

cigar
aficionado.com

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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.

Cigar Insider Online is a twice-monthly 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 Online also has Q&As with industry insiders, reports on the quality of cigar tobacco crops and the latest information from the Cuban cigar industry.

Cigar Online Subscribers have access to:

- Exclusive Cigar Ratings – A searchable database of over 8,000 cigar ratings from *Cigar Aficionado* magazine and Cigar Insider online newsletter.
- Cigar Insider Online 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 Cigar Online, 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

Cigar Industry

General Cigar
La Perla Habana
Oliva Cigars

Automotive/Travel

Acura
Air New Zealand
Delta Airlines
Hyatt
Las Vegas Convention and
Visitors Authority
United Airlines

Financial

American Express
Financial Times
Wall Street Journal

Fashion/Merchandise/Misc.

Best Buy
Callaway Golf
Dell
Gucci
Playboy Legacy Collection

AUDIENCE

Traffic

- 1 million+ monthly page views
- 160,000+ monthly visits
- 110,000+ monthly unique visitors

DEMOGRAPHICS

- Male/Female: 95% / 5%
- Average Age: 35–39
- Average HHI: \$100,000–\$150,000
- College Degree/Post Graduate: 59%
- Executive, Managerial, Professional: 67%

AD SIZES

- | | |
|-------------|-------------|
| ▪ 120 x 600 | ▪ 300 x 600 |
| ▪ 160 x 600 | ▪ 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 & 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

Technical Ad Specs

- Format: We accept GIF, JPG, HTML, Flash, IFrame, Javascript, and all other pre-approved, DART-compatible Rich Media files.
- 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.

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:

- 160x600; max expansion 400x600
- 728x90; max expansion 728x270
- 300x250; max expansion 500x500
- 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

Ad Type	Dimensions	Max File Size	Animation	Loops	Notes
Skyscraper	160x600	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
Leaderboards	728x90	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
Roadblocks	160x600 and 728x90 (run concurrently)	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media

AD SAMPLES



cigar aficionado

contact us
subscribe
site index

CIGAR OF THE WEEK





ON SALE NOW

SIGN IN

WHAT'S NEW

FORUMS

CIGAR RATINGS

CIGAR INSIDER

RETAILERS

PEOPLE

RESTAURANTS

CIGAR STARS

THE LIBRARY

TRAVEL

DRINKS

EVENTS

CUBA

MOMENTS TO REMEMBER

GOLF

SUBSCRIBE

ADVANCED SEARCH

BACK ISSUES

HELP

Smoke on the Water

For the latest online Moment, cigars off the starboard bow in Bora Bora with Captain Richard aboard the *Taravana*.



MOMENTS TO REMEMBER



Drinking Cigar Syrup

It seems that cigars are moving onto pancake turf by way of the bar in a recently discovered recipe for an Old Fashioned flavored with cigar-infused maple syrup.



GET MORE NEWS and MORE RATINGS

The Poker Bag

The Poker Bag from C.A.O. comes equipped with everything you need for poker night in one sturdy messenger-style backpack.



NEW ADDITIONS TO OUR SITE!



ADVANCED SEARCH

CIGAR FEATURES

[Protests in Ohio](#)

[Cigar Sappy](#)

[Handmade Cigars at Costco](#)

[Regional Cuban Cigars Released](#)

[Ban Blocked in Vegas](#)

[Davidoff of Geneva Acquires Major New York City Retailer](#)

[2007 Big Smoke Line Up](#)

[Nevada Businesses Sue to Halt the Ban](#)

[Casa del Habano Opens in Hamburg](#)

[More Cigar Features](#)

WEEKLY WRAPPER

[The Football Game](#)

DRINKING AND DINING

[The Martini Lounge](#)

HOT TIP

[Aged Scotch](#)

SPECIAL SELECTION

[Por Larrañaga Petit Corona](#)

Skyscraper
160x600

160 x 600

AD SAMPLES

Leaderboard 728x90 (728 x 90)

Roadblock

Roadblock

Roadblock

Units Run Concurrently

The screenshots show the website layout with various sections: Cigar Features, In This Issue, Weekly Wrapper, Cigar Bar Review, Tip Of The Week, Cigar Toy, and Havana Corner. The ads are placed in the top and right-hand areas of the page.