

Your Passport to the Good Life



“With the launch of *Cigar Aficionado* and its continued success, we’ve surpassed everyone’s expectations, including our own, and defied every prediction that we wouldn’t be around the next year.”

—Marvin R. Shanken, CIGAR AFICIONADO

In August 1992, we stood before the crowd of retail tobacconists in Chicago at the annual Retail Tobacco Dealers of America trade show. It was breakfast, and sitting in boxes around the room was the first issue of CIGAR AFICIONADO, with the cover date of Fall 1992. There were lots of smiles and plenty of congratulations offered for the glossy magazine that was devoted to the lifestyle of men who smoke cigars, and the people who make them. Years later, many present that day would say they thought they would never see another issue.

Here we are, years later, and still going strong. It’s been a dream come true. We had always wanted to create a cigar magazine, and after Marvin’s fateful first trip to Cuba in October 1991, he decided to take the plunge. Nine months later, we had a finished magazine. Today, we’ve surpassed everyone’s expectations, including our own, and defied every prediction that we wouldn’t be around the next year.

The good times, and the good things that have happened, are simply too numerous to list here. There was our first celebrity cover—Rush Limbaugh—which not only spread our message to a huge crowd of his fans, but also started a long friendship. We’ve met and known scores of Hollywood celebrities, politicians and business leaders, all because they share a love of cigars.

There was the first Big Smoke, in 1993, where we realized that the tip of the iceberg was hiding a huge universe of cigar lovers; hours before the event, hundreds of people lined up waiting to get in. Since then, many hundreds of thousands have attended those

events, even as we’ve had to find new venues that allow smoking. The annual Big Smoke weekend in Las Vegas is simply the biggest consumer event in the cigar world every year.

We’ve also become great friends with many people in the cigar business. Again, the list is so long, we can’t even begin to run down the people we call our friends and partners. The cigar industry has responded to the world’s renewed interest in cigars with some of the best new products that have ever been in U.S. stores. After decades of being in the doldrums, the cigar business is vibrant, both for cigar makers and cigar sellers.

Smoking bans, new taxes and other kinds of restrictions have all complicated life for people working in the cigar business. But it hasn’t stopped the public from continuing to enjoy a product that it loves.

Cigars create a world of camaraderie with friends, and even strangers. It’s a world that offers a unique kind of relaxation, and all the people who understand the pleasures of a hand-rolled cigar get to share a little bit of the good life every time they light up.

A handwritten signature in black ink, reading "Marvin R. Shanken".

MARVIN R. SHANKEN
Editor & Publisher

A handwritten signature in black ink, reading "Gordon Mott".

GORDON MOTT
Executive Editor



Profile of Our Readers

Mendelsohn Affluent Study 2011, HHI \$100,000+

Total Audience: 276,000

GENDER / MARITAL STATUS

Male	75%
Female	25%
Married	78%

AGE

21+	100%
25–54	64%
35–64	75%
Median Age	47

HH & ASSET VALUES

Median HHI	\$168,504
HHI \$100,000+	100%
HHI \$150,000+	60%
HHI \$200,000+	40%
Median Total HH Net Worth	\$613,015
Median Value of Financial Accounts plus Real Estate	\$794,075

PROPERTY & REAL ESTATE

Own Home	96%
Own 2+ Homes	31%
Value of Principal Residence \$250,000+	73%
Value of Principal Residence \$500,000+	23%

EDUCATION & OCCUPATION

Any Top Management/Chief Officer Title	41%
College Degree+	100%

PASSIONS, HOBBIES & INTERESTS**Travel**

Own a Valid Passport	74%
Average Vacations per Year	4
Take a Cruise or Trip/Vacation	79%
Average Business Trips per Year	12
Flies First Class or Business Class	35%
Travel Outside the U.S.	56%
Travel within the U.S. in past year	81%

Fashion and Accessories

Spent \$3,000+ on Apparel	58%
\$1,000+ on Men's Apparel & Accessories in the past year	73%

Entertainment and Leisure

\$3,000+ on Leisure, Entertainment, and Dining	45%
\$2,000+ on Entertainment and Dining in the past year	64%
Entertains At Home	51%
Attends Live Theater/Art Auctions/Gallery Exhibits	62%
Golf 24+ Times per Year	56%
Remodels/Renovates Home	58%
Belong to any Private Club	50%
Owns / Leases 2+ Vehicles	75%
Average number of Vehicles Owned/Leased	2.5



MRI Spring 2011 Survey

Total Audience	1,905,000
Readers Per Copy	8.39

GENDER / MARITAL STATUS

Male	86%
Female	14%
Married	79%

AGE

21+	100%
25-54	77%
35-64	81%
Median Age	48

HOUSEHOLD INCOME

Median HHI	\$146,857
HHI \$150,000+	47%
Mean Respondent Income	\$107,914

PROPERTY & REAL ESTATE

Owens Home	80%
Own Home \$200,000+	70%

EDUCATION & OCCUPATION

Attended College+	86%
College Degree+	66%
Managerial/Professional	58%
Fin/Acct/Eng/GenMgmt	59%
C-Suite/Top Mgmt	28%

All numbers HHI \$100,000+ except total audience and RPC (no income)





a sampling of our luxury advertisers

AUTOMOTIVE & MOTORCYCLE

- Audi
- BMW
- Cadillac
- Camaro
- Ford Flex
- Harley-Davidson
- Honda S2
- Hummer
- Jaguar
- Lexus
- Nissan
- Mercedes-Benz
- Porsche
- Saturn

OTHER LUXURY

- American Express
- Kohler
- Viking Range
- Visa

WATCH & JEWELRY

- Bell & Ross
- Carl F. Bucherer
- Cartier
- Chopard
- IWC
- Jacob & Co.
- Maurice Lacroix
- Mikimoto
- Oceanus
- Panerai
- Zenith

CONSUMER ELECTRONICS

- Bang & Olufsen
- Canon

TRAVEL

- Borgata Hotel & Casino
- Dominican Republic
- Doonbeg Golf Resort
- Embassy Suites
- Foxwoods
- India Tourism
- MGM Grand
- Monaco Tourism
- Net Jets
- Pinehurst
- Punta Nizuc
- Punta Cana Resort & Club
- Quintess
- Ritz Carlton Club & Residences
- Roco Ki
- Sea Island Resort
- St. Kitts Marriott
- Trump International Golf Club: Residences
- Venetian Hotel & Casino
- Villas at Royal Lahaina

FASHION & ACCESSORIES

- Chanel
- Ermenegildo Zegna
- Louis Vuitton
- Talbott
- Tommy Bahama

CIGARS & ACCESSORIES

- A. Turrent World Select
- Alec Bradley
- Arturo Fuente
- Ashton
- CAO International
- Casa Magna
- Chateau Real

- Cohiba
- Cuesta-Rey
- Cusano
- Davidoff
- Diamond Crown
- Don Pepin
- Don Tomas
- Dunhill
- Felipe Gregorio
- Fonseca
- Gran Habanos
- Gurkha
- Joya de Nicaragua
- La Aurora
- La Aroma de Cuba
- La Caya
- La Flor Dominicana
- La Gloria Cubana
- Liga Privada No. 9
- Macanudo
- Oliva
- Padilla
- Partagas
- Rocky Patel Premium
- S.T. Dupont
- San Cristobal
- Savinelli
- Siglo
- Stradivarius
- Tatuaje
- Ted's
- Torano
- Winston Churchill
- Zino Platinum
- Zippo BLU



2012 issue dates and deadlines

COVER DATE	SPACE CLOSE	MATERIAL DUE	SUBSCRIBER MAIL DATE	NEWSSTAND ON-SALE DATE
Jan/Feb 2012	Nov 29, 2011	Dec 06, 2011	Jan 04, 2012	Jan 24, 2012
March/April 2012	Jan 20, 2012	Jan 27, 2012	Feb 21, 2012	March 13 ,2012
May/June 2012	March 2, 2012	March 09, 2012	April 3, 2012	April 24, 2012
July/August 2012	May 03, 2012	May 10, 2012	June 5, 2012	June 26, 2012
Sept/Oct 2012	July 6, 2012	July 13, 2012	Aug 7, 2012	Aug 28, 2012
Nov/Dec 2012	Sept 14, 2012	Sept 21, 2012	Oct 16, 2012	Nov 6, 2012



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%

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.

FOR FURTHER INFORMATION

Go to mshanken.com, or contact:

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ADVERTISING SIZE SPECIFICATIONS

	WIDTH	DEPTH
Publication Trim Size	9.75"	11.875"
Full Page Safety	9.5"	11.625"
Full Page Bleed	10"	12.125"
Full Page Non-Bleed	8.125"	10.5"
Spread Trim Size	19.5"	11.875"
Spread Safety	19.25"	11.625"
Spread Bleed	19.75"	12.125"
Spread Non-Bleed	16.25"	10.5"
2/3 Page Vertical Bleed	7"	12.125"
2/3 Page Vertical Non-Bleed	6"	10.5"
1/2 Page Spread Bleed	19.75"	6"
1/2 Page Vertical Bleed	4.875"	12.125"
1/2 Vertical Non-Bleed	4"	10.5"
1/2 Page Horizontal Bleed	10"	6"
1/2 Page Horizontal Non-Bleed	8.125"	5"
1/3 Page Vertical Non-Bleed	3.625"	10.5"
1/3 Page Vertical Bleed	3.75"	12.125"



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, or 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.