







cigar  
**aficionado**  
**2019 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**  
1.2MM



**SOCIAL**  
340,000



**NEWSLETTER**  
144,000



**EVENTS**  
4,000



# 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

**254,943**

CIRCULATION

**7.15**

READERS PER COPY

Source: 2018 GFK MRI DB, Publisher's Statement June 2018



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# Editorial Coverage

**THE WORLD'S BEST island DESTINATIONS**

Land surrounded by sea has long been one of the world's greatest pleasures. Our experts pick the best by category.

BY LARRY GUSTED



**THE SEASON OF CARBONE**

Marco Carbone is about to take one of the most pivotal steps in the life of the former *Real Housewives* star.

BY MARSHALL ERIC  
PHOTOGRAPH BY MATT PURMAN



**Africa's Golf Paradise**

South Africa has become one of the world's premier golf destinations, with more than 500 courses, top-tier resorts and a unique backdrop of stunning wildlife in lush country.



**ASHARK WITH Style**

Daymond John, a star paragon from *TV's 'Shark Tank'*, fashioned a garment business from his interest in music.

BY JENNIFER A. SHAPIRO  
PHOTOGRAPH BY DAVID WILSON



**The Unstoppable Force**

SEAN COMBS HAS BUILT A MULTIMILLION DOLLAR EMPIRE ON HARD WORK AND HAS A BURNING DESIRE TO LIVE LIFE TO THE FULLEST.

BY MARSHALL ERIC  
PHOTOGRAPH BY JIM HIGHT



**MEAN GREEN LUXURY MACHINES**

Once the purview of the eco-minded, enable-set, battery-electric vehicles are making their charge as high-end rides with plenty of performance.

BY PAUL A. EISENSTEIN



**Chime Time**

INNOVATIVE MINUTE REPEATERS

PHOTOGRAPH BY JIM HIGHT



**Super Stadiums**

The biggest trend in NFL football is for splendid new venues that shout out for Super Bowl consideration.

BY BLAKE BRIDGES



# 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)

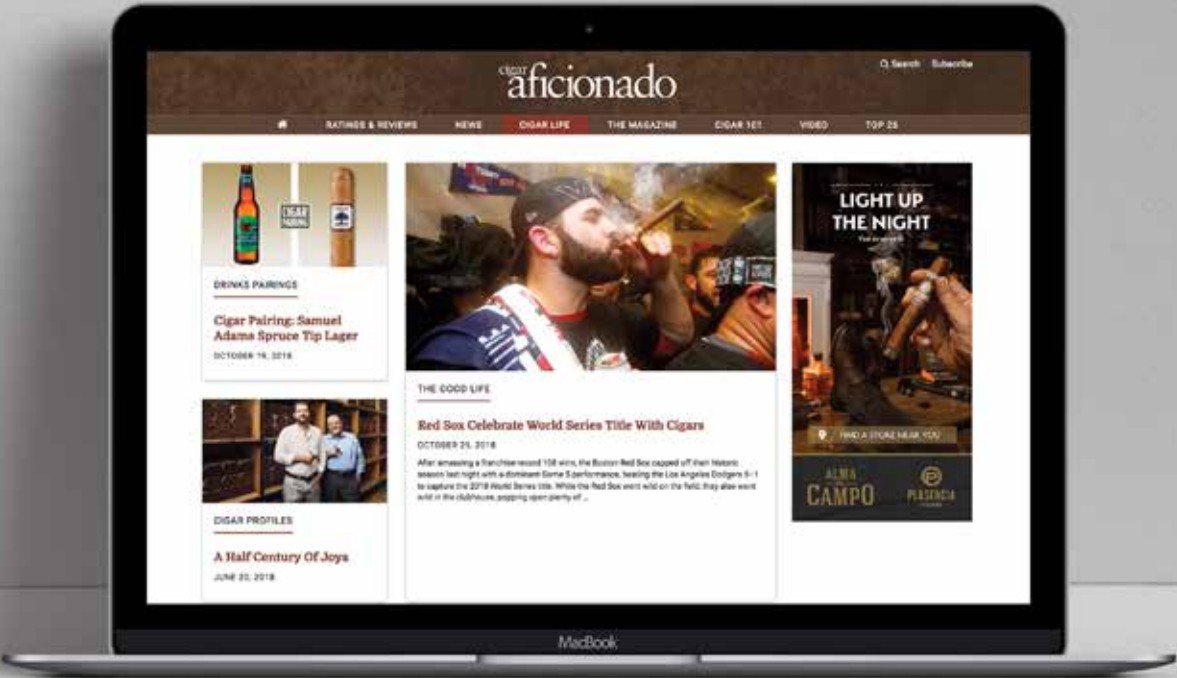
Portrait (450x900)  
Square (450x450)



## MOBILE

Billboard Unit  
(450x450)

Leaderboard  
(450x75)



## Performance (Monthly Averages)

Monthly Page Views: 1,100,000

Monthly Visits: 400,000

Monthly Unique Visitors: 210,000

## Audience

Male/Female: 82% | 18%

Medium Age: 34

Medium HHI \$198,800

Medium Net Worth: \$1.6MM

Bachelor's Degree or Higher: 86%

Considered Top Management: 55%

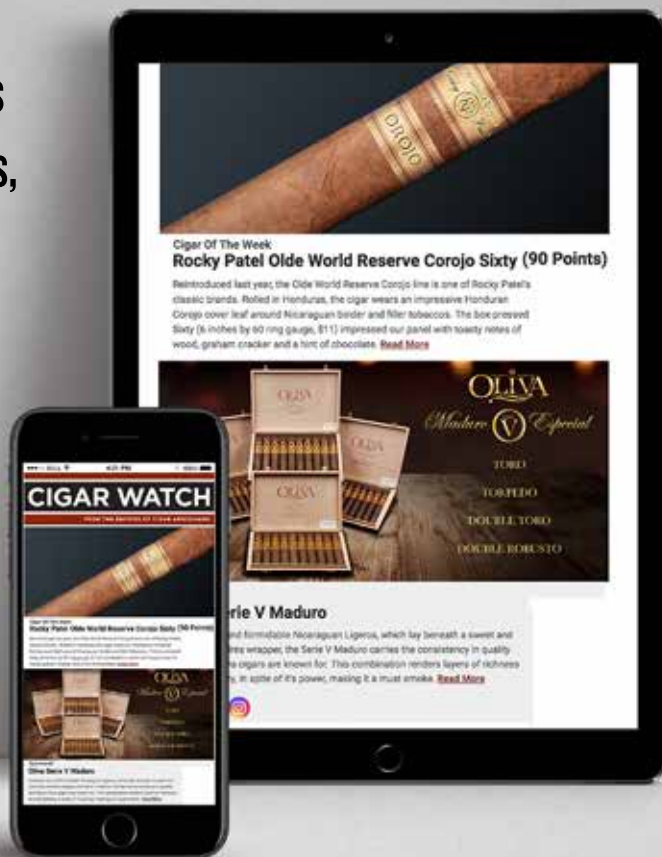
## WHAT'S NEW

- Site Re-Design
- High-Impact Ad Unit Offerings
- Restructured Nav Bar



# Cigar Watch eNewsletter

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-go guide for affluent men who enjoy cigars and the finger things in life. Subscribers receive cigar industry news and information on spirits, watches, automotive, travel and more.



## ADVERTISING OPPORTUNITIES INCLUDE:

### Premium Placement (Tile Banner + Native)

Tile Banner: (300x50) and click-through URL

Native Post: Hi-res image (540x304), up to 50 words of copy, headline, Twitter

Caption + Instagram Handle, URL

### Secondary Placement (Native)

Native Post: Hi-res image (540x304), up to 50 words of copy, headline, Twitter

Caption + Instagram Handle, URL

# 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

Median Age	44
21+	98%
25-54	70%

### HHI & Assets

Median HHI	\$188,643
Medium HH Net Worth	\$1.2 Million
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)



GfK MRI DB

## Gender/Marital Status

Male 78%

Female 22%

## Age

Median Age 46

25-54 65%

## HHI & Assets

Medium HHI \$118,637

Medium HH Net Worth 383,045

## 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

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



## 2019 advertising costs and information

EFFECTIVE JANUARY 1, 2019

### GENERAL

Frequency:	6x
Single Copy Price:	\$6.99 U.S. / \$7.99 CAN
Annual Subscription Price:	\$24.95

### ADVERTISING RATES

#### ■ Four Color

Frequency:	1x	6x	12x
Full Page	\$33,160	\$31,700	\$29,760
2/3 Page	\$28,160	\$26,920	\$25,320
1/2 Page	\$24,860	\$23,800	\$22,340
1/3 Page	\$16,760	\$15,960	\$14,880

#### ■ Black and White

Frequency:	1x	6x	12x
Full Page	\$28,200	\$26,920	\$25,300
2/3 Page	\$23,940	\$22,880	\$22,180
1/2 Page	\$21,100	\$20,200	\$18,960
1/3 Page	\$15,080	\$14,660	\$13,580

#### ■ Special Positioning Premiums

2nd Cover Gatefold:	On Request
3rd Cover:	10%
4th Cover:	25%

#### ■ Notes

Agency Commission:	15%
Bleed:	15% premium
2 Color:	10% premium above earned B&W rate
5th Color:	20% premium
2% cash discount not available	
Copy split by State only	\$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 ext.372 ■ 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





## 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](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"

## 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

\*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 (2nd 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

### CONTACT INFORMATION:

#### 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 ■ e-mail: babrams@mshanken.com

**Miriam Morgenstern** - Corporate Advertising

e-mail: mmorgenstern@mshanken.com

cc: Maggie Kotraba at mkotraba@mshanken.com

**Michael McGoldrick** - Beverage & Alcohol Advertising

212-684-4987 ■ e-mail: mmcgoldrick@mshanken.com

**Michael DiChiara** - Account Director

212-481-1521 ■ e-mail: mdichiara@mshanken.com

#### West Coast Representatives

**Cheryl Lewis**, San Francisco

Phone: 415-673-2040 ext. 1 ■ Fax: 415-673-0103

e-mail: clewis@mshanken.com

#### Arizona Representative

**Steve Bliman**

424-208-3150 ■ e-mail: bliman@twc.com

#### Southeast Representative

**Wheeler Morrison**

770-391-9905 ■ e-mail: wheeler@greenleavesmedia.com

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

