

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.

### **CigarAficionado.com content includes:**

- Exclusive Cigar Ratings – A searchable database of over 11,000 cigar ratings from *Cigar Aficionado* magazine and Cigar Insider newsletter.
- 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 Dominican  
Olivia  
Padron

Reyes  
Rocky Patel  
Talbott  
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

Ad Type	Dimensions	Max File Size	Animation	Loops	Notes
Rectangle	300x250	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
Leaderboard	728x90	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
Roadblock	300x250 and 728x90 (run concurrently)	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
E-Mail Newsletter Sponsorship	728x90, 120x90 and 50 words of text	30K	Up to 15 sec.	3 loops max	GIF or JPEG Only. Text max of 50 words.

### 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.

AD SAMPLES

The screenshot shows the homepage of Cigar Aficionado.com. At the top is the site logo and a search bar. Below the logo is a navigation menu with links for News & Features, Cuba, Ratings & Reviews, The Good Life, Cigar 101, Video, Blogs, Forums, In the Magazine, and Events. The main content area is divided into several sections: a featured article titled "Inside 'Pepin' Garcia's New Cigar Factory" with a photo of a man in a hat; a "LATEST NEWS" section with headlines like "Most Powerful Avo Yet", "Bloomberg Aims At Outdoor NYC Smoking Ban", "The Twitter Cigar", "Cuba to Eliminate 500,000 Jobs, Shift Some to Private Sector", and "Winemaker Releases Cigar Brands"; a "SPOTLIGHT ON" section with a camera icon and text about sharing cigar moments; a "CIGAR CINEMA" section with a video thumbnail; a "BLOGS" section with entries by Gordon Mott and Jack Bettridge; a "THE MAGAZINE" section for the September/October 2010 issue by Adrien Brody, with links to subscribe, buy back issues, and find a retailer; a "MOST EMAILED" and "MOST COMMENTED" section listing popular articles; and a "BIG SMOKE SCHEDULE" section for the Las Vegas event. A large white rectangular area on the right side of the page is labeled "Rectangle 300x250" with an arrow pointing to it from the text "300 x 250". At the bottom of the page are social media links for Facebook and Twitter.

AD SAMPLES

The screenshot shows the Cigar Aficionado website layout with several ad placement areas highlighted:

- Leaderboard 728 x 90:** A large white rectangular area at the top center of the main content area, with a callout box on the left indicating its dimensions (728 x 90).
- Roadblock (units run concurrently):** A callout box on the right side of the page, with arrows pointing to the Leaderboard and a large white rectangular area below it.
- Rectangular 300x250:** A large white rectangular area on the right side of the page, below the Leaderboard, with a callout box on the right indicating its dimensions (300x250).

The website content includes a navigation menu with categories like News & Features, Cuba, Ratings & Reviews, The Good Life, Cigar 101, Video, Blogs, Forums, In the Magazine, and Events. The main content area is titled "CUBA" and features sections for "MOST RECENT NEWS" (with a "COHIBA BEHIKE" image), "THE MAGAZINE" (September/October 2010 | Adrien Brody), "LATEST CUBAN TASTING NOTES", "HAVANA REPORT", "ISLAND LIFE", and "FIND A RETAILER NEAR YOU".