

cigar
aficionado.com

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

Cigar Industry

Arganese International
Davidoff
Difazio Cigars
General Cigar
Illusione
Menendez Cigars
Oliva Cigars
Puro Humidors
S. T. Dupont
The Cigar Inn

Automotive/Travel/Financial

Acura
Air New Zealand
American Express
Delta Airlines
Hyatt
Las Vegas Convention and
Visitors Authority
Porsche
Ritz-Carlton

Fashion/Misc.

Best Buy
Callaway Golf
Grauer Chocolates
Gucci
Max Benjamin
Playboy Legacy Collection
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

- 120 x 600
- 160 x 600
- 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:**
 - 160x600; max expansion 400x600
 - 728x90; max expansion 728x270
 - 300x250; max expansion 500x500
 - 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
Skyscraper	160x600	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
Leaderboards	728x90	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
Roadblocks	160x600 and 728x90 (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. At the top left, there is a red banner that says "GIVE A GIFT SUBSCRIPTION FOR THE HOLIDAYS!". The main header features the "cigar aficionado" logo in a stylized font. To the right of the logo are links for "contact us", "subscribe", and "site index". Further right, there is a "CIGAR OF THE WEEK" section featuring a box of "POR LARRAÑAGA" cigars. On the far right, there is a small image of a magazine cover with the text "ON SALE NOW".

Below the header is a navigation menu with buttons for: SIGN IN, WHAT'S NEW, FORUMS, CIGAR RATINGS, CIGAR INSIDER, RETAILERS, PEOPLE, RESTAURANTS, CIGAR STARS, THE LIBRARY, TRAVEL, DRINKS, EVENTS, CUBA, MOMENTS TO REMEMBER, GOLF, SUBSCRIBE, ADVANCED SEARCH, BACK ISSUES, and HELP. Below this menu is a "SUBSCRIBER SERVICES" section with links for "Subscribe to Cigar Aficionado", "Give a Gift", "Renew", "Pay Online", and "Customer".

The main content area is divided into several sections:

- Smoke on the Water:** A featured article with a photo of a person taking a picture. Text: "For the latest online Moment, cigars off the starboard bow in Bora Bora with Captain Richard aboard the *Taravana*." Below the photo is a "MOMENTS TO REMEMBER" button.
- Drinking Cigar Syrup:** A featured article with a photo of a drink. Text: "It seems that cigars are moving onto pancake turf by way of the bar in a recently discovered recipe for an Old Fashioned flavored with cigar-infused maple syrup."
- GET MORE NEWS and MORE RATINGS:** A promotional banner for the "Cigar Insider" newsletter.
- The Poker Bag:** A featured article with a photo of a bag. Text: "The Poker Bag from C.A.O. comes equipped with everything you need for poker night in one sturdy messenger-style backpack."
- NEW ADDITIONS TO OUR SITE!** A section with three small images: a person, a camera, and a golf ball.

On the right side of the page, there is a search bar with a "go!" button and a list of "CIGAR FEATURES" including: "Protests in Ohio", "Cigar Sappy", "Handmade Cigars at Costco", "Regional Cuban Cigars Released", "Ban Blocked in Vegas", "Davidoff of Geneva Acquires Major New York City Retailer", "2007 Big Smoke Line Up", "Nevada Businesses Sue to Halt the Ban", "Casa del Habano Opens in Hamburg", and "More Cigar Features". Below this is a "WEEKLY WRAPPER" section with "The Football Game", a "DRINKING AND DINING" section with "The Martini Lounge", a "HOT TIP" section with "Aged Scotch", and a "SPECIAL SELECTION" section with "Por Larrañaga Petit Corona".

A large orange rectangular area on the right side of the page is labeled "Skyscraper 160x600" with an arrow pointing to it from a red callout box that says "160 x 600".

AD SAMPLES

The image displays two screenshots of the Cigar Aficionado website, illustrating ad placements. The top screenshot shows a 'Leaderboard 728x90' ad at the top of the page. The bottom screenshot shows a 'Roadblock' ad at the top and a 'Roadblock' ad on the right side of the main content area. The main content area includes sections for 'Cigar Features', 'In This Issue', 'Weekly Wrapper', 'Cigar Bar Review', 'Tip Of The Week', and 'Havana Corner'. The website layout includes a navigation menu on the left, a search bar at the top right, and a breadcrumb trail: 'Home > What's New Main Page'.

Leaderboard 728x90

728 x 90

728 x 90

Roadblock

Roadblock

Units Run Concurrently

Cigar Aficionado home

Dec 19, 2006

Sign in | Email | Site Map

ADVANCED SEARCH

Home > What's New Main Page

Cigar Features

[Reaching New Heights in Miami](#)

[Protests in Ohio](#)

[Cigar Sappy](#)

[Handmade Cigars at Cortico](#)

[Regional Cuban Cigars Released](#)

[Ban Blocked in Vegas](#)

[Davidoff of Geneva Acquires Major New York City Retailer](#)

[More Cigar Features](#)

Weekly Wrapper

[The Football Game](#)

Cigar of the Week

[Por Larrañaga Petit Corona](#)

Havana Corner

[Havana Corner: More Flavorful Smokes from Havana](#)

[The Women Of CA](#)

In This Issue

Pick up your latest issue of *Cigar Aficionado* and see how Dennis Haysbert has fashioned the strong, disciplined type into success. Also, fire up a 99-rated Hoyo de Monterrey from 1996, go inside and outside the ring with Sugar Ray Leonard, check out the best in luxury resorts and world-class watches, and read what's fueling Scotch's evolution. That and much, much more, on newsstands now.

Cigar Bar Review

[The Martini Lounge](#)

Tip Of The Week

[Aged Scotch](#)

Cigar Toy

[C.A.O. Poker Bag](#)

[Cigar Toy Gallery](#)