



A full-page photograph of Chris Pratt. He is wearing a light grey suit jacket over a white shirt and a dark grey patterned tie. He has a mustache and short brown hair. He is looking directly at the camera with a slight smile. His left hand is tucked into his trouser pocket, and his right hand is raised, holding a brown cigar between his fingers. The background is a solid, neutral grey.

cigar
aficionado
2018 MEDIA KIT

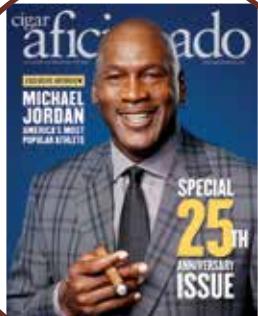
Mission Statement

Cigar Aficionado is the authentic and genuine voice for **affluent men who enjoy living a luxurious lifestyle.**

They appreciate a good cigar, but also **living the good life** and pursuing experiences in **travel, sports, automotive, watches, fine wine and dining.**



Total Brand Footprint & Offerings



PRINT

1.7MM

DIGITAL

700,000



SOCIAL

275,000

NEWSLETTER

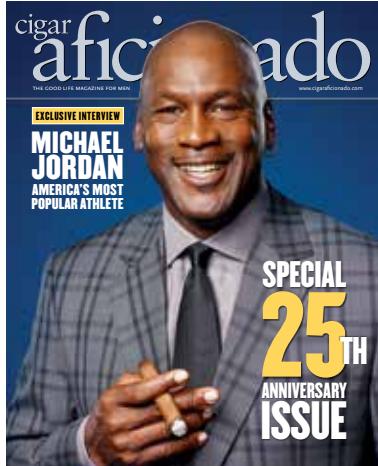
152,000

EVENTS

5,000

Source: 2017 GfK MRI Doublebase, Google Analytics 2017

The Good Life Guide for Men

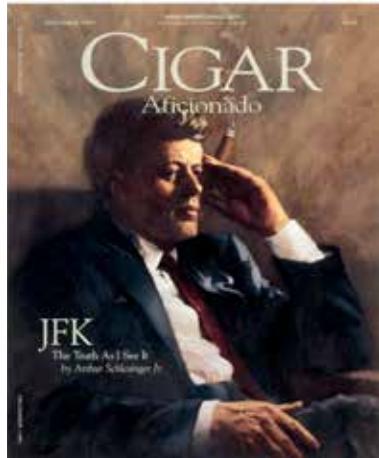


6x

NUMBER OF ISSUES PUBLISHED IN A YEAR

\$24.95

COST OF ONE-YEAR SUBSCRIPTION

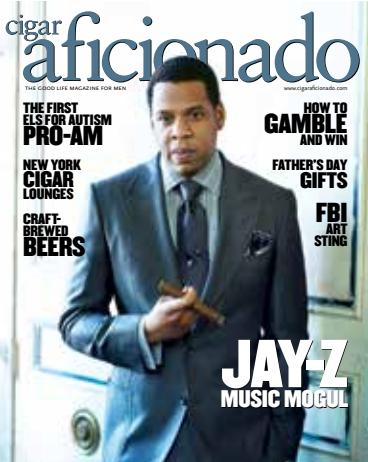


60.8 Minutes

AVERAGE TIME SPENT PER ISSUE

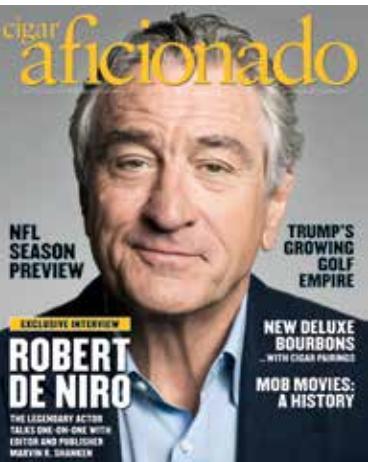
257,000

CIRCULATION



7.15

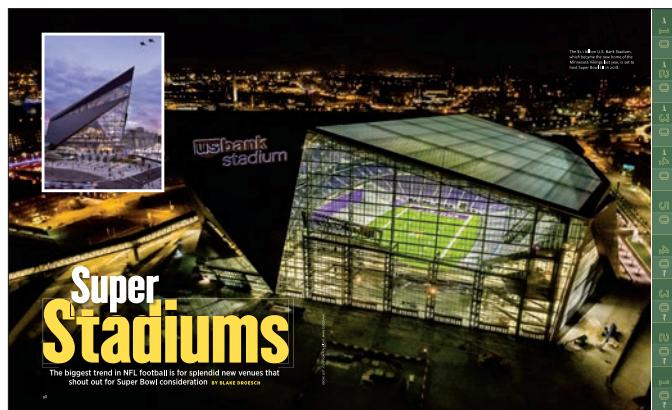
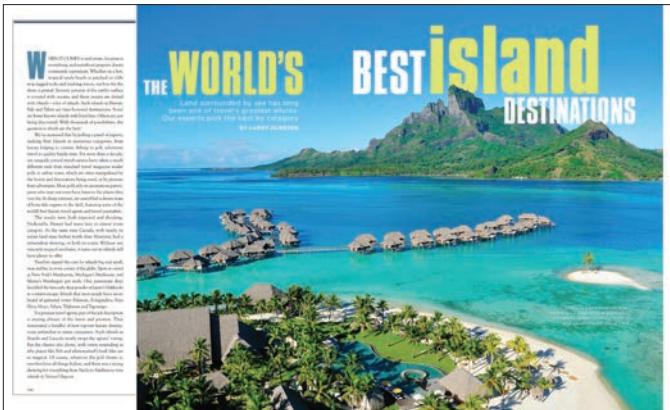
READERS PER COPY



Source: 2017 GfK MRI, AAM December 2017

cigar
aficionado

Editorial Coverage



Digital Offerings



CIGAR WATCH NEWSLETTER

Tile Banner
(300x50)

Sponsored Content
(540x304)

Available on
Desktop + Mobile

CIGARAFICIONADO.COM

Billboard Unit
Desktop (1320x330)

Run-of-Site
Leaderboard (1200x150)
Portrait (450x900)
Square (450x450)

MOBILE

Billboard Unit
(450x450)
Leaderboard
(450x75)

Signature Event

BIG SMOKE



ABOUT BIG SMOKE

For 25 years, Cigar Aficionado's Big Smoke has been the most prestigious consumer event in the world. Hosted in both Las Vegas and Miami, 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

- Brand Presence within Big Smoke
- Printed Ad in Event Booklet
- Gift bag inclusion to 4,000+ Guests
- Room Drops to Attendees
- On-site Prizing and Delivery of Opt-ins
- Social Media Extensions

Cigar Aficionado Audience Profile (Ipsos)



2017 Fall Ipsos Affluent Survey

Gender/Marital Status

Male	80%
Female	20%

Age

Average Age	43
21+	98%
25-54	72%

HHI & Assets

Average HHI	\$369,361
Average HH Net Worth	\$2,090,513
Own or Lease 2+ Vehicles	77%

Education & Occupation

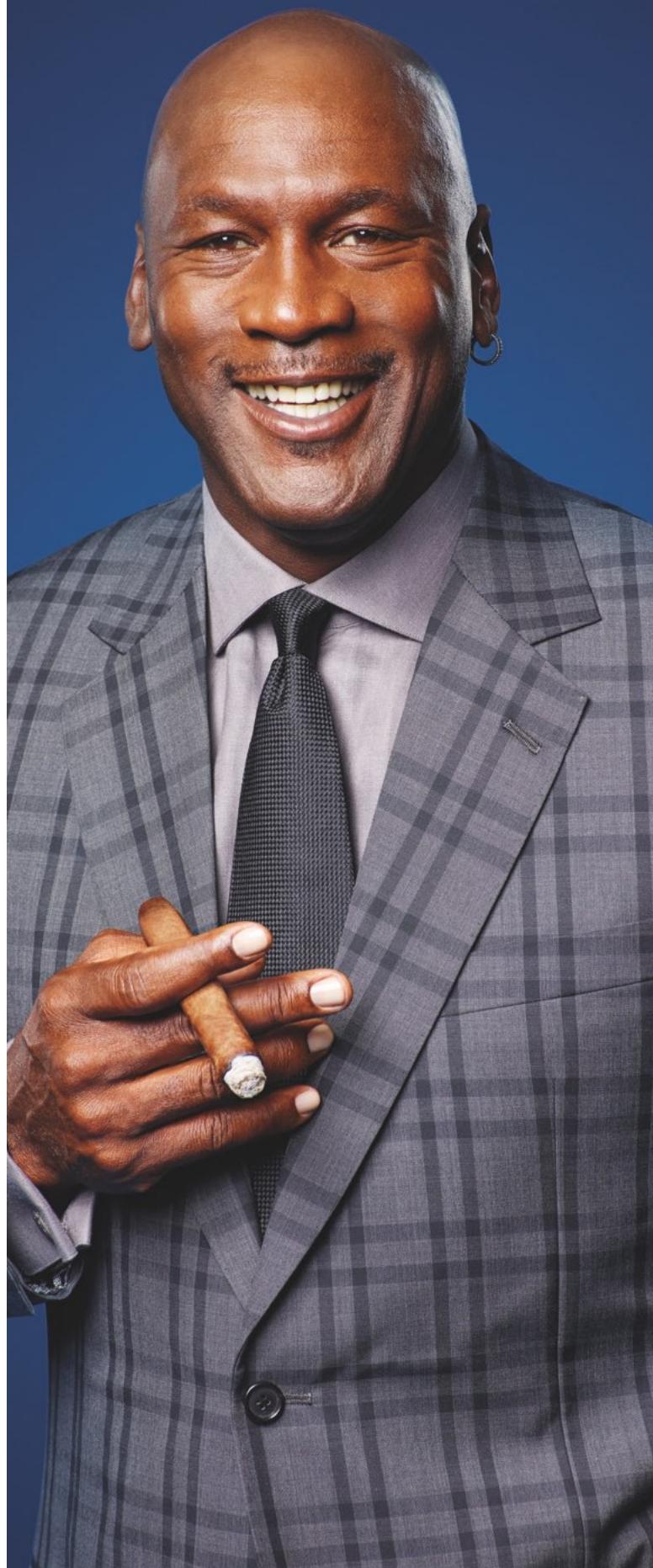
College Educated	96%
Professional/Managerial	86%

Passions, Hobbies & Interests

Index

\$100,000 Spent on New Vehicles	488
\$5,000+ on Men's Designer Clothing	331
\$10,000+ on Watches/Jewelry	313

Drinks 6+ Distilled Spirits Per Week	272
\$15,000+ on Leisure, Travel, Dining	264
20+ Airline Trips Taken in a Year	227



Cigar Aficionado Audience Profile (MRI)



2017 GfK MRI DB

Gender/Marital Status

Male	83%
Female	17%

Age

Average Age	46
25-54	67%

HHI & Assets

Average Household Income	\$123,230
Average HH Net Worth	\$570,288

Education & Occupation

College Educated	85%
Managerial/Professional	74%

Our Readers

Index

Play Golf on a Monthly Basis	274
Own/Lease a Luxury Imported Car	224
Have Gambled in a Las Vegas Casino in Past Year	213
Own a Power Boat	208
6+ Foreign or Domestic Trips in Past Year	187
Went Hunting or Fishing in Past Year	175
Own a Motorcycle	133

Source: 2017 GfK MRI DB TBF I,532,000





2018 issue dates and deadlines

COVER DATE	SPACE CLOSE	MATERIAL DUE	SUBSCRIBER MAIL DATE	NEWSSTAND ON-SALE DATE
February 2018	Nov. 20, 2017	Nov. 27, 2017	Dec. 20, 2017	Jan. 9, 2018
April 2018	Feb. 12, 2018	Feb. 15, 2018	March 14, 2018	April 3, 2018
June 2018	March 26, 2018	March 29, 2018	May 2, 2018	May 22, 2018
August 2018	May 14, 2018	May 17, 2018	June 20, 2018	July 10, 2018
October 2018	July 30, 2018	August 2, 2018	Sept. 5, 2018	Sept. 25, 2018
December 2018	Sept. 10, 2018	Sept. 13, 2018	Oct. 17, 2018	Nov. 6, 2018
February 2019	Nov. 26, 2018	Nov. 29, 2018	Jan. 9, 2018	Jan. 29, 2019



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%

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:

Christina Chiaffitella
cchiaffitella@mshanken.com
TEL: 212-684-4224 x321

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"

cigaraficionado.com

2018 CIGAR AFICIONADO ONLINE PRODUCTION SPECS

Cigar Aficionado.com Banner Ads

Placement Type	Platform	Dimensions	Format	Max Image Size	Animation Requirements
Billboard Banner	Desktop	1320x330	JPG, GIF, HTML5*	150kb	If animated, must endlessly loop
Billboard Banner	Mobile	450x450	JPG, GIF, HTML5*	150kb	If animated, must endlessly loop
Portrait Banner	Desktop	450x900	JPG, GIF, HTML5*	150kb	If animated, must endlessly loop
Square Banner	Desktop	450x450	JPG, GIF, HTML5*	150kb	If animated, must endlessly loop
Leaderboard Banner	Desktop	1200x150	JPG, GIF, HTML5*	150kb	If animated, must endlessly loop
Leaderboard Banner	Mobile	450x450	JPG, GIF, HTML5*	150kb	If animated, must endlessly loop

*All HTML5 units should be responsive. Therefore, to ensure proper display, please set all units to 100% rather than fixed width and height.

Cigar Watch E-Newsletter Sponsorship

Placement Type	Platform	Dimensions / Text	Format	Max Image Size	Animation Requirements
Premium Placement (1st position)	Mobile, Desktop	*300x50px JPG or GIF image (top tile) *540x304px JPG image (sponsored content image) *Short photo caption (about 10 words max) *50 words of text* URL(s) *Suggested Tweet (up to 118 characters, plus shortened URL)	JPG, GIF	150kb	If animated, must endlessly loop
Run of Site Placement (1st position)	Mobile, Desktop	*540x304px JPG image (sponsored content image) *Short photo caption (about 10 words max) *50 words of text *URL(s) *Suggested Tweet (up to 118 characters, plus shortened URL)	JPG, GIF	150kb	If animated, must endlessly loop

Technical Ad Specs

- Format: We accept GIF, JPG, HTML, IFrame, Javascript, and all other pre-approved, DFP-compatible Rich Media files. All ads must have a border.
- Linking URL: Each creative must be accompanied by a click-through URL.
- Due Dates: All creative(s) must be delivered a minimum of 7-10 business days prior to launch.
- All ads must have a border.

Rich Media Ad Specs

- All Rich Media files require a default .gif or .jpeg with a max file size of 100kb.
- Sound is permitted but must be user initiated.
- Please contact us for additional Rich Media-specific requirements.



Contacts for Media Inquiries

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