

cigar aficionado

THE GOOD LIFE MAGAZINE FOR MEN

www.cigaraficionado.com

**WORLD TRAVEL
BUCKET LIST**

**MUSCLE CARS
ARE BACK**

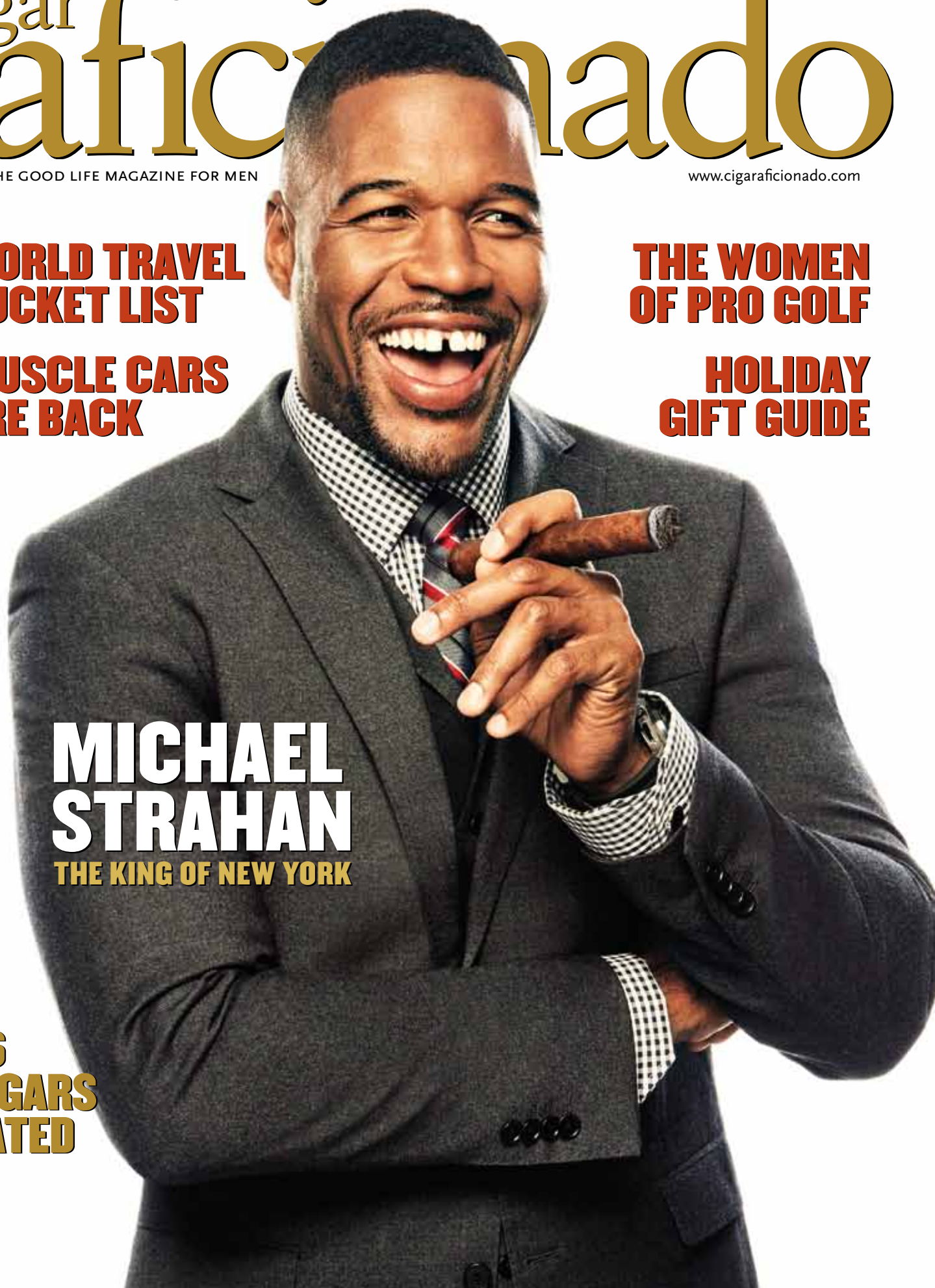
**THE WOMEN
OF PRO GOLF**

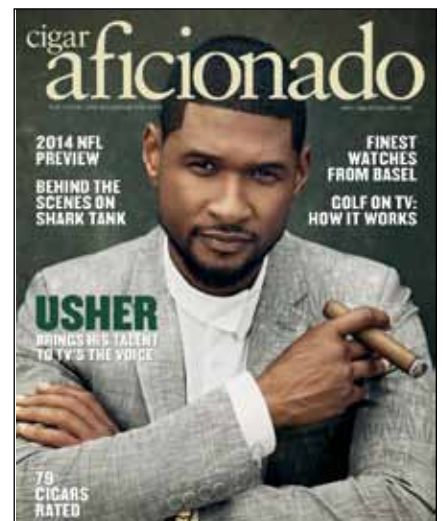
**HOLIDAY
GIFT GUIDE**

**MICHAEL
STRAHAN**

THE KING OF NEW YORK

**76
CIGARS
RATED**







Profile of Our Readers 2014 Ipsos Affluent Survey USA, HHI \$100,000+

Total Audience: 379,000

GENDER / MARITAL STATUS

Men	81%
Women	19%
Married	71%

AGE

21+	100%
25-54	63%
35-64	72%
Median Age	51

HHI & ASSETS

Median HHI	\$154,326
Median Value of Financial Accounts + Real Estate	\$953,212
Own Principal Residence	91%
Own or Lease 2+ Vehicles	84%

EDUCATION & OCCUPATION

College Degree+	71%
Top Mgmt/Chief Officer/Professional	64%

PASSIONS, HOBBIES & INTERESTS

	INDEX
Have Wine Cellar or Fridge	253
Drinks 6+ Distilled Spirits Per Week	234
\$5K+ on Leisure/Entertainment	214
\$15K+ on Watches/Jewelry	363
Plays Golf 24+ Times Per Year	222
Spends \$50K+ on Travel	230
Spends \$5K+ on Watches	411
Drives Luxury Vehicle	459





MRI Fall 2014 Survey

Total Audience	1,814,000
Readers Per Copy	7.58

GENDER / MARITAL STATUS

Male	77%
Female	23%
Married	56%

AGE

21+	97%
25-54	67%
35-64	60%
Median Age	45

HOUSEHOLD INCOME

Median HHI	\$101,998
HHI \$150K+	24%
Average Respondent Income	\$78,519

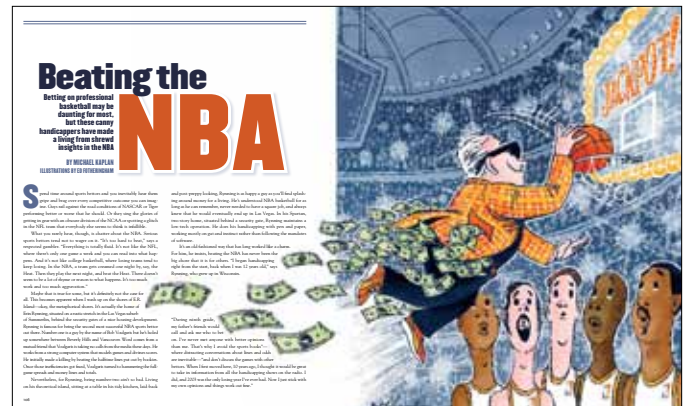
PROPERTY & REAL ESTATE

Owens Home	72%
Owens Home \$200K+	45%

EDUCATION & OCCUPATION

Attended College+	73%
College Degree+	45%
Fin/Acct/Eng/Gen Mgmt	44%





cigar aficionado

**According to the Fall 2014 MRI Study,
Cigar Aficionado has the highest household income
over all competitive men's magazines.**

	<i>Median HHI</i>
1. Cigar Aficionado	\$101,998
2. Golf Magazine	\$95,821
3. Golf Digest	\$95,015
4. Fortune	\$92,597
5. Forbes	\$87,813
6. Men's Health	\$82,245
7. Men's Journal	\$81,557
8. Men's Fitness	\$74,600
9. GQ (Gentlemen's Quarterly)	\$70,627
10. Esquire	\$65,916





extend your reach

CIGAR AFICIONADO extends your reach by providing a unique audience of readers, with minimal duplication compared to other upscale, lifestyle, business and general interest magazines.

% Duplication of
CIGAR AFICIONADO
Readers that also read

The Wall Street Journal	12.9%
GQ	11.1%
Esquire	10.8%
Golf Digest	10.7%
Men's Journal	9.3%
Architectural Digest	9.2%
Forbes	9.1%
Vanity Fair	9.1%
Fortune	8.1%
The New Yorker	5.8%



Source: 2014 Ipsos Affluent Survey, USA, \$100K+ HHI



a sampling of our luxury advertisers

AUTOMOTIVE

911 Carrera Cabriolet
Acura
Camaro
Cayman
Chevrolet Impala
Chrysler SRT
Corvette
Ford Edge
Ford Fusion
Hyundai
Jeep
Lexus
Maserati
Mercedes-Benz
Porsche 911
Nissan

WATCHES & FASHION

Ball Watch
Bertucci
Breitling
Bremont
Bulova
Cartier
Carl F. Bucherer
Chanel
Charles Tyrwhitt
Cuervo y Sobrinos
Graham
Hublot
Jaquet Droz
Louis Vuitton
Maurice LaCroix
Oris
Panerai
Seiko
Tag Heuer
Ulysse Nardin
Van Cleef & Arpels
Westime

CIGAR ACCESSORIES

Andre Garcia
Blazer Lighter
Burn
Casa Magna
Colibri Lighters
Daniel Marshall
Humidipak
Humidordiscount
Liebherr-Hausgeräte

Lighters Direct
Lotus Lighters
Rabbit Air
Ventura Cigar Company
Xikar

ELECTRONICS/ APPLIANCES

Fujifilm
Harman
Illycaffé Espresso

RESORT/TRAVEL

Casa de Campo
Casa Vieja
Dominican Republic Tourism
Kohler
Mexico Tourism Board
Mirage
Nizuc
Palazzo
Pikewood
Seminole Hard Rock Hotel & Casino
The Resort at Paws Up
The Wellesley
Venetian Hotels & Casino

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

SPIRITS

1800 Tequila
Absolut
Appleton Rum
Ardbeg
Bacardi
Balvenie
Belvedere
Bombay Sapphire
Botran Rum
Bowmore

Bulleit Bourbon
Bushmills
Captain Morgan
Carpano Antica Formula
Cazadores
Chivas Regal
Ciroc Vodka
Crown Royal
Crystal Head Vodka
Dewars
Dobel Tequila
Don Julio
Drambuie
D'Usse
El Tesoro
George Dickel
Glenfiddich
Glenmorangie
Glenlivet
Grand Marnier
Grey Goose
Hendricks's Gin
Hennessy
Jack Daniel's
Jameson
Johnnie Walker Blue
Jose Cuervo
Ketel One
Maker's Mark
Michter's American Whisky
Milagro Tequila
Mount Gay Rum
Patrón Tequila
Rémy Martin
Ron Diplomatico Rum
Ron Matusalem
Rom Zacapa
Sambuca
Skyy Vodka
Smirnoff Vodka
Stoli
Talisker
Tanqueray Gin
The Glenlivet
Three Olives
Tullamore Dew
Ultimat
Wild Turkey
Woodford Reserve
Zafra Rum
Zaya Rum



2015 issue dates and deadlines

COVER DATE	SPACE CLOSE	MATERIAL DUE	SUBSCRIBER MAIL DATE	NEWSSTAND ON-SALE DATE
Jan/Feb 2015	Nov. 24, 2014	Nov. 28, 2014	Dec. 19, 2014	Jan. 13, 2015
March/April 2015	Jan. 13, 2015	Jan 16, 2015	Feb. 10, 2015	March 3, 2015
May/June 2015	March 3, 2015	March 6, 2015	March 31, 2015	April 21, 2015
July/August 2015	May 5, 2015	May 8, 2015	June 2, 2015	June 23, 2015
Sept/Oct 2015	July 7, 2015	July 10, 2015	August 4, 2015	August 25, 2015
Nov/Dec 2015	Sept. 8, 2015	Sept. 11, 2015	Oct. 6, 2015	Oct. 27, 2015
Jan/Feb 2016	Nov. 24, 2015	Nov. 27, 2015	Dec. 18, 2015	Jan. 12, 2016



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"