

cigar
aficionado.com

ONLINE MEDIA KIT

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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.

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 Dominican
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

The image shows a screenshot of the Cigar Aficionado website homepage. At the top, the site's logo "cigar aficionado" is displayed in a serif font, with "cigar" in a smaller size above "aficionado". To the right of the logo is a search bar and a "Log In | Register" button. 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:

- THE MAGAZINE:** A section for the September/October 2010 issue featuring Adrien Brody. It includes a small thumbnail of the magazine cover and a list of links: "Subscribe Now", "Give a Gift Subscription", "Customer Care", "Buy a Back Issue", "Find a Retailer", and "Sell Cigar Aficionado".
- Rectangle 300x250:** A large white rectangular area with the text "Rectangle 300x250" in the center. A red arrow points to this area from the right, with the text "300 x 250" in a red oval next to it.
- MOST EMAILED / MOST COMMENTED:** A section listing popular content, including "The 25 Best Cigars of 2005", "CRA 'Smoke the Vote' Campaign", "Thinking Pink Vermouth", and "Savannah Proposes Tough Smoking Ban".
- BIG SMOKE SCHEDULE:** A section for the "BIG SMOKE Las Vegas" event, scheduled for "LAS VEGAS WEEKEND Friday, November 12 through Sunday".
- SPOTLIGHT ON:** A section titled "Moments to Remember" with a camera icon, encouraging users to "Upload and share your favorite cigar moments for a chance to be in Cigar Aficionado magazine!".
- THE 25 BEST CIGARS OF THE YEAR:** A large red banner with white text.
- LATEST NEWS:** A section with a thumbnail of a cigar box and several news items: "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".
- CIGAR CINEMA:** A section with a video thumbnail showing two men.
- BLOGS:** A section with two blog entries: "Gordon Mott: Starry, Starry Night" and "Jack Bettridge:".

At the bottom of the page, there are social media links for "Find us on Facebook" and "twitter".

AD SAMPLES

The screenshot shows the Cigar Aficionado website layout. At the top is the site logo and navigation menu. A search bar and 'Log In | Register' link are in the top right. Below the navigation is a 'Leaderboard' ad space (728 x 90). The main content area is titled 'CUBA' and contains several sections: 'MOST RECENT NEWS' with a list of headlines and a 'COHIBA BEHIKE' image; 'THE MAGAZINE' section for September/October 2010 featuring Adrien Brody; 'LATEST CUBAN TASTING NOTES' with a photo of cigars; 'HAVANA REPORT' with a photo of the Capitol building; 'ISLAND LIFE' with a photo of a woman; and 'FIND A RETAILER NEAR YOU' with a search form. At the bottom right is a 'JOIN THE CONVERSATION' section with Facebook and Twitter links. Annotations include a '728 x 90' label pointing to the leaderboard, a 'Roadblock (units run concurrently)' label pointing to the leaderboard and magazine sections, and a 'Rectangle 300x250' label pointing to a large empty space on the right side of the page.

728 x 90

Leaderboard
728 x 90

Roadblock
(units run
concurrently)

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

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 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?



Rectangle
300x250

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](#)

FIND A RETAILER NEAR YOU

Search By:

City:

- or - Zip:

JOIN THE CONVERSATION

