

# 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

2013 Ipsos Affluent Survey USA DB, HHI \$100,000+

Total Audience: 379,000

### GENDER / MARITAL STATUS

Men	81%
Women	19%
Married	72%

### AGE

21+	100%
25-54	59%
35-64	64%
Median Age	50

### HHI & ASSETS

Median HHI	\$160,964
HHI \$150K+	58%
Median Value of Financial Accounts + Real Estate	\$936,592
Own Principal residence	88%
Own or Lease 2+ Vehicles	87%

### EDUCATION & OCCUPATION

College Degree	61%
Top Mgmt/Chief Officer/Professional	54%

### PASSIONS, HOBBIES & INTERESTS

	INDEX
\$15K on Total Travel	212
Took 30+ Round Trips in the Past Year	291
Took 5+ Foreign Trips in the Past Year	285
\$10K+ on Artwork and Collectibles	197
Have Wine Cellar or Fridge	269
Drinks Whiskey	240
Drinks 6+ Distilled Spirits Per Week	331
Buys Liquor by Case	210
4+ Glasses Champagne/Sparkling Wine/Wk	377
\$5K+ on Watches/Jewelry	367
Plays Golf 24+ Times Per Year	218







## MRI Fall 2013 Survey

Total Audience	1,524,000
Readers Per Copy	6.10

### GENDER / MARITAL STATUS

Male	85%
Female	15%
Married	68%

### AGE

21+	100%
25-54	68%
35-64	72%
Median Age	45

### HOUSEHOLD INCOME

Median HHI	\$167,796
HHI \$150K+	60%
HHI \$200K+	31%
Mean Respondent Income	\$105,258

### PROPERTY & REAL ESTATE

Owns Home	84%
Owns Home 200K+	68%
Owns Home 400K+	34%

### EDUCATION & OCCUPATION

Attended College+	93%
College Degree+	63%
Managerial/Professional	50%
Fin/Acct/Eng/Gen Mgmt	48%

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





## a sampling of our luxury advertisers

### AUTOMOTIVE

911 Carrera Cabriolet  
A5  
Acura  
Bridgestone  
Cadillac  
Camaro  
Cayman  
Chevrolet Impala  
Corvette  
Edge  
Exotic Classics  
Fusion  
Hyundai  
Jeep  
Lexus  
Maserati  
Mercedes-Benz  
Panamera S Hybrid  
Porsche 911  
Taurus  
Touareg

### WATCHES & JEWELRY

Ball Watch  
Bell & Ross USA  
Bulova  
Cartier  
CFB North America  
Chanel  
Corum  
Cuervo y Sobrinos  
David Yurman  
IWC  
Jaquet Droz  
LVMH Watch  
Oris USA  
Panerai  
Tag Heuer  
Tutima  
Ulysse Nardin  
Vacheron  
Van Cleef & Arpels

### CIGAR ACCESSORIES

Andre Garcia  
Blazer Lighter  
Burn

Casa Magna  
Colibri Lighters  
Daniel Marshall  
Elie Bleu  
Humidif  
Humidipak  
Humidordiscount  
Liebherr-Hausgeräte  
Lighters Direct  
Lotus Lighters  
Snus  
The Cigar Gard  
Ventura Cigar Company  
Xikar

### CONSUMER ELECTRONICS

Bose  
Fujifilm  
Harman

### SPIRITS

1800 Tequila  
3 Olives  
Absolut  
Appleton Rum  
Ardbeg  
Bacardi  
Balvenie  
Belvedere  
Bombay Sapphire  
Botran Rum  
Bulleit Bourbon  
Bushmills  
Captain Morgan  
Carpano Antica Formula  
Cazadores  
Cointreau  
Courvoisier XO  
Crown Royal  
Crystal Head Vodka  
Dewars  
Dobel Tequila  
Don Julio  
Don Q Rum  
Drambuie  
D'Usse  
El Tesoro  
George Dickel  
Glenfiddich

Glenmorangie  
Grand Marnier  
Grey Goose  
Hendrick's Gin  
Hennessy  
Jack Daniels  
Jameson  
Johnnie Walker Blue  
Ketel One  
Michter's American Whiskey  
Milagro Tequila  
Mount Gay Rum  
Patrón Tequila  
Rémy Martin  
Ron Matusalem  
Ron Zacapa  
Skyy Vodka  
Stoli  
Tanqueray Gin  
The Glenlivet  
Tullamore Dew  
Wild Turkey  
Zafra Rum  
Zaya Rum

### RESORT/TRAVEL

Bellagio  
Casa De Campo  
Dominican Republic  
Foxwoods  
Golf Club at Devils Tower  
Mexico Tourism Board  
Mirage  
Palazzo  
The Resort at Paws Up  
Venetian Hotel & Casino  
Visit St. Petersburg

### FASHION

Chanel  
Giorgio Armani  
LVMH Leather  
Mr Porter  
Paul Fredrick

### OTHER

Illycaffé Espresso



## 2014 issue dates and deadlines

COVER DATE	SPACE CLOSE	MATERIAL DUE	SUBSCRIBER MAIL DATE	NEWSSTAND ON-SALE DATE
Jan/Feb 2014	Nov. 22, 2013	Dec. 2, 2013	Dec. 20, 2013	Jan. 10, 2014
March/April 2014	Jan. 13, 2014	Jan 17, 2014	Feb. 11, 2014	March 4, 2014
May/June 2014	March 3, 2014	March 7, 2014	April 1, 2014	April 22, 2014
July/August 2014	May 5, 2014	May 9, 2014	June 3, 2014	June 24, 2014
Sept/Oct 2014	July 7, 2014	July 11, 2014	August 5, 2014	August 26, 2014
Nov/Dec 2014	Sept. 8, 2014	Sept. 12, 2014	Oct. 7, 2014	Oct. 28, 2014
Jan/Feb 2015	Nov. 24, 2014	Nov. 28, 2014	Dec. 19, 2014	Jan. 13, 2015



## 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](http://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.