



# cigar aficionado

2022 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: GFK MRI Doublebase 2020 , Google Analytics 2021

## **TOTAL BRAND FOOTPRINT**

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**REACHING 2.7+ MILLION**

### **PRINT**

1,400,000 Passionate readers

### **DIGITAL**

571,000 Enthusiastic viewers

### **SOCIAL**

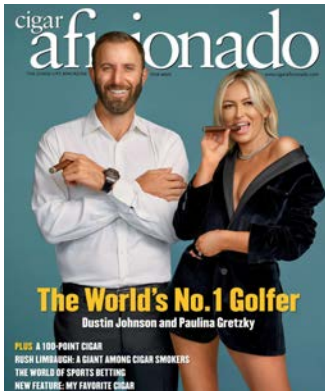
535,000 Active brand ambassadors

### **NEWSLETTERS**

165,000 Opt-in subscribers

### **EVENTS**

7,000+ Highly engaged consumers



## PRINT PRESENCE

252,000  
CIRCULATION

5.5  
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	87%
FEMALE	13%
MEDIAN AGE	45
AGED 25-54	67%
MEDIAN HHI	\$193,039
MEDIAN HH NET WORTH	\$1.4 MM
COLLEGE EDUCATED	97%
PROFESSIONAL/MANAGERIAL	83%
OWN OR LEASE 2+ VEHICLES	81%

## TOTAL YEARLY LUXURY EXPENDITURES \$120 BILLION

Home & Garden	\$23 BILLION
Financial Services	\$15 BILLION
Auto	\$15 BILLION
Apparel + Accessories	\$8 BILLION
Leisure, Dining, Wine & Spirits	\$7 BILLION
Travel	\$7 BILLION
Jewelry + Watches	\$5 BILLION



## CIGAR AFICIONADO DIGITAL EDITIONS



The multiplatform digital editions provide users with a unique way to engage with the magazine whether on smart phone, tablet or computer.



POWERED BY



amazonkindle 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

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



NEW OFFERINGS!

## CIGAR AFICIONADO DIGITAL ADVERTISING

Cigar Aficionado has a strong digital presence across our website, social media pages and our 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.

FOR MORE INFORMATION, ASK FOR OUR **DIGITAL CAPABILITIES DECK**

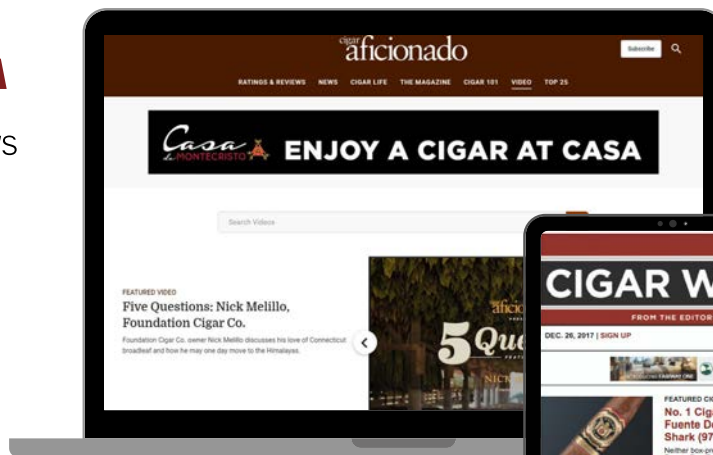
### QUALITY AUDIENCE

AVERAGE AGE	40
AVERAGE HHI	\$606,000
AVERAGE NET WORTH	\$3.1MM
COLLEGE EDUCATED	96%
PROFESSIONAL/MANAGERIAL	91%

### AVAILABLE OPPORTUNITES:

- High-Impact IAB
- Standard IAB Display Units
- Video Pre-Roll
- M.Shanken Private Marketplace
- Email Marketing
- Newsletter Marketing
- Editorial 101 Videos
- Social Media Organic & Paid Content
- Content Marketing
- Connected TV

**1.4 MM**  
MONTHLY  
PAGE VIEWS



**571K**  
MONTHLY  
VISITS

**310K**  
UNIQUE  
MONTHLY VISITS





## **SIGNATURE EVENT**

### **BIG SMOKE**

For 29 years, Cigar Aficionado Big Smoke event 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 7,000+ guests
- Social media extensions
- On-site promotion & database collection



### **2022 DATES & LOCATIONS**

#### **BIG SMOKE MEETS WHISKYFEST**

2022 Date & Location TBD

#### **BIG SMOKE LAS VEGAS**

2022 Date TBD

The Mirage

Las Vegas, NV



## 2022 ISSUE DATES & DEADLINES



### **JANUARY/ FEBRUARY**

Space Close: December 27, 2021  
Material Due: December 29, 2021  
Mail Date: January 28, 2022  
Newsstand: February 15, 2022

### **MARCH/APRIL**

Space Close: January 31, 2022  
Material Due: February 2, 2022  
Mail Date: March 4, 2022  
Newsstand: March 22, 2022

### **MAY/JUNE**

Space Close: April 4, 2022  
Material Due: April 6, 2022  
Mail Date: May 6, 2022  
Newsstand: May 24, 2022

### **JULY/AUGUST**

Space Close: June 6, 2022  
Material Due: June 8, 2022  
Mail Date: July 8, 2022  
Newsstand: July 26, 2022

### **SEPTEMBER/OCTOBER**

Space Close: August 8, 2022  
Material Due: August 10, 2022  
Mail Date: September 9, 2022  
Newsstand: September 27, 2022

### **NOVEMBER/DECEMBER**

Space Close: October 3, 2022  
Material Due: October 5, 2022  
Mail Date: November 4, 2022  
Newsstand: November 22, 2022

### **JANUARY/FEBRUARY 2022**

Space Close: December 5, 2022  
Material Due: December 7, 2022  
Mail Date: January 6, 2023  
Newsstand: January 24, 2023

**Please note we can offer extensions on space and art.**

Contact: Jennifer Arcella • 212-684-5147 • [jarcella@mshanken.com](mailto:jarcella@mshanken.com)

# 2022 ADVERTISING COSTS & INFORMATION

EFFECTIVE JANUARY 1, 2022

## GENERAL

Frequency:	6x
Single Copy Price:	\$7.99 U.S. / \$8.99 CAN
Annual Subscription Price:	\$24.95

## ADVERTISING RATES

### Four Color

Frequency:	1x	6x	12x
<b>Full Page</b>	\$35,180	\$33,640	\$31,580
<b>2/3 Page</b>	\$29,880	\$28,560	\$26,860
<b>1/2 Page</b>	\$26,340	\$25,260	\$23,700
<b>1/3 Page</b>	\$17,780	\$16,940	\$15,780

### Black and White

Frequency:	1x	6x	12x
<b>Full Page</b>	\$29,880	\$28,560	\$26,840
<b>2/3 Page</b>	\$25,400	\$24,260	\$23,520
<b>1/2 Page</b>	\$22,400	\$21,420	\$20,100
<b>1/3 Page</b>	\$16,000	\$15,560	\$14,400

### Special Positioning Premiums

<b>2nd Cover Gatefold:</b>	On Request
<b>3rd Cover:</b>	10%
<b>4th Cover:</b>	25%

### Notes

<b>Agency Commission:</b>	15%
<b>Bleed:</b>	15% premium
<b>2 Color:</b>	10% premium above earned B&W rate
<b>5th Color:</b>	20% premium
<b>2% cash discount not available</b>	
<b>Copy split by State only</b>	\$3,500/split (net)

## DISCOUNTS

Discounts apply to space run within one year of first insertion. Advertising from different divisions of the same company may be combined for discount purposes. Advertising appearing in any combination of M. Shanken Communications' publications will qualify for a discount level equal to the combined total insertions.

## ISSUANCE AND CLOSING DATES

Published 6 times a year. Closing for insertion orders is approximately 10 weeks prior to cover date. All advertising production materials are due 1 week after space closing.

## CIGAR AFICIONADO CONTACTS:

### NEW YORK

825 Eighth Ave. 33rd Floor  
New York, NY 10019  
Tel: 212-684-4224  
Fax: 212-481-1540

### Vice President, Associate Publisher:

Barry Abrams, babrams@mshanken.com

### WEST COAST

1686 Union Street, Suite 207  
San Francisco, California 94123  
Tel: 415-673-2040  
Fax: 415-673-0103



# 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.

## FOR FURTHER INFORMATION

Go to [mshanken.com](http://mshanken.com), or contact:

Jennifer Arcella  
[jarcella@mshanken.com](mailto:jarcella@mshanken.com)  
tel:212.684.5147

## ADVERTISING SIZE SPECIFICATIONS

	Width	Depth
Publication Trim Size	9.75"	11.875"
Full Page Safety	9.25"	11.375"
Full Page Bleed	10"	12.125"
Full Page Non-Bleed	8.125"	10.5"
Spread Trim Size	19.5"	11.875"
Spread Safety	19"	11.375"
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"

Visit [www.mshanken.SendMyAd.com](http://www.mshanken.SendMyAd.com), "Ad Sizes" for mechanical specification with template.

Any ad less than a full page size that is not bordered may be enclosed with a hairline or 1 point rule at the discretion of the production department.

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

## **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: babrams@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: clewis@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@wnpmedia.com

### Special Account Representative

**Steve Bliman**

760-994-0285 - email: bliman@cox.net