cigar aficionado.com

ONLINE MEDIA KIT

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

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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

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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.

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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

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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 (_levelo.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.

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AD SAMPLES

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