

cigar
aficionado.com

ONLINE MEDIA KIT

M. Shanken Communications
387 Park Avenue South
New York, NY 10016
Phone: 212-481-8610

OVERVIEW

Launched in 1997, CigarAficionado.com targets affluent, upwardly mobile men who have a passion for all of the good things life has to offer. We capture an audience that travels to tropical islands, eats at the best restaurants, drives the finest automobile and wears the latest fashions. Whether it's cigars or sports, we cover the lifestyle that young, wealthy men aspire to.

Cigar Insider is a twice-monthly online newsletter from CigarAficionado.com featuring late-breaking news in the world of cigars plus exclusive ratings on the world's most extraordinary smokes. Cigar Insider also has Q&As with industry insiders, reports on the quality of cigar tobacco crops and the latest information from the Cuban cigar industry.

CigarAficionado.com Subscribers have access to:

- Exclusive Cigar Ratings – A searchable database of over 11,000 cigar ratings from *Cigar Aficionado* magazine and Cigar Insider newsletter.
- Cigar Insider Newsletter – As described above, this online newsletter provides even more cigar ratings, expanded coverage of Cuban cigars, information on cigar production and availability, interviews, new product coverage, harvest reports, and much more.
- Exclusive Previews of *Cigar Aficionado* Magazine Tastings – Subscribers gain access to the top-scoring cigars from *Cigar Aficionado* magazine before it's published.
- Personal Humidor – With a CigarAficionado.com subscription, any cigar we've ever reviewed can be added to a Personal Humidor with which subscribers can track and keep cigars organized in one easy-to-use location.
- Videos – a behind-the-scenes look at the world of premium cigars, taking viewers inside cigar factories and to the tobacco fields of the world's leading exporters.
- Editors' Blogs – Our experts share their insights on cigars, spirits, fine dining and other related subjects.

A SAMPLE OF PREVIOUS ADVERTISERS

BMW
Casa Fernandez
CAO
Cereus
City National Bank
Colibri
Davidoff

Diageo
Grauer Chocolates
Illusione
Klin/Hammer & Sickle
La Flor Dominicana
Olivia
Padron

Reyes
Rocky Patel
Talbot
Villiger
Zeneth
Zippo

AUDIENCE

Traffic

- 1.5 million+ monthly page views
- 220,000+ monthly visits
- 160,000+ monthly unique visitors
- Time on site: 8:40

DEMOGRAPHICS

- Male/Female: 97% / 3%
- Average Age: 35–39
- Average HHI: \$150,000–\$200,000
- College Degree/Post Graduate: 56%
- Executive, Managerial, Professional: 59%

AD SIZES

- 300 x 250
- 728 x 90

We will tailor the proposal based on advertiser goals and objectives.
Our minimum buy is \$5,000 net per month.

CigarAficionado.com is open to “out of the box” ideas and will create packages that suit the needs of our clients.

SPONSORSHIP OPPORTUNITIES

Throughout the year, CigarAficionado.com offers sponsorship opportunities of both special features and recurring content. Some sponsorship opportunities may include:

- Golf
- Cuba
- Moments to Remember
- Ratings
- Forums

ADDITIONAL OPPORTUNITIES

Geo-Targeting

CigarAficionado.com offers geo-targeting abilities by country, region, state and/or Designated Market Area (DMA) on select placements.

Frequency Capping

CigarAficionado.com advertisers can limit the number of times their ad is displayed to an individual browser through frequency capping.

Video & Rich Media

CigarAficionado.com can support a wide variety of Rich Media including Flash and In-Unit Video.

:07 pre-rolls also available in limited quantities

ADVERTISING SPECS

Technical Ad Specs

- Format: We accept GIF, JPG, HTML, Flash, IFrame, Javascript, and all other pre-approved, DART-compatible Rich Media files. All ads must have a border.
- Linking URL: Each creative should be accompanied by a click through URL.
- Due Dates: All creative(s) must be delivered a minimum of 5 business days prior to launch.
- All ads must have a border.

Rich Media Ad Specs

- **Flash Files:**
 - Flash files are accepted in .swf format only.
 - To ensure proper tracking, files should contain an action script inserted in this fashion:

```
on (release) {  
  getURL (_level0.clickTag, "_blank");  
}
```

(This action script will replace the click-through url within the file but urls must still be provided)

- All Flash files also require a default .gif or .jpeg with a max file size of 30k.
- Flash 6 or higher.
- **Expandable Units:**
 - 300x250; max expansion 500x500
 - 728x90; max expansion 728x270
 - Expansion must be user-initiated
- **Other Rich Media:**
 - All Rich Media files require a default .gif or .jpeg with a max file size of 30k.
 - Sound is permitted but must be user initiated.
 - Please contact us for additional Rich Media-specific requirements.

ADVERTISING SPECS

Ad Type	Dimensions	Max File Size	Animation	Loops	Notes
Rectangle	300 x 250	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
Leaderboard	728 x 90	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
Roadblock	728 x 90 and 300 x 250 (run concurrently)	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media

AD SAMPLES



[Log In](#) | [Register](#)

[News & Features](#)
[Cuba](#)
[Ratings & Reviews](#)
[The Good Life](#)
[Cigar 101](#)
[Video](#)
[Blogs](#)
[Forums](#)
[In the Magazine](#)
[Events](#)



Inside "Pepin" Garcia's New Cigar Factory

THE MAGAZINE

September/October 2010 | Adrien Brody



- Subscribe Now
- Give a Gift Subscription
- Customer Care
- Buy a Back Issue
- Find a Retailer
- Sell Cigar Aficionado

LATEST NEWS



Most Powerful Avo Yet [MORE »](#)

Bloomberg Aims At Outdoor NYC Smoking Ban [MORE »](#)

The Twitter Cigar [MORE »](#)

Cuba to Eliminate 500,000 Jobs, Shift Some to Private Sector [MORE »](#)

Winemaker Releases Cigar Brands [MORE »](#)

[More News...](#)

SPOTLIGHT ON

Moments to Remember
Upload and share your favorite cigar moments for a chance to be in Cigar Aficionado magazine!



THE 25 BEST CIGARS OF THE YEAR

BLOGS

Gordon Mott:
Starry, Starry Night

Jack Bettridge:



CIGAR CINEMA



BIG SMOKE SCHEDULE



LAS VEGAS WEEKEND
Friday, November 12 through Sunday,

[Find us on Facebook](#)

[twitter](#)

Rectangle
300x250

300 x 250

AD SAMPLES

The screenshot shows the Cigar Aficionado website layout with several ad placement opportunities highlighted by red arrows and callouts:

- Leaderboard 728 x 90:** A large horizontal ad space at the top of the main content area, below the navigation bar. A callout box labeled "728 x 90" points to it.
- Roadblock (units run concurrently):** A callout box pointing to the right side of the website, indicating a vertical column of ad units.
- Rectangle 300x250:** A large rectangular ad space located in the right sidebar, below the magazine section.

The website content includes:

- Header:** "cigar aficionado" logo, search bar, and "Log In | Register" link.
- Navigation:** "News & Features", "Cuba", "Ratings & Reviews", "The Good Life", "Cigar 101", "Video", "Blogs", "Forums", "In the Magazine", "Events".
- Sub-navigation:** "Cigars", "News", "Havana Report".
- Section: CUBA**
 - MOST RECENT NEWS:**
 - Latest Headlines:**
 - Cuba to Eliminate 500,000 Jobs, Shift Some to Private Sector (Cuba) 9/14/2010
 - High-Priced Cohiba Behikes Reach Canada (Cuba) 8/23/2010
 - A Book of Bolivars (Cuba) 8/17/2010
 - Castro To Allow More Private Business (Cuba) 8/4/2010
 - Bill to Lift Cuba Travel Ban Passes Hurdle (Cuba) 8/2/2010
 - Cigar Insider Rates Cuba's Thickest Romeo (Cuba) 7/27/2010
 - » All Cuba News
 - LATEST CUBAN TASTING NOTES:**
 - The newest ratings on Cuban cigars from *Cigar Aficionado* magazine and the *Cigar Insider* newsletter.
 - Latest Cuban cigars
 - HAVANA REPORT:**
 - Our featured stories about Cuba, its cigars, tobacco and unique culture.
 - New: What Gives a Great Cigar Balance?
 - ISLAND LIFE:**
 - You know Cuba makes fantastic cigars, but the island also offers tourists great hotels, food, music and more.
 - Serving up Yesteryear's Treasures
 - Havana's Best Eateries
 - Mooching Cubans: The Art of Requesting Free Havanas
- THE MAGAZINE:**
 - September/October 2010 | Adrien Brody
 - Subscribe Now
 - Give a Gift Subscription
 - Customer Care
 - Buy a Back Issue
 - Find a Retailer
 - Sell Cigar Aficionado
- FIND A RETAILER NEAR YOU:**
 - Search By:
 - City:
 - or - Zip:
- JOIN THE CONVERSATION:**
 - Find us on Facebook
 - twitter