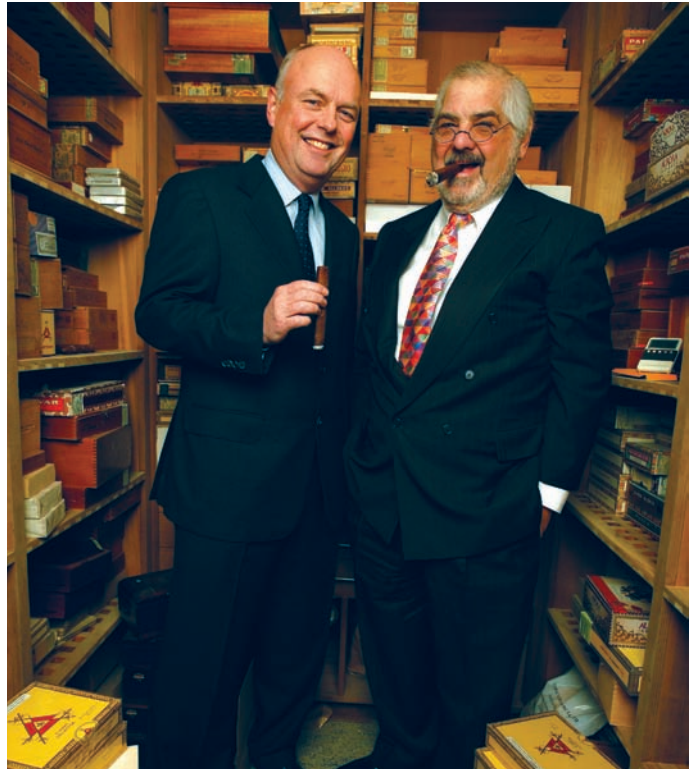


Your Passport to the Good Life



“With the launch of *Cigar Aficionado* and its continued success, we’ve surpassed everyone’s expectations, including our own, and defied every prediction that we wouldn’t be around the next year.”

—Marvin R. Shanken, CIGAR AFICIONADO

In August 1992, we stood before the crowd of retail tobacconists in Chicago at the annual Retail Tobacco Dealers of America trade show. It was breakfast, and sitting in boxes around the room was the first issue of CIGAR AFICIONADO, with the cover date of Fall 1992. There were lots of smiles and plenty of congratulations offered for the glossy magazine that was devoted to the lifestyle of men who smoke cigars, and the people who make them. Years later, many present that day would say they thought they would never see another issue.

Here we are, years later, and still going strong. It’s been a dream come true. We had always wanted to create a cigar magazine, and after Marvin’s fateful first trip to Cuba in October 1991, he decided to take the plunge. Nine months later, we had a finished magazine. Today, we’ve surpassed everyone’s expectations, including our own, and defied every prediction that we wouldn’t be around the next year.

The good times, and the good things that have happened, are simply too numerous to list here. There was our first celebrity cover—Rush Limbaugh—which not only spread our message to a huge crowd of his fans, but also started a long friendship. We’ve met and known scores of Hollywood celebrities, politicians and business leaders, all because they share a love of cigars.

There was the first Big Smoke, in 1993, where we realized that the tip of the iceberg was hiding a huge universe of cigar lovers; hours before the event, hundreds of people lined up waiting to get in. Since then, many hundreds of thousands have attended those

events, even as we’ve had to find new venues that allow smoking. The annual Big Smoke weekend in Las Vegas is simply the biggest consumer event in the cigar world every year.

We’ve also become great friends with many people in the cigar business. Again, the list is so long, we can’t even begin to run down the people we call our friends and partners. The cigar industry has responded to the world’s renewed interest in cigars with some of the best new products that have ever been in U.S. stores. After decades of being in the doldrums, the cigar business is vibrant, both for cigar makers and cigar sellers.

Smoking bans, new taxes and other kinds of restrictions have all complicated life for people working in the cigar business. But it hasn’t stopped the public from continuing to enjoy a product that it loves.

Cigars create a world of camaraderie with friends, and even strangers. It’s a world that offers a unique kind of relaxation, and all the people who understand the pleasures of a hand-rolled cigar get to share a little bit of the good life every time they light up.

MARVIN R. SHANKEN
Editor & Publisher

GORDON MOTT
Executive Editor



Mendelsohn Affluent Survey 2008, HHI \$100,000+

Total Audience: 446,000 +4%

SEX

Male	77%
Female	23%

MARITAL STATUS

Married	85%
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AGE

21-34	13%
25-54	74%
35-64	81%
Median Age	48

EDUCATION

Attended College +	85%
College Degree +	65%

HOUSEHOLD INCOME & ASSET VALUES

Median HHI	\$160,773
HHI \$150,000+	55%
HHI \$200,000+	46%
Median Liquid Assets	\$2,200,000
Total Liquid Assets \$250,000+	46%

PROPERTY & REAL ESTATE

Own Home	96%
Own 2+ Homes	33%
Home Value \$250,000+	85%
Home Value \$500,000+	39%

OCCUPATION

Managerial/Professional	62%
Any Chief Officer Title	29%



a sampling of our luxury advertisers

AUTOMOTIVE & MOTORCYCLE

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- Honda S2
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- Lexus
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- Mercedes-Benz
- Porsche
- Saturn

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- Maurice Lacroix
- Mikimoto
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- Punta Cana Resort & Club
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- Ritz Carlton Club & Residences
- Roco Ki
- Sea Island Resort
- St. Kitts Marriott
- Trump International Golf Club: Residences
- Venetian Hotel & Casino
- Villas at Royal Lahaina

FASHION & ACCESSORIES

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- Talbott
- Tommy Bahama

CIGARS & ACCESSORIES

- A. Turrent World Select
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- Ashton
- CAO International
- Casa Magna
- Chateau Real

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- Diamond Crown
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- La Flor Dominicana
- La Gloria Cubana
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- Oliva
- Padilla
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- San Cristobal
- Savinelli
- Siglo
- Stradivarius
- Tatuaje
- Ted's
- Torano
- Winston Churchill
- Zino Platinum
- Zippo BLU



MRI Fall 2008 Study, HHI \$100,000+

*Total Audience 1,909,000
*Readers per Copy 7.63

SEX

Male 85%
Female 15%

MARITAL STATUS

Married 70%

AGE

21+ 100%
21-34 26%
35-49 45%
50-64 22%
Median Age 41

EDUCATION & OCCUPATION

College Degree + 67%
Managerial/ Professional 54%
C-Suite/ Top Management 22%

HOUSEHOLD INCOME & ASSETS

Median HHI \$149,974
Median IEI \$85,993
Mean HHI \$157,005
Mean IEI \$115,803
HHI \$150,000+ 50%
HHI \$200,000+ 15%

REAL ESTATE

Own Home 84%
Own Home Value \$200,000+ 71%
Own Home Value \$400,000+ 46%

PRIMARY READERS

Median HHI \$152,953
Median IEI \$112,709
Average Time Spent Reading: 47 Minutes



Comp Index

AUTOMOTIVE

Own/ Lease 2+ Vehicles	88%	103
Own/ Lease A Sports Car	12%	206
Own/ Lease A Luxury CUV	12%	174
Own/ Lease A Imported Vehicle	70%	104

PERSONAL ITEMS

Purchased An High Definition TV: \$1,000+	35%	146
Purchased A PDA/ Handheld: \$500+	19%	207
Purchased A Computer: \$1,000+	35%	143
Purchased A Digital Camera: \$500+	19%	139
Purchased Artwork And Collectibles: \$1,000+	17%	208
Purchased Watches And Jewelry: \$1,000+	50%	183
Purchased Watches And Jewelry: \$3,000+	24%	281
Purchased Men's Apparel: \$1,000+	93%	110
Uses A Financial Planner	34%	103
Uses Private Banker	17%	147

TRAVEL

Owns A Valid Passport	80%	123
Usually Flies First Or Business Class	38%	224
Taken 1+ Foreign Vacations Past Year	49%	144
Taken 1+ Cruises Past 3 Years	36%	148
Visited Las Vegas Past 3 Years	54%	158
Visited The Caribbean Past 3 Years	33%	164
Visited Europe Past 3 Years	35%	170
Average Vacation Trips Per Year		9
Average Business Trips Per Year		15
Average Nights Spent In A Hotel		26

GOLF

Member Of A Private Club	57%	138
Plays Golf 12+ Times Per Year	27%	207
Plays Golf 24+ Times Per Year	18%	219

CIGARS & DRINKS

Purchased Cigars		
And Cigar Accessories: \$500+	33%	1,036
Purchased Wine By The Case	36%	188
Has A Wine Cellar Storage/ Refrigeration System	35%	262
Purchased Liquor By The Case	101%	258
Average Number of Spirit Drinks Per Week		9



2010 issue dates and deadlines

COVER DATE	SPACE CLOSE	MATERIAL DUE	SUBSCRIBER MAIL DATE	NEWSSTAND ON-SALE DATE
Jan/Feb 2010	Nov 24, 2009	Nov 30, 2009	Dec 29, 2009	Jan 15, 2010
March/April 2010	Jan 19, 2010	Jan 25, 2010	Feb 23, 2010	March 16, 2010
May/June 2010	March 2, 2010	March 8, 2010	April 6, 2010	April 27, 2010
July/August 2010	May 4, 2010	May 10, 2010	June 8, 2010	June 29, 2010
Sept/Oct 2010	July 8, 2010	July 13, 2010	Aug 10, 2010	Aug 31, 2010
Nov/Dec 2010	Sept. 14, 2010	Sept 20, 2010	Oct 19, 2010	Nov 9, 2010
Jan/Feb 2011	Nov 17, 2010	Nov 23, 2010	Dec 28, 2010	Jan 14, 2011



2010 insertion order

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Size of Space:	<input type="checkbox"/> Page	<input type="checkbox"/> Spread	<input type="checkbox"/> Other
Issue Date:	<input type="checkbox"/> Jan/Feb 2010	<input type="checkbox"/> Mar/Apr 2010	<input type="checkbox"/> May/June 2010
	<input type="checkbox"/> July/Aug 2010	<input type="checkbox"/> Sept/Oct 2010	<input type="checkbox"/> Nov/Dec 2010
Space Cost:	_____	Gross	_____ Net

Authorized Signature: _____ Date: _____

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