

cigar
aficionado.com

ONLINE MEDIA KIT

M. Shanken Communications
825 Eighth Avenue, 33rd Floor
New York, NY 10019
Phone: 212-684-4224

OVERVIEW

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.

CigarAficionado.com content includes:

- Exclusive Cigar Ratings – A searchable database of over 11,000 cigar ratings from *Cigar Aficionado* magazine and Cigar Insider newsletter.
- 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

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
Talbott
Villiger
Zeneth
Zippo

AUDIENCE

Traffic

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

DEMOGRAPHICS

- 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

- 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

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

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

CigarAficionado.com can support In-Unit Video.

:07 pre-rolls also available in limited quantities

ADVERTISING SPECS

Ad Type	Dimensions	Max File Size	Animation	Loops	Notes
Rectangle	300x250	40K	Up to 15 sec.	Unlimited	Additional requirements for Pre-Approved Rich Media
Leaderboard	728x90	40K	Up to 15 sec.	Unlimited	Additional requirements for Pre-Approved Rich Media
Roadblock	300x250 and 728x90 (run concurrently)	40K	Up to 15 sec.	Unlimited	Additional requirements for Pre-Approved Rich Media
E-Mail Newsletter Sponsorship	728x90, 120x90 and 50 words of text	40K	Up to 15 sec.	Unlimited	GIF or JPEG Only. Text max of 50 words.


Technical Ad Specs

- Format: We accept GIF, JPG, HTML, 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

- **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 40k.
 - Sound is permitted but must be user initiated.
 - Please contact us for additional Rich Media-specific requirements.

E-MAIL NEWSLETTER SAMPLE



NEWS WATCH


Subscribe to this FREE e-newsletter >

November 10, 2015



For my humidor,
I use Boveda.

CLICK HERE FOR 2 FREE BOVEDA >





Featured Cigar: Heritage By Dunhill Robusto (93 Points)

The famous Dunhill "white rose" is a classic band design, and General Cigar Co. has brought it back for its new Heritage by Dunhill brand. In the December issue of *Cigar Aficionado*, the Robusto (5 inches, 50 ring gauge, \$10.15) was the highest-ranking cigar in that category, with the tasting panel noting "layers of cocoa bean, nuts and white pepper" buttressed by a toasty undertone.


[Dunhill Cigars Ratings](#) [Peruse Our Tasting Database](#)

New Design For Alec Bradley Post Embargo

Forget everything you saw regarding the Alec Bradley Post Embargo cigar brand at the IPCPR trade show last summer—the packaging has completely changed. Although the cigars are rolled and ready, brand owner Alan Rubin scrapped the entire star-spangled Americana motif and redesigned the boxes and bands from scratch. Click below to read all about the new look and why it was changed.

[Post Embargo's New Look](#) [Alec Bradley Cigar Ratings](#)





THIS ISSUE SPONSORED BY [Boveda](#): The only moisture control found in the boxes of the world's top cigar makers is available for your humidor. Boveda. In this exclusive *Cigar Aficionado* offer, we're offering two free 60-gram Boveda, good for a 50ct humidor, with free shipping if you need to buy more for a larger humidor. Discover how your cigars are supposed to taste with the Global Leader in 2-way Humidity Control. [tryBoveda.com/offer](#)

AD SAMPLES

The screenshot displays the Cigar Aficionado website layout. At the top, there's a navigation bar with social media icons, a search bar, and links for Log In, Subscription Info, and General Info. Below this is a large hero section featuring a close-up of cigars with the text "CUBA: What's Out And What's Coming From Habanos S.A." and a "Rectangle 300x250px" ad placeholder. To the right of the hero section is a "TOP 25 CIGARS OF 2015 COUNTDOWN" section with a timer showing 26 days, 19 hours, 13 minutes, and 25 seconds, and a "Rectangle 300x250px" ad placeholder. Below the hero section are six smaller content blocks arranged in a 3x2 grid, each with a thumbnail image and a title: "INDUSTRY: General Cigar Parts Ways With President Dan Carr", "DRINKS: Cigar Pairing—Elijah Craig 18-Year-Old", "ON NEWSSTANDS NOW: December's Cigar Aficionado, Featuring Jon Voight", "ANNIVERSARY: Smoking 20-Year-Old Fuente OpusX Cigars", "THE GOOD LIFE: Five Tips For Building A Cigar-Friendly Man Cave", and "TRAVEL: Seven Cruise Lines Best Suited For Cigar Smokers".

Log In Subscription Info General Info -

Find Ratings or Articles

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FREE Trial Issue! Subscribe to Cigar Aficionado today.

News & Features Ratings & Reviews Cuba The Good Life Cigar 101 Big Smoke Blogs Top 25 Video Forums

CUBA: What's Out And What's Coming From Habanos S.A.

Rectangle
300x250px

300 x 250

TOP 25 CIGARS OF 2015
COUNTDOWN

26 19 13 25
DAYS HOURS MINUTES SECONDS

VISIT LAST YEAR'S TOP 25

Rectangle
300x250px

300 x 250

INDUSTRY: General Cigar Parts Ways With President Dan Carr

DRINKS: Cigar Pairing—Elijah Craig 18-Year-Old

ON NEWSSTANDS NOW: December's Cigar Aficionado, Featuring Jon Voight

ANNIVERSARY: Smoking 20-Year-Old Fuente OpusX Cigars

THE GOOD LIFE: Five Tips For Building A Cigar-Friendly Man Cave

TRAVEL: Seven Cruise Lines Best Suited For Cigar Smokers

AD SAMPLES

The image shows a screenshot of the Cigar Aficionado website with several annotations for ad placement:

- Leaderboard 728x90px:** A horizontal ad space at the top of the main content area, spanning the width of the page below the navigation bar.
- Rectangle 300x250px:** Two vertical ad spaces on the right side of the page, one above the 'Where to Smoke App' section and one below it.
- Roadblock (units run concurrently):** A callout box pointing to the Leaderboard and the two 300x250px Rectangle ad spaces, indicating they run together.
- 728 x 90:** A label with an arrow pointing to the Leaderboard ad space.

The website layout includes a top navigation bar with links like 'Log In', 'Subscription Info', and 'General Info'. Below this is a main header with the 'cigar aficionado' logo and a search bar. The main content area features sections such as 'Ratings & Reviews', 'Top 25', 'Cigar Of The Week', 'Counterfeit Gallery', and 'Personal Humidor'.