



A full-page photograph of Chris Pratt. He is wearing a light grey suit jacket over a white shirt and a dark grey patterned tie. He has a mustache and short brown hair. He is looking directly at the camera with a slight smile. His left hand is tucked into his trouser pocket, and his right hand is raised, holding a brown cigar between his fingers. The background is a solid, neutral grey.

cigar
aficionado
2018 MEDIA KIT

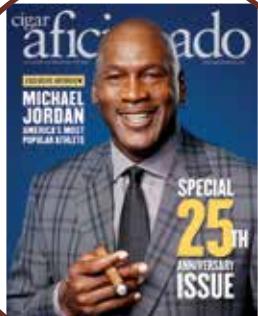
Mission Statement

Cigar Aficionado is the authentic and genuine voice for **affluent men who enjoy living a luxurious lifestyle.**

They appreciate a good cigar, but also **living the good life** and pursuing experiences in **travel, sports, automotive, watches, fine wine and dining.**



Total Brand Footprint & Offerings



PRINT

1.7MM

DIGITAL

700,000



SOCIAL

275,000

NEWSLETTER

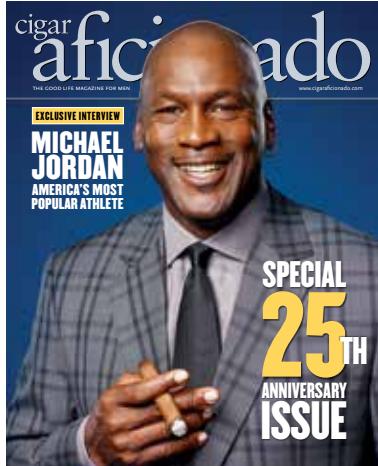
152,000

EVENTS

5,000

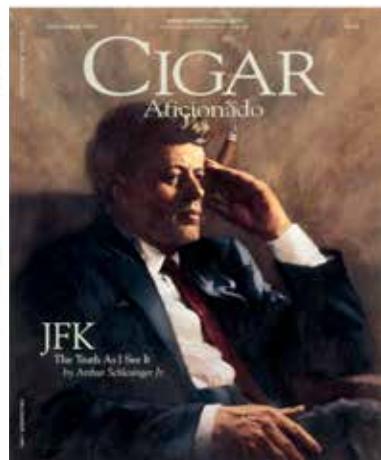
Source: 2017 GfK MRI Doublebase, Google Analytics 2017

The Good Life Guide for Men



6x
NUMBER OF ISSUES PUBLISHED IN A YEAR

\$24.95
COST OF ONE-YEAR SUBSCRIPTION

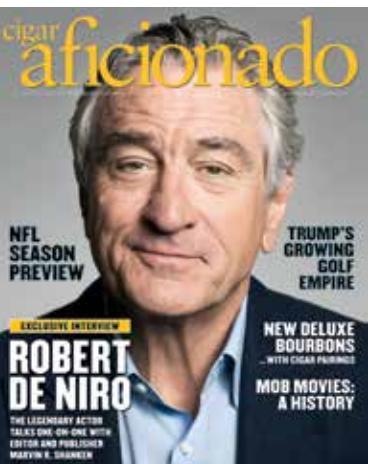


60.8 Minutes
AVERAGE TIME SPENT PER ISSUE

257,000
CIRCULATION



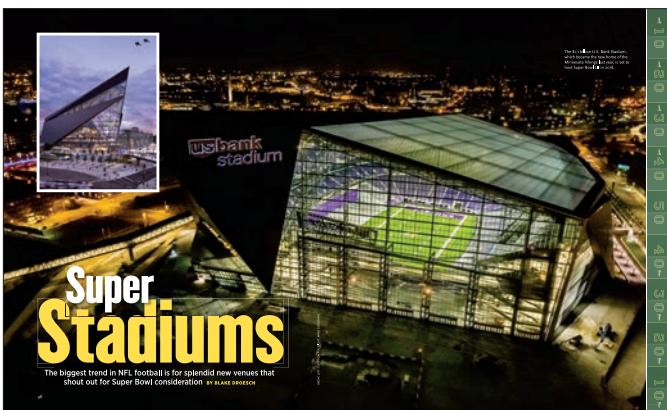
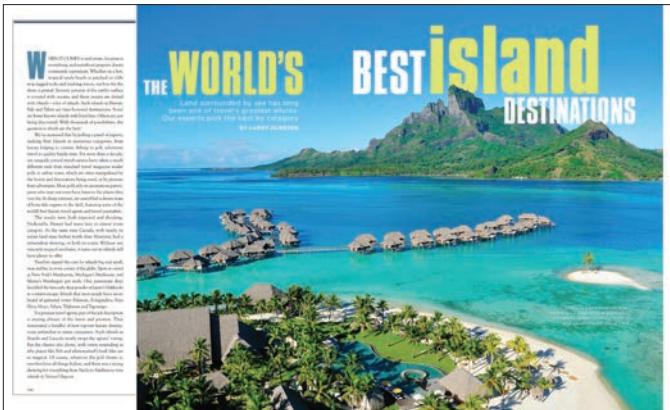
7.15
READERS PER COPY



Source: 2017 GfK MRI, AAM December 2017

cigar
aficionado

Editorial Coverage



Digital Offerings



CIGAR WATCH NEWSLETTER

Tile Banner
(300x50)

Sponsored Content
(540x304)

Available on
Desktop + Mobile

CIGARAFICIONADO.COM

Billboard Unit
Desktop (1320x330)

Run-of-Site
Leaderboard (1200x150)
Portrait (450x900)
Square (450x450)

MOBILE

Billboard Unit
(450x450)
Leaderboard
(450x75)

Signature Event

BIG SMOKE



ABOUT BIG SMOKE

For 25 years, Cigar Aficionado's Big Smoke has been the most prestigious consumer event in the world. Hosted in both Las Vegas and Miami, this signature event attracts thousands of cigar lovers from across the country, creating a unique opportunity for advertisers to engage with our readers.

SPONSORSHIP OPPORTUNITIES

- Brand Presence within Big Smoke
- Printed Ad in Event Booklet
- Gift bag inclusion to 4,000+ Guests
- Room Drops to Attendees
- On-site Prizing and Delivery of Opt-ins
- Social Media Extensions

Cigar Aficionado Audience Profile (Ipsos)



2017 Fall Ipsos Affluent Survey

Gender/Marital Status

Male	80%
Female	20%

Age

Average Age	43
21+	98%
25-54	72%

HHI & Assets

Average HHI	\$369,361
Average HH Net Worth	\$2,090,513
Own or Lease 2+ Vehicles	77%

Education & Occupation

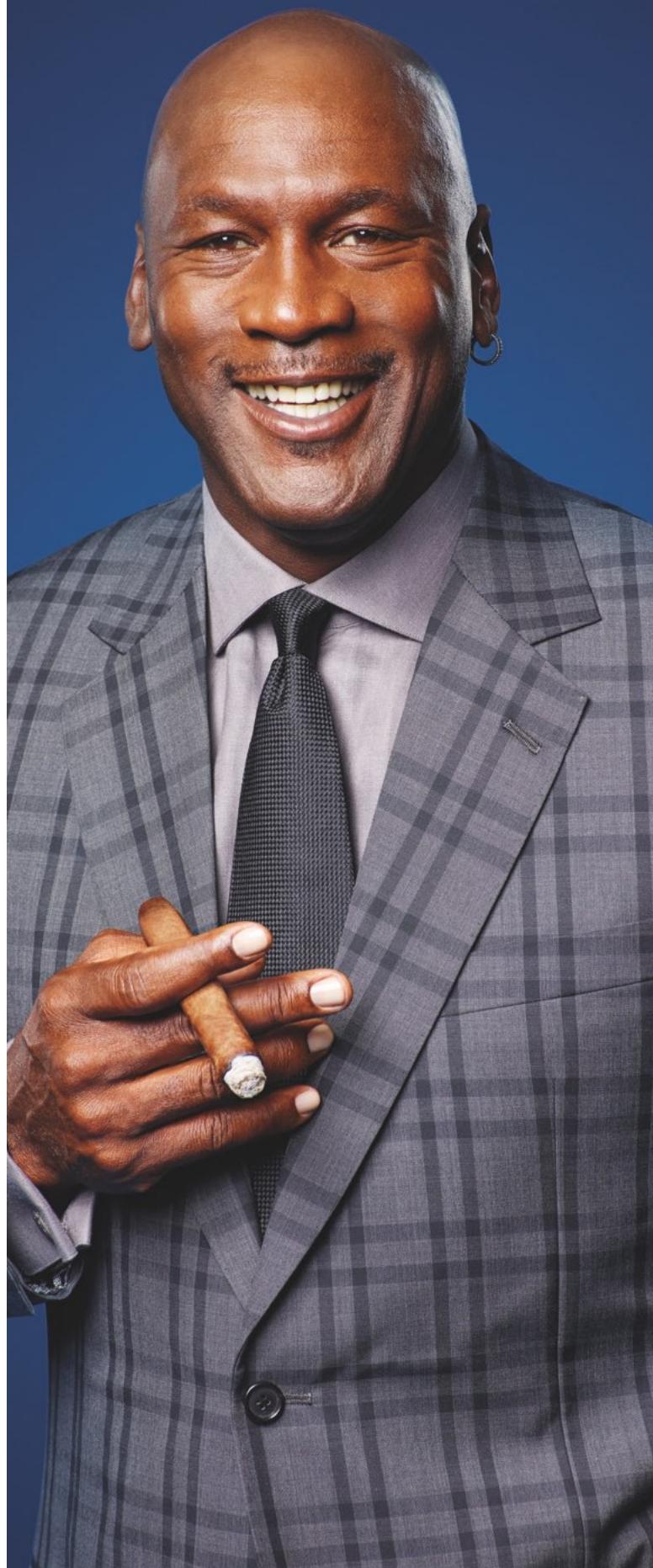
College Educated	96%
Professional/Managerial	86%

Passions, Hobbies & Interests

Index

\$100,000 Spent on New Vehicles	488
\$5,000+ on Men's Designer Clothing	331
\$10,000+ on Watches/Jewelry	313

Drinks 6+ Distilled Spirits Per Week	272
\$15,000+ on Leisure, Travel, Dining	264
20+ Airline Trips Taken in a Year	227



Cigar Aficionado Audience Profile (MRI)



2017 GfK MRI DB

Gender/Marital Status

Male	83%
Female	17%

Age

Average Age	46
25-54	67%

HHI & Assets

Average Household Income	\$123,230
Average HH Net Worth	\$570,288

Education & Occupation

College Educated	85%
Managerial/Professional	74%

Our Readers

Index

Play Golf on a Monthly Basis	274
Own/Lease a Luxury Imported Car	224
Have Gambled in a Las Vegas Casino in Past Year	213
Own a Power Boat	208
6+ Foreign or Domestic Trips in Past Year	187
Went Hunting or Fishing in Past Year	175
Own a Motorcycle	133

Source: 2017 GfK MRI DB TBF I,532,000





2018 issue dates and deadlines

COVER DATE	SPACE CLOSE	MATERIAL DUE	SUBSCRIBER MAIL DATE	NEWSSTAND ON-SALE DATE
February 2018	Nov. 20, 2017	Nov. 27, 2017	Dec. 20, 2017	Jan. 9, 2018
April 2018	Feb. 12, 2018	Feb. 15, 2018	March 14, 2018	April 3, 2018
June 2018	March 26, 2018	March 29, 2018	May 2, 2018	May 22, 2018
August 2018	May 14, 2018	May 17, 2018	June 20, 2018	July 10, 2018
October 2018	July 30, 2018	August 2, 2018	Sept. 5, 2018	Sept. 25, 2018
December 2018	Sept. 10, 2018	Sept. 13, 2018	Oct. 17, 2018	Nov. 6, 2018
February 2019	Nov. 26, 2018	Nov. 29, 2018	Jan. 9, 2018	Jan. 29, 2019



2018 advertising costs and information

EFFECTIVE JANUARY 1, 2018

GENERAL

Frequency:	6x
Single Copy Price:	\$6.99 U.S. / \$7.99 CAN
Annual Subscription Price:	\$24.95

ADVERTISING RATES

■ Four Color

Frequency:	1x	6x	12x
Full Page	\$33,160	\$31,700	\$29,760
2/3 Page	\$28,160	\$26,920	\$25,320
1/2 Page	\$24,860	\$23,800	\$22,340
1/3 Page	\$16,760	\$15,960	\$14,880

■ Black and White

Frequency:	1x	6x	12x
Full Page	\$28,200	\$26,920	\$25,300
2/3 Page	\$23,940	\$22,880	\$22,180
1/2 Page	\$21,100	\$20,200	\$18,960
1/3 Page	\$15,080	\$14,660	\$13,580

■ Special Positioning Premiums

2nd Cover Gatefold:	On Request
3rd Cover:	10%
4th Cover:	25%

■ Notes

Agency Commission:	15%
Bleed:	15% premium
2 Color:	10% premium above earned B&W rate
5th Color:	20% premium
2% cash discount not available	
Copy split by State only	\$3,500/split (net)

DISCOUNTS

Discounts apply to space run within one year of first insertion. Advertising from different divisions of the same company may be combined for discount purposes. Advertising appearing in any combination of M. Shanken Communications' publications will qualify for a discount level equal to the combined total insertions.

ISSUANCE AND CLOSING DATES

Published 6 times a year. Closing for insertion orders is approximately 10 weeks prior to cover date. All advertising production materials are due 1 week after space closing.

CIGAR AFICIONADO CONTACTS

NEW YORK

825 Eighth Ave. ■ 33rd Floor
New York, NY 10019
Tel: 212-684-4224 ext.372 ■ Fax: 212-481-1540

Vice President, Associate Publisher: Barry Abrams
babrams@mshanken.com

WEST COAST

1686 Union Street ■ Suite 207
San Francisco, California 94123
Tel: 415-673-2040 ■ Fax: 415-673-0103

cigar aficionado



2018 insertion order

Advertiser: _____ **Brand:** _____

Address: _____

City/State/Zip: _____

Phone: _____ **Fax:** _____

Contact: _____ **Email:** _____

Date: _____ **Sales Rep:** _____

Size of Space: Page Spread Other

Issue Date: Jan/Feb 2018 Mar/Apr 2018 May/June 2018
 July/Aug 2018 Sept/Oct 2018 Nov/Dec 2018

Space Cost: _____ **Gross** _____ **Net** _____

Delivery Of Ad Materials: Digital files uploaded to our ad portal: <http://mshanken.SendMyAd.com>
(uploading information available on site)

Comments: _____

Authorized Signature: _____ **Date:** _____

Please email cchiaffitella@mshanken.com
or fax back to: 212-481-1540

M. SHANKEN COMMUNICATIONS, INC.
WORLDWIDE PLAZA
825 EIGHTH AVE. ■ 33RD FLOOR ■ NEW YORK, NY 10019
PHONE: 212-684-4224 ■ FAX: 212-481-1540



Contacts for Media Inquiries

CONTACT INFORMATION:

NEW YORK:

825 Eighth Avenue, 33rd Floor New York, NY 10019
Phone: 212-684-4224 ■ Fax: 212-481-1540

Advertising contacts:

Barry Abrams, Vice President, Associate Publisher
212-684-4896 ■ e-mail: babrams@mshanken.com

Miriam Morgenstern - Corporate Advertising

e-mail: mmorgenstern@mshanken.com
cc: Maggie Kotraba at mkotraba@mshanken.com
Michael McGoldrick - Beverage & Alcohol Advertising
212-684-4987 ■ e-mail: mmcgoldrick@mshanken.com
Geoff Madden - New Business Advertising
212.481.1521 ■ e-mail: gmadden@mshanken.com

West Coast Representatives

Cheryl Lewis, San Francisco
Phone: 415-673-2040 ext. 1 ■ Fax: 415-673-0103
e-mail: clewis@mshanken.com
Paula Cochrane, San Francisco
Phone: 415-673-2040 ext. 3 ■ Fax: 415-673-0103
e-mail: pcochrane@mshanken.com
Lindsey Ronald, Los Angeles
Phone: 310-399-4247 ■ e-mail: lronald@mshanken.com

Arizona Representative

Steve Bliman
424-208-3150 ■ e-mail: bliman@twc.com

Southeast Representative

Wheeler Morrison
770-391-9905 ■ e-mail: wheeler@greenleavesmedia.com

Automotive/Detroit Representative

Christine Anderson
248-613-7022 ■ e-mail: motormedia@aol.com

Mexico Representatives

Juan Martinez-Dugay
55 5395-5888 ■ e-mail: jmdugay@towmar.mx
Cesar E. Quijas, CHME
55 5395-5888 ■ e-mail: cquijsas@towmar.com.mx

Europe Representatives

Monica van der Eb
+34 626 83 55 88 ■ e-mail: m.vandereb@alcalamedia.co
Philippe Marquezy
+33 170 644 700 ■ e-mail: philippe.marquezy@espacequadri.com
Delphine Rouget Marquezy
+33 787 493 627 ■ e-mail: d.rouget.marquezy@gmail.com
Anthony Fitzgerald
+44 (0)14 88680623 ■ e-mail: mail@afitzgerald.co.uk

