from the Cuban cigar industry.

### **CigarAficionado.com Subscribers have access to:**

- Exclusive Cigar Ratings – A searchable database of over 11,000 cigar ratings from *Cigar Aficionado* magazine and Cigar Insider newsletter.
- Cigar Insider Newsletter – As described above, this online newsletter provides even more cigar ratings, expanded coverage of Cuban cigars, information on cigar production and availability, interviews, new product coverage, harvest reports, and much more.
- 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.

## A SAMPLE OF PREVIOUS ADVERTISERS

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BMW  
Casa Fernandez  
CAO  
Cereus  
City National Bank  
Colibri  
Davidoff

Diageo  
Grauer Chocolates  
Illusione  
Klin/Hammer & Sickle  
La Flor Dominican  
Olivia  
Padron

Reyes  
Rocky Patel  
Talbot  
Villiger  
Zeneth  
Zippo

## AUDIENCE

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### Traffic

- 1.5 million+ monthly page views
- 220,000+ monthly visits
- 160,000+ monthly unique visitors
- Time on site: 8:40

## DEMOGRAPHICS

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- Male/Female: 97% / 3%
- Average Age: 35–39
- Average HHI: \$150,000–\$200,000
- College Degree/Post Graduate: 56%
- Executive, Managerial, Professional: 59%

## AD SIZES

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- 300 x 250
- 728 x 90

We will tailor the proposal based on advertiser goals and objectives.  
Our minimum buy is \$5,000 net per month.

CigarAficionado.com is open to “out of the box” ideas and will create packages that suit the needs of our clients.

## SPONSORSHIP OPPORTUNITIES

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

- Golf
- Cuba
- Moments to Remember
- Ratings
- Forums

## ADDITIONAL OPPORTUNITIES

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### 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 & Rich Media

CigarAficionado.com can support a wide variety of Rich Media including Flash and In-Unit Video.

:07 pre-rolls also available in limited quantities

## ADVERTISING SPECS

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### Technical Ad Specs

- Format: We accept GIF, JPG, HTML, Flash, IFrame, Javascript, and all other pre-approved, DART-compatible Rich Media files. All ads must have a border.
- Linking URL: Each creative should 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

- **Flash Files:**
  - Flash files are accepted in .swf format only.
  - To ensure proper tracking, files should contain an action script inserted in this fashion:

```
on (release) {  
  getURL (_level0.clickTag, "_blank");  
}
```

(This action script will replace the click-through url within the file but urls must still be provided)

- All Flash files also require a default .gif or .jpeg with a max file size of 30k.
- Flash 6 or higher.
- **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 30k.
  - Sound is permitted but must be user initiated.
  - Please contact us for additional Rich Media-specific requirements.

## ADVERTISING SPECS

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Ad Type	Dimensions	Max File Size	Animation	Loops	Notes
Rectangle	300 x 250	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
Leaderboard	728 x 90	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
Roadblock	728 x 90 and 300 x 250 (run concurrently)	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media

## AD SAMPLES



[Log In](#) | [Register](#)

[News & Features](#)
[Cuba](#)
[Ratings & Reviews](#)
[The Good Life](#)
[Cigar 101](#)
[Video](#)
[Blogs](#)
[Forums](#)
[In the Magazine](#)
[Events](#)



Inside "Pepin" Garcia's New Cigar Factory

### THE MAGAZINE

September/October 2010 | Adrien Brody



- Subscribe Now
- Give a Gift Subscription
- Customer Care
- Buy a Back Issue
- Find a Retailer
- Sell Cigar Aficionado

### LATEST NEWS



Most Powerful Avo Yet [MORE »](#)

Bloomberg Aims At Outdoor NYC Smoking Ban [MORE »](#)

The Twitter Cigar [MORE »](#)

Cuba to Eliminate 500,000 Jobs, Shift Some to Private Sector [MORE »](#)

Winemaker Releases Cigar Brands [MORE »](#)

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### SPOTLIGHT ON

Moments to Remember  
Upload and share your favorite cigar moments for a chance to be in Cigar Aficionado magazine!



### THE 25 BEST CIGARS OF THE YEAR

### BLOGS

Gordon Mott:  
Starry, Starry Night

Jack Bettridge:



### CIGAR CINEMA



### BIG SMOKE SCHEDULE



LAS VEGAS WEEKEND  
Friday, November 12 through Sunday,

Find us on Facebook



twitter

Rectangle  
300x250

300 x 250



## AD SAMPLES

The screenshot shows the Cigar Aficionado website layout with several ad placement opportunities highlighted:

- Leaderboard 728 x 90:** A large horizontal ad space at the top of the main content area, below the navigation bar.
- Rectangle 300x250:** A large rectangular ad space on the right side of the page, below the 'THE MAGAZINE' section.
- 728 x 90:** A smaller horizontal ad space on the left side of the page, below the 'CUBA' section header.
- Roadblock (units run concurrently):** A callout indicating that the 728 x 90 and 300x250 ad units can run concurrently.

The website content includes sections for 'MOST RECENT NEWS', 'THE MAGAZINE', 'LATEST CUBAN TASTING NOTES', 'HAVANA REPORT', 'ISLAND LIFE', and 'FIND A RETAILER NEAR YOU'.