



cigar aficionado

2020 MEDIA KIT



OUR VALUES

Cigar Aficionado celebrates the good life and is the genuine voice for affluent men who enjoy living a luxurious lifestyle. We pursue this through three core values:

TRUST

Our brand is first and foremost known for the integrity of its industry-leading ratings and reviews for cigars.

RICH CONTENT

Expert editorial features educate our readers on the best of travel, sports, culture, automotive, watches and fine wine and dining.

CIGAR EXPERTISE, EVERYWHERE:

Across print, digital, social and events, we offer a unified and cross-platform experience for our audience as the most authoritative source of cigar information anywhere.



Source: 2019 GfK MRI Doublebase, Google Analytics 2019

TOTAL BRAND FOOTPRINT

REACHING 3.4+ MILLION

PRINT

1,700,000 Passionate Readers

DIGITAL

1,200,000 Enthusiastic Viewers

SOCIAL

424,000 Active Brand Ambassadors

NEWSLETTERS

150,000 Opt-in Subscribers

EVENTS

5,000+ Highly Engaged Consumers



PRINT PRESENCE

255,000
CIRCULATION

7.1
READERS PER COPY

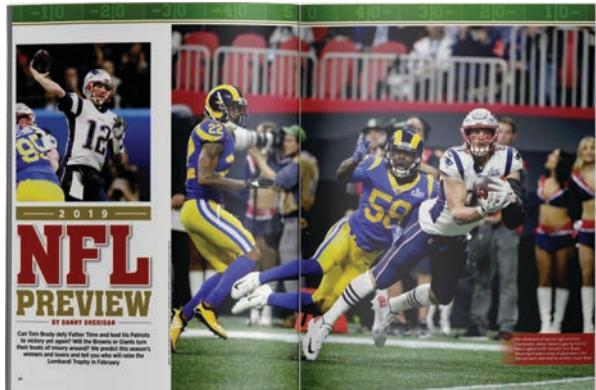


\$24.95
ONE-YEAR SUBSCRIPTION

6x
ISSUES PUBLISHED A YEAR



EDITORIAL COVERAGE





OUR AUDIENCE

Cigar Aficionado attracts an audience of top lifestyle influencers and affluent consumers. Our readers are leaders in their social and professional worlds.

| | |
|--------------------------|-----------|
| MALE | 80% |
| FEMALE | 20% |
| MEDIAN AGE | 47 |
| AGED 25-54 | 70% |
| MEDIAN HHI | \$192,067 |
| MEDIAN HH NET WORTH | \$1.3 MM |
| COLLEGE EDUCATED | 81% |
| PROFESSIONAL/MANAGERIAL | 80% |
| OWN OR LEASE 2+ VEHICLES | 86% |

TOTAL YEARLY LUXURY EXPENDITURES **\$105 BILLION**

| | |
|---------------------------------|--------------|
| Auto | \$13 BILLION |
| Financial Services | \$12 BILLION |
| Travel | \$7 BILLION |
| Apparel + Accessories | \$7 BILLION |
| Leisure, Dining, Wine & Spirits | \$5 BILLION |
| Jewelry + Watches | \$4 BILLION |

CIGAR AFICIONADO DIGITAL EDITIONS



POWERED BY



amazon kindle eMagazines

CIGAR AFICIONADO CUSTOM BRAND BUILDING

In addition to premium placements, polybags, inserts and gatefolds, our skilled marketing and design team is able to create customized content that will meet all of your strategic needs for print, mobile, social and video. This customized campaign will drive home your brand's message.

By aligning with *Cigar Aficionado*, you will have a unique opportunity to leverage the authority and trust our brand holds while inspiring readers to gain a deeper understanding of your key message.

Our Abilities

- Category Co-Ops
- Custom Content Programs
- Digital Media Design Marketing
- Social Media Design Marketing
- Custom Video Production



GREAT PLACES TO LIGHT UP

VISIT GREATPLACESTOLIGHTUP.CIGARAFICIONADO.COM FOR MORE INFORMATION AND EXCLUSIVE OFFERS

GREAT PLACES TO LIGHT UP
All advertisers featured in GP2LU will have a click-over microsite landing page accessible on banner ads featured on cigaraficionado.com

CIGAR AFICIONADO DIGITAL PLATFORMS

Cigar Aficionado has a strong digital presence across our website, social media pages (Facebook, Twitter and Instagram), and Cigar Watch Newsletter. Our website is the preeminent source of cigar information on the web, with its ratings and expert editorial content. Across all of these digital channels, advertisers can extend brand awareness and engagement with our highly affluent audience.

The image displays four distinct digital components of the Cigar Aficionado brand:

- WEB:** A large tablet screen shows the desktop version of the Cigar Aficionado website. The header features the brand name "cigar aficionado". Below it, a banner for "Casa MONTECRISTO" with the tagline "ENJOY A CIGAR AT CASA". The main content area includes a video search bar, a "FEATURED VIDEO" section about Nick Melillo, and a "5 Questions" slide show.
- MOBILE:** A smartphone screen shows the mobile website or app interface. It includes a navigation bar with links like "Subscribe Today", "Every palate. Every moment. Fulfilled.", and "GETTING STARTED". Below this is a thumbnail for an article titled "10 Things Every Cigar Smoker Should Know".
- SOCIAL:** To the left of the mobile phone are three circular icons representing social media: a "f" for Facebook, a bird icon for Twitter, and a camera icon for Instagram.
- NEWSLETTER:** A smaller tablet screen shows the "CIGAR WATCH" newsletter from December 26, 2017. The cover features a large image of a cigar and the headline "No. 1 Cigar of 2017: Arturo Fuente Don Carlos Eye of the Shark (97 Points)". It also includes a section for "Cigar Aficionado Reveals The Top 25 Cigars of 2017".

CIGAR AFICIONADO.COM DIGITAL ADVERTISING

ADVERTISING OPPORTUNITIES

AD UNITS:

Industry standard made for display

- Billboard & Desktop Banners
- Geo-Targeting Capabilities

EDITORIAL CIGAR 101 VIDEO:

Cigar 101 videos educate and inspire our audience by offering informational segments. Opportunity offers turn-key product placement and title card sponsorship.

CUSTOM CURATED MICROSITES:

A customized microsite created exclusively for your brand. Ads click over to this landing page featuring your products and editorial content.

VIDEO SECTION SPONSORSHIP

Video platform to tell your brand's story with supplied video featured on our website's video section. Section takeover also available.

QUALITY AUDIENCE

| | |
|-------------------------|-----------|
| MEDIAN AGE | 34 |
| MEDIAN HHI | \$201,288 |
| MEDIAN HH NET WORTH | \$1.7 MM |
| COLLEGE EDUCATED | 86% |
| PROFESSIONAL/MANAGERIAL | 55% |

1.2 MM

Monthly Page Views

439K

Monthly Visits

248K

Unique Monthly Visits



Click here to visit :
CIGAR AFICIONADO.com

CIGAR WATCH DIGITAL NEWSLETTER

Packed with unique editorial content, Cigar Watch profiles the finest cigars in the world and celebrates the good life. With over 150,000+ opt-in subscribers, Cigar Watch is the go-to guide for affluent men who enjoy cigars and the finer things in life. Subscribers receive cigar industry news and information on spirits, watches, automotive, travel and more.

ADVERTISING OPPORTUNITIES

Premium Placement (Tile Banner + Native)

- Tile Banner: (300x50) and click-through URL
- Native Post: Hi-res image (540x304), up to 50 words of copy, headline, Twitter
- Caption + Instagram Handle, URL



Click here:
CIGAR WATCH SAMPLE
eNEWSLETTER





SIGNATURE EVENT

BIG SMOKE

For 27 years, Cigar Aficionado's Big Smoke has been the most prestigious consumer event in the world. Hosted in both Las Vegas and Fort Lauderdale, 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

- Ability to engage with our affluent attendees
- Brand representation in all print & digital event promotions
- Brand booth display at Big Smoke
- Gift bag inclusion to 5,000+ guests
- Social media extensions
- On-site promotion & database collection

2020 DATES & LOCATIONS



BIG SMOKE MEETS WHISKYFEST

April 3-4, 2020
Seminole Hard Rock Hotel & Casino
Hollywood, FL

BIG SMOKE LAS VEGAS

November 20-22, 2020
The Mirage
Las Vegas, NV

2020 ISSUE DATES & DEADLINES



JANUARY/ FEBRUARY

Space Close: December 2, 2019

Material Due: December 4, 2019

Mail Date: January 8, 2020

Newsstand Date: January 28, 2020

MARCH/APRIL

Space Close: January 27, 2020

Material Due Date: January 29, 2020

Mail Date: March 4, 2020

Newsstand Date: March 24, 2020

MAY/JUNE

Space Close: March 30, 2020

Material Due: April 1, 2020

Mail Date: May 6, 2020

Newsstand Date: May 26, 2020

JULY/AUGUST

Space Close: June 1, 2020

Material Due: June 3, 2020

Mail Date: July 8, 2020

Newsstand Date: July 28, 2020

SEPTEMBER/OCTOBER

Space Close: August 3, 2020

Material Due: August 5, 2020

Mail Date: September 9, 2020

Newsstand Date: September 29, 2020

NOVEMBER/DECEMBER

Space Close: September 28, 2020

Material Due: September 30, 2020

Mail Date: November 4, 2020

Newsstand Date: November 24, 2020

JANUARY/FEBRUARY 2021

Space Close: November 30, 2020

Material Due: December 2, 2020

Mail Date: January 6, 2021

Newsstand Date: January 26, 2021

Please note we can offer extensions on space and art.

Contact: Jennifer Arcella • 212-684-5147 • jarcella@mshanken.com

PRINT PRODUCTION SPECIFICATIONS

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% (min: 260%)

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.

ADVERTISING SIZE SPECIFICATIONS

| | Width | Depth |
|-------------------------------|------------------|--------------|
| Publication Trim Size | 9.75" x 11.875" | |
| Full Page Safety | 9.25" x 11.375" | |
| Full Page Bleed | 10" x 12.125" | |
| Full Page Non-Bleed | 8.125" x 10.5" | |
| Spread Trim Size | 19.5" x 11.875" | |
| Spread Safety | 19" x 11.375" | |
| Spread Bleed | 19.75" x 12.125" | |
| Spread Non-Bleed | 16.25" x 10.5" | |
| 2/3 Page Vertical Bleed | 7" x 12.125" | |
| 2/3 Page Vertical Non-Bleed | 6" x 10.5" | |
| 1/2 Page Spread Bleed | 19.75" x 6" | |
| 1/2 Page Vertical Bleed | 4.875" x 12.125" | |
| 1/2 Vertical Non-Bleed | 4" x 10.5" | |
| 1/2 Page Horizontal Bleed | 10" x 6" | |
| 1/2 Page Horizontal Non-Bleed | 8.125" x 5" | |
| 1/3 Page Vertical Non-Bleed | 3.625" x 10.5" | |
| 1/3 Page Vertical Bleed | 3.75" x 12.125" | |

Visit www.mshanken.SendMyAd.com, "Ad Sizes" for mechanical specification with template.

*Competitor logos/ratings are subject to publisher approval.
Inquire for more information*

FOR FURTHER INFORMATION

Go to mshanken.com, or contact:

Jennifer Arcella
jarcella@mshanken.com
tel:212.684.5147

ONLINE PRODUCTION SPECIFICATIONS

CIGAR AFICINADO.COM BANNER ADS

| Placement Type | Platform | Dimensions | Format | Max Image Size | Animation Requirements |
|--------------------|----------|------------|------------------|----------------|----------------------------------|
| Billboard Banner | Desktop | 1320x330 | JPG, GIF, HTML5* | 300kb | If animated, must endlessly loop |
| Billboard Banner | Mobile | 450x450 | JPG, GIF, HTML5* | 250kb | If animated, must endlessly loop |
| Portrait Banner | Desktop | 450x900 | JPG, GIF, HTML5* | 300kb | If animated, must endlessly loop |
| Square Banner | Desktop | 450x450 | JPG, GIF, HTML5* | 250kb | If animated, must endlessly loop |
| Leaderboard Banner | Desktop | 1200x150 | JPG, GIF, HTML5* | 250kb | If animated, must endlessly loop |
| Leaderboard Banner | Mobile | 450x75 | JPG, GIF, HTML5* | 150kb | If animated, must endlessly loop |

*All HTML5 units should be responsive. Therefore, to ensure proper display, please set all units to 100% rather than fixed width and height.

CIGAR WATCH E-NEWSLETTER SPONSORSHIP

| Placement Type | Platform | Dimensions/Text | Format | Max Image Size | Animation Requirements |
|--------------------------------------|------------------|--|----------|----------------|----------------------------------|
| Premium Placement (1st position) | Desktop + Mobile | *300x50px JPG or GIF image *(top tile) *540x304px JPG image (sponsored content image) *Short headline *50 words of text *URL(s) *Social media pages/handles | JPG, GIF | 200kb | If animated, must endlessly loop |
| Run of Site Placement (2nd position) | Desktop + Mobile | *540x304px JPG image (sponsored content image) *Short headline *50 words of text *URL(s) **Social media pages/handles | JPG, GIF | 200kb | If animated, must endlessly loop |

TECHNICAL AD SPECS

- Format: We accept GIF, JPG, HTML, IFrame, Javascript, and all other pre-approved, Ad Manager 360-compatible Rich Media files.
- Linking URL: Each creative must be accompanied by a click-through URL.
- Due Dates: All creative(s) must be delivered a minimum of 7-10 business days prior to launch.
- All ads must have a border.

RICH MEDIA AD SPECS

- All Rich Media files require a default .gif or .jpeg with a max file size of 250kb.
- Sound is permitted but must be user initiated.
- Please contact us for additional Rich Media-specific requirements.

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 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.



CONTACTS FOR MEDIA INQUIRIES

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 - email: babramps@mshanken.com

Miriam Morgenstern - Corporate Advertising
email: mmorgenstern@mshanken.com

cc: Maggie Kotraba at mkotraba@mshanken.com

Michael McGoldrick - Beverage & Alcohol Advertising
212-684-4987 - email: mmcgoldrick@mshanken.com

Michael DiChiara - Account Director
212.481.1521 - email: mdichiara@mshanken.com

West Coast Sales Director

Cheryl Lewis

Phone: 415-673-2040 ext. 1 - Fax: 415-673-0103
email: cewis@mshanken.com

Marissa Barker - West Coast Advertising Coordinator
Phone: 415-673-2040 ext. 2 - email: mbarker@mshanken.com

Texas Representative

Lucinda Weikel

214-566-3531 - email: lucinda@wnpmmedia.com

Special Account Representative

Steve Bliman

424-208-3150 - email: bliman@twc.com

Southeast Representative

Wheeler Morrison

770-391-9905 - email: wheeler@greenleavesmedia.com