

















### **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 1.2MM



**SOCIAL** 340,000



NEWSLETTER 144,000



**EVENTS** 4,000

# The Good Life Guide for Men



**6**x

NUMBER OF ISSUES PUBLISHED IN A YEAR

\$24.95

**COST OF ONE-YEAR SUBSCRIPTION** 

## 60.8 Minutes

**AVERAGE TIME SPENT PER ISSUE** 

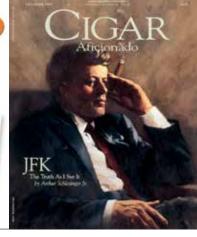
254,943

CIRCULATION

**7.15** 

**READERS PER COPY** 











# **Editorial Coverage**





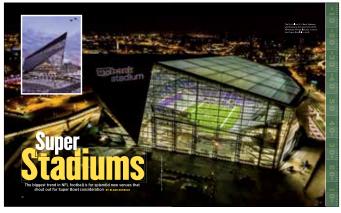












# **Digital Offerings**







### 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 26 years, Cigar Aficionado's Big Smoke has been the most prestigious consumer event in the world. Hosted in both Las Vegas and Florida, 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

### **2019 DATES & LOCATIONS**

- March 23: Hard Rock in Hollywood, FL
- Nov. 15-17: Mirage in Las Vegas, NV

### Cigar Aficionado Audience Profile (IPSOS)



### **Fall IPSOS Affluent Survey**

Gender/Marital Status				
Male	80%			
Female	20%			
Age				
Average Age	44			
21+	98%			
25-54	70%			
HHI & Assets				
Average HHI	\$449,334			
Average HH Net Worth	\$2,274,409			
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			



Source: 2018-2019 IPSOS Affluent Survey USA DB 2018, Adults 18+, HHI \$125.000, Total Brand Footprint est. 900,000

### Cigar Aficionado Audience Profile (MRI)



Gender/Marital Status				
Male	78%			
Female	22%			
Age				
Average Age	46			
25-54	65%			
HHI & Assets				
Average Household Income	\$121,227			
Average HH Net Worth	\$473,892			
Education & Occupation				
College Educated	80%			
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: 2018-2019 GfK MRI DB TBF est. 1,532,000





### 2019 issue dates and deadlines

COVER DATE	SPACE CLOSE	MATERIAL DUE	SUBSCRIBER MAIL DATE	NEWSSTAND ON-SALE DATE	
February 2019	Nov. 26, 2018	Nov. 29, 2018	Jan. 9, 2019	Jan. 29, 2019	
April 2019	Feb. 11, 2019	Feb. 13, 2019	March 13, 2019	April 2, 2019	
June 2019	March 25, 2019	March 27, 2019	May 1, 2019	May 21, 2019	
August 2019	May 20, 2019	May 22, 2019	June 19, 2019	July 9, 2019	
October 2019	July 29, 2019	July 31, 2019	Sept. 4, 2019	Sept. 24, 2019	
December 2019	Sept. 16, 2019	Sept. 18, 2019	Oct. 16, 2019	Nov. 5, 2019	
February 2020	Dec. 2, 2019	Dec. 4, 2019	Jan. 8, 2020	Jan. 28, 2020	

Please note we can offer extensions on space and art.

Contact: Christina Chiaffitella • 212-684-5147 • cchiaffitella@mshanken.com





### 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"	



### 2019 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

<sup>\*</sup>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)	JPG, GIF	150kb	If animated, must endlessly loop
		*50 words of text*			
		URL(s)			
		*Suggested Tweet (up to 118 characters, plus shortened URL)			
Run of Site Placement (2nd position)	Mobile, Desktop	*540x304px JPG image (sponsored content image)	JPG, GIF	150kb	If animated, must endlessly loop
		*Short photo caption (about 10 words max)			
		*50 words of text			
		*URL(s)			
		*Suggested Tweet (up to 118 characters, plus shortened URL)			

### **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

#### **CONTACT INFORMATION:**

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To speak with a global representative in your area, please contact the New York corporate office

