



cigar aficionado

2021 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 2019 , Google Analytics 2020

TOTAL BRAND FOOTPRINT

REACHING 3.0+ MILLION

PRINT

1,700,000 Passionate readers

DIGITAL

710,000 Enthusiastic viewers

SOCIAL

450,000 Active brand ambassadors

NEWSLETTERS

150,000 Opt-in subscribers

EVENTS

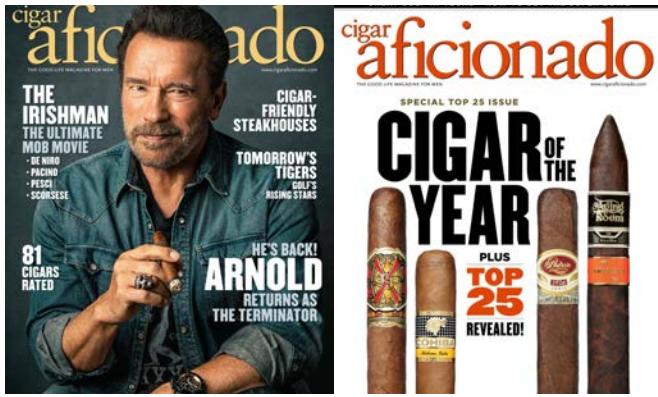
5,000+ Highly engaged consumers



PRINT PRESENCE

255,000
CIRCULATION

7.1
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	92%
FEMALE	8%
MEDIAN AGE	45
AGED 25-54	67%
MEDIAN HHI	\$189,193
MEDIAN HH NET WORTH	\$1.3 MM
COLLEGE EDUCATED	81%
PROFESSIONAL/MANAGERIAL	80%
OWN OR LEASE 2+ VEHICLES	86%

TOTAL YEARLY LUXURY EXPENDITURES **\$136 BILLION**

Financial Services	\$20 BILLION
Auto	\$16 BILLION
Apparel + Accessories	\$10 BILLION
Leisure, Dining, Wine & Spirits	\$8 BILLION
Travel	\$7 BILLION
Jewelry + Watches	\$6 BILLION

CIGAR AFICIONADO DIGITAL EDITIONS



POWERED BY



amazon kindle 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

CORONA CIGAR | ORLANDO, FL
Milles of cigars, a blend of ashtrays and custom framed cigar menus. Interiors Orlando features offering exclusive cigars, authentic blends, fine雪茄, and more.

CASA DE MONTECRISTO | MULTIPLE LOCATIONS
Casa de Montecristo is the prime cigar lounge and restaurant, where the finest premium cigar and tobacco, as well as international cuisine, are served. The menu includes a variety of international dishes, including Mexican, Italian, and American favorites.

DAVIDOFF OF GENEVA | MULTIPLE LOCATIONS
Discover new and exciting cigar and tobacco products. Davidoff of Geneva offers a wide range of tobacco products, including Davidoff cigarettes, Davidoff cigars, Davidoff pipes, Davidoff humidors, Davidoff accessories, and Davidoff apparel.

NEPTUNE CIGARS | SOUTH FLORIDA
Thousands of cigar and tobacco products. Neptune Cigars offers a wide range of tobacco products, including Davidoff cigarettes, Davidoff cigars, Davidoff pipes, Davidoff humidors, Davidoff accessories, and Davidoff apparel.

SOHO CIGAR BAR | MANHATTAN, NY
SoHo Cigar Bar is a blend of ashtrays and custom framed cigar menus. SoHo Cigar Bar offers a variety of world class ashtrays and premium cigars. Their vintage smoke will set off any of our ornate, custom ashtrays. Your cigar needs

OLD VIRGINIA TOBACCO CO. | NORTHERN VA
Recreations from the past, including the original 1870s cigar lounge, the 1920s speakeasy, and the 1940s jazz club. Old Virginia Tobacco Co. offers a variety of premium cigars, including Davidoff, Cohiba, and Montecristo.

MONTECRISTO AT CHEESECAKE FACTORY | LAS VEGAS, NV
Montecristo at Cheesecake Factory is the place to go for a great cigar and a delicious meal. The restaurant offers a variety of premium cigars, including Davidoff, Cohiba, and Montecristo.

SHELLY'S BACK ROOM | WASHINGTON, D.C.
A blend of ashtrays and custom framed cigar menus. Shelly's Back Room offers a variety of world class ashtrays and premium cigars. Their vintage smoke will set off any of our ornate, custom ashtrays. Your cigar needs

VISIT GREATPLACESTOLIGHTUP.CIGARAFICIONADO.COM FOR MORE INFORMATION AND EXCLUSIVE OFFERS

TO ADVERTISE CONTACT: BARRY ABRAMS 212-684-4896 • BABRAMS@MSHANKEN.COM

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

CIGAR AFICIONADO DIGITAL PLATFORMS

Cigar Aficionado has a strong digital presence across our website, social media pages (Facebook, Twitter and Instagram) and 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.

The image displays four distinct digital components of the Cigar Aficionado platform:

- WEB:** A large tablet screen shows the desktop version of the website. The header features the "cigar aficionado" logo. Below it, a banner for "Casa MONTECRISTO" with the tagline "ENJOY A CIGAR AT CASA". The main content area includes a search bar, a video player, and an article titled "Five Questions: Nick Melillo, Foundation Cigar Co.". To the right, a smaller image shows a video thumbnail for "5 Questions".
- MOBILE:** A smartphone screen shows the mobile website interface. It includes a header with the "cigar aficionado" logo and a "Subscribe Today" button. The main content area features a video player and an article titled "10 Things Every Cigar Smoker Should Know".
- SOCIAL:** Below the mobile phone are three circular icons representing social media: Facebook, Twitter, and Instagram.
- NEWSLETTER:** A tablet screen shows the "CIGAR WATCH" newsletter. The header reads "CIGAR WATCH FROM THE EDITORS OF CIGAR AFICIONADO DEC. 26, 2017 | SIGN UP". It features a large image of a cigar, an article about the "No. 1 Cigar of 2017: Arturo Fuente Don Carlos Eye of the Shark (97 Points)", and a section titled "Cigar Aficionado Reveals The Top 25 Cigars of 2017".

CIGAR AFICIONADO.COM DIGITAL ADVERTISING

ADVERTISING OPPORTUNITIES

AD UNITS:

Industry standard made for display

- Desktop and mobile banners
- Hi-impact billboard unit
- Geo-targeting capabilities

EDITORIAL CIGAR 101 VIDEO:

Cigar 101 videos educate and inspire our audience by offering informational segments. Opportunity offers turn-key product placement and title card sponsorship.

CUSTOM CURATED MICROSITES:

A customized microsite created exclusively for your brand. Ads click over to this landing page featuring your products and editorial content.

VIDEO SECTION SPONSORSHIP

Video platform to tell your brand's story with supplied video featured on our website's video section. Section takeover also available.

QUALITY AUDIENCE

AVERAGE AGE	36
AVERAGE HHI	\$556,000
AVERAGE NET WORTH	\$3.0MM
COLLEGE EDUCATED	86%
PROFESSIONAL/MANAGERIAL	55%

1.3 MM

Monthly Page Views

710K

Monthly Visits

287K

Unique Monthly Visits



Click here to visit :
CIGAR AFICIONADO.com

CIGAR WATCH DIGITAL NEWSLETTER

Packed with unique editorial content, Cigar Watch profiles the finest cigars in the world and celebrates the good life. With over 150,000+ opt-in subscribers, Cigar Watch is the go-to guide for affluent men who enjoy cigars and the finer things in life. Subscribers receive cigar industry news and information on spirits, watches, automotive, travel and more.

ADVERTISING OPPORTUNITIES

Premium Placement (Tile Banner + Native)

- Tile Banner: (540x90) and click-through URL
- Native Post: Hi-res image (540x304), up to 50 words of copy, headline, Twitter
- Social Media Pages/Handles



Click here:
CIGAR WATCH SAMPLE
eNEWSLETTER



SIGNATURE EVENT

BIG SMOKE

For 28 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 5,000+ guests
- Social media extensions
- On-site promotion & database collection



2021 DATES & LOCATIONS

BIG SMOKE MEETS WHISKYFEST

April 17, 2021
Seminole Hard Rock Hotel & Casino
Hollywood, FL

BIG SMOKE LAS VEGAS

2021 Date TBD
The Mirage
Las Vegas, NV

2021 ISSUE DATES & DEADLINES



JANUARY/ FEBRUARY

Space Close: December 28, 2020
Material Due: December 30, 2020
Mail Date: January 27, 2021
Newsstand: February 16, 2021

MARCH/APRIL

Space Close: February 1, 2021
Material Due: February 3, 2021
Mail Date: March 3, 2021
Newsstand: March 23, 2021

MAY/JUNE

Space Close: April 5, 2021
Material Due: April 7, 2021
Mail Date: May 5, 2021
Newsstand: May 25, 2021

JULY/AUGUST

Space Close: June 7, 2021
Material Due: June 9, 2021
Mail Date: July 7, 2021
Newsstand: July 27, 2021

SEPTEMBER/OCTOBER

Space Close: August 9, 2021
Material Due: August 11, 2021
Mail Date: September 8, 2021
Newsstand: September 28, 2021

NOVEMBER/DECEMBER

Space Close: October 4, 2021
Material Due: October 6, 2021
Mail Date: November 3, 2021
Newsstand: November 23, 2021

JANUARY/FEBRUARY 2022

Space Close: December 6, 2021
Material Due: December 8, 2021
Mail Date: January 5, 2022
Newsstand: January 25, 2022

Please note we can offer extensions on space and art.

Contact: Jennifer Arcella • 212-684-5147 • jarcella@mshanken.com

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.

ADVERTISING SIZE SPECIFICATIONS

	Width	Depth
Publication Trim Size	9.75" x 11.875"	
Full Page Safety	9.25" x 11.375"	
Full Page Bleed	10" x 12.125"	
Full Page Non-Bleed	8.125" x 10.5"	
Spread Trim Size	19.5" x 11.875"	
Spread Safety	19" x 11.375"	
Spread Bleed	19.75" x 12.125"	
Spread Non-Bleed	16.25" x 10.5"	
2/3 Page Vertical Bleed	7" x 12.125"	
2/3 Page Vertical Non-Bleed	6" x 10.5"	
1/2 Page Spread Bleed	19.75" x 6"	
1/2 Page Vertical Bleed	4.875" x 12.125"	
1/2 Vertical Non-Bleed	4" x 10.5"	
1/2 Page Horizontal Bleed	10" x 6"	
1/2 Page Horizontal Non-Bleed	8.125" x 5"	
1/3 Page Vertical Non-Bleed	3.625" x 10.5"	
1/3 Page Vertical Bleed	3.75" x 12.125"	

Visit 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*

FOR FURTHER INFORMATION

Go to mshanken.com, or contact:

Jennifer Arcella
jarcella@mshanken.com
tel:212.684.5147

ONLINE PRODUCTION SPECIFICATIONS

CIGAR AFICINADO.COM BANNER ADS

Placement Type	Platform	Dimensions	Format	Max Image Size	Animation Requirements
Billboard Banner	Desktop	1320x330	JPG, GIF, HTML5*	300kb	If animated, must endlessly loop
Billboard Banner	Mobile	450x450	JPG, GIF, HTML5*	250kb	If animated, must endlessly loop
Portrait Banner	Desktop	450x900	JPG, GIF, HTML5*	300kb	If animated, must endlessly loop
Square Banner	Desktop	450x450	JPG, GIF, HTML5*	250kb	If animated, must endlessly loop
Leaderboard Banner	Desktop	1200x150	JPG, GIF, HTML5*	250kb	If animated, must endlessly loop
Leaderboard Banner	Mobile	450x75	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)	Desktop + Mobile	*540x90px JPG or GIF image (top tile) *540x304px JPG image (sponsored content image) *Short headline *50 words of text *URL(s) *Social media pages/handles	JPG, GIF	200kb	If animated, must endlessly loop
Run of Site Placement (2nd position)	Desktop + Mobile	*540x304px JPG image (sponsored content image) *Short headline *50 words of text *URL(s) **Social media pages/handles	JPG, GIF	200kb	If animated, must endlessly loop

TECHNICAL AD SPECS

- Format: We accept GIF, JPG, HTML, IFrame, Javascript, and all other pre-approved, Ad Manager 360-compatible Rich Media files.
- 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 250kb.
- Sound is permitted but must be user initiated.
- Please contact us for additional Rich Media-specific requirements.

Digital Production Contact: Hilary Chalson • 212-684-4224 ext. 553 • hchalson@mshanken.com

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](mailto:babramps@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](mailto:cewis@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@wnpmmedia.com

Special Account Representative

Steve Bliman

424-208-3150 - email: bliman@cox.net

Southeast Representative

Wheeler Morrison

770-391-9905 - email: wheeler@greenleavesmedia.com