OUR VALUES

*Cigar Aficionado* celebrates the good life and is the genuine voice for affluent men who enjoy living a luxurious lifestyle. We pursue this through three core values:

TRUST

Our brand is first and foremost known for the integrity of its industry-leading ratings and reviews for cigars.

RICH CONTENT

Expert editorial features educate our readers on the best of travel, sports, culture, automotive, watches and fine wine and dining.

CIGAR EXPERTISE, EVERYWHERE:

Across print, digital, social and events, we offer a unified and cross-platform experience for our audience as the most authoritative source of cigar information anywhere.
TOTAL BRAND FOOTPRINT

REACHING 2.7+ MILLION

PRINT
1,400,000 Passionate readers

DIGITAL
571,000 Enthusiastic viewers

SOCIAL
535,000 Active brand ambassadors

NEWSLETTERS
165,000 Opt-in subscribers

EVENTS
7,000+ Highly engaged consumers

Source: GFK MRI Doublebase 2020, Google Analytics 2021
PRINT PRESENCE

252,000

CIRCULATION

5.5

READERS PER COPY

$24.95

ONE-YEAR SUBSCRIPTION

6x

ISSUES PUBLISHED A YEAR
OUR AUDIENCE

Cigar Aficionado attracts an audience of top lifestyle influencers and affluent consumers. Our readers are leaders in their social and professional worlds.

<table>
<thead>
<tr>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>87%</td>
<td>13%</td>
</tr>
<tr>
<td>Median Age</td>
<td>45</td>
</tr>
<tr>
<td>Aged 25–54</td>
<td>67%</td>
</tr>
<tr>
<td>Median HHI</td>
<td>$193,039</td>
</tr>
<tr>
<td>Median HH Net Worth</td>
<td>$1.4 MM</td>
</tr>
<tr>
<td>College Educated</td>
<td>97%</td>
</tr>
<tr>
<td>Professional/Managerial</td>
<td>83%</td>
</tr>
<tr>
<td>Own or Lease 2+ Vehicles</td>
<td>81%</td>
</tr>
</tbody>
</table>

Total Yearly Luxury Expenditures $120 Billion

- Home & Garden: $23 Billion
- Financial Services: $15 Billion
- Auto: $15 Billion
- Apparel + Accessories: $8 Billion
- Leisure, Dining, Wine & Spirits: $7 Billion
- Travel: $7 Billion
- Jewelry + Watches: $5 Billion

Source: MRI Doublebase 2020
CIGAR AFICIONADO DIGITAL EDITIONS

The multiplatform digital editions provide users with a unique way to engage with the magazine whether on smart phone, tablet or computer.
CIGAR AFICIONADO CUSTOM BRAND BUILDING

In addition to premium placements, polybags, inserts and gatefolds, our skilled marketing and design team is able to create customized content that will meet all of your strategic needs for print, mobile, social and video. This customized campaign will drive home your brand’s message.

By aligning with Cigar Aficionado, you will have a unique opportunity to leverage the authority and trust our brand holds while inspiring readers to gain a deeper understanding of your key message.

Our Abilities
- Category co-ops
- Custom content programs
- Digital media design marketing
- Social media design marketing
- Custom video production

GREAT PLACES TO LIGHT UP
All advertisers featured in GP2LU will have a click-over microsite landing page accessible on banner ads featured on cigaraficionado.com
CIGAR AFICIONADO DIGITAL ADVERTISING

Cigar Aficionado has a strong digital presence across our website, social media pages and our Cigar Watch Newsletter. Our website is the preeminent source of cigar information on the web, with its ratings and expert editorial content. Across all of these digital channels, advertisers can extend brand awareness and engagement with our highly affluent audience.

FOR MORE INFORMATION, ASK FOR OUR DIGITAL CAPABILITIES DECK

QUALITY AUDIENCE

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>AVERAGE AGE</td>
<td>40</td>
</tr>
<tr>
<td>AVERAGE HHI</td>
<td>$606,000</td>
</tr>
<tr>
<td>AVERAGE NET WORTH</td>
<td>$3.1MM</td>
</tr>
<tr>
<td>COLLEGE EDUCATED</td>
<td>96%</td>
</tr>
<tr>
<td>PROFESSIONAL/MANAGERIAL</td>
<td>91%</td>
</tr>
</tbody>
</table>

AVAILABLE OPPORTUNITES:

- High-Impact IAB
- Standard IAB Display Units
- Video Pre-Roll
- M.Shanken Private Marketplace
- Email Marketing
- Newsletter Marketing
- Editorial 101 Videos
- Social Media Organic & Paid Content
- Content Marketing
- Connected TV

1.4 MM MONTHLY PAGE VIEWS

571K MONTHLY VISITS

310K UNIQUE MONTHLY VISITS

Source: IPSOS Doublebase 2020, Google Analytics 2021
For 29 years, Cigar Aficionado Big Smoke event has been the most prestigious consumer event in the world. Hosted in both Las Vegas and Fort Lauderdale, this signature event attracts thousands of cigar lovers from across the country, creating a unique opportunity for advertisers to engage with our readers.

**SPONSORSHIP OPPORTUNITIES**

- Ability to engage with our affluent attendees
- Brand representation in all print & digital event promotions
- Brand booth display at Big Smoke
- Gift bag inclusion to 7,000+ guests
- Social media extensions
- On-site promotion & database collection

**2022 DATES & LOCATIONS**

**BIG SMOKE MEETS WHISKYFEST**
2022 Date & Location TBD

**BIG SMOKE LAS VEGAS**
2022 Date TBD
The Mirage
Las Vegas, NV
2022 ISSUE DATES & DEADLINES

January/February
Space Close: December 27, 2021
Material Due: December 29, 2021
Mail Date: January 28, 2022
Newsstand: February 15, 2022

March/April
Space Close: January 31, 2022
Material Due: February 2, 2022
Mail Date: March 4, 2022
Newsstand: March 22, 2022

May/June
Space Close: April 4, 2022
Material Due: April 6, 2022
Mail Date: May 6, 2022
Newsstand: May 24, 2022

July/August
Space Close: June 6, 2022
Material Due: June 8, 2022
Mail Date: July 8, 2022
Newsstand: July 26, 2022

September/October
Space Close: August 8, 2022
Material Due: August 10, 2022
Mail Date: September 9, 2022
Newsstand: September 27, 2022

November/December
Space Close: October 3, 2022
Material Due: October 5, 2022
Mail Date: November 4, 2022
Newsstand: November 22, 2022

Please note we can offer extensions on space and art.
Contact: Jennifer Arcella • 212–684–5147 • jarcella@mshanken.com
2022 ADVERTISING COSTS & INFORMATION

GENERAL
Frequency: 6x
Annual Subscription Price: $24.95

ADVERTISING RATES

Four Color
Frequency: 1x 6x 12x
Full Page $35,180 $33,640 $31,580
2/3 Page $29,880 $28,560 $26,860
1/2 Page $26,340 $25,260 $23,700
1/3 Page $17,780 $16,940 $15,780

Black and White
Frequency: 1x 6x 12x
Full Page $29,880 $28,560 $26,840
2/3 Page $25,400 $24,260 $23,520
1/2 Page $22,400 $21,420 $20,100
1/3 Page $16,000 $15,560 $14,400

Special Positioning Premiums
2nd Cover Gatefold: On Request
3rd Cover: 10%
4th Cover: 25%

Notes
Agency Commission: 15%
Bleed: 15% premium
2 Color: 10% premium above earned B&W rate
5th Color: 20% premium
2% cash discount not available
Copy split by State only $3,500/split (net)

DISCOUNTS
Discounts apply to space run within one year of first insertion. Advertising from different divisions of the same company may be combined for discount purposes. Advertising appearing in any combination of M. Shanken Communications' publications will qualify for a discount level equal to the combined total insertions.

ISSUANCE AND CLOSING DATES
Published 6 times a year. Closing for insertion orders is approximately 10 weeks prior to cover date. All advertising production materials are due 1 week after space closing.

CIGAR AFICIONADO CONTACTS:

NEW YORK
825 Eighth Ave. 33rd Floor
New York, NY 10019
Tel: 212-684-4224
Fax: 212-481-1540

Vice President, Associate Publisher:
Barry Abrams, babrams@mshanken.com

WEST COAST
1686 Union Street, Suite 207
San Francisco, California 94123
Tel: 415-673-2040
Fax: 415-673-0103

EFFECTIVE JANUARY 1, 2022
PRINT PRODUCTION SPECIFICATIONS

PRINTING
Web Offset (SWOP)
Binding: Perfect Bound
Publication Trim Size: 9.75" x 11.875"

DIGITAL FILE SPECIFICATIONS
PDF/X-1a
- PDF/X1a file (Only one ad per file)
- Images must be CMYK or Grayscale TIFF or EPS prepared for the SWOP3 color environment
- Total Area Coverage for CMYK color builds should not exceed 300% (min: 260%)

DELIVERY OF AD MATERIAL
Digital files uploaded to our ad portal http://mshanken.SendMyAd.com (uploading tutorial available on site)

Advertising material will be retained for one year, unless return is specifically requested. M. Shanken Communications is not responsible for keeping material beyond one year.

FOR FURTHER INFORMATION
Go to mshanken.com, or contact:
Jennifer Arcella
jarcella@mshanken.com
tel: 212.684.5147

ADVERTISING SIZE SPECIFICATIONS

<table>
<thead>
<tr>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publication Trim Size</td>
<td>9.75&quot; x 11.875&quot;</td>
</tr>
<tr>
<td>Full Page Safety</td>
<td>9.25&quot; x 11.375&quot;</td>
</tr>
<tr>
<td>Full Page Bleed</td>
<td>10&quot; x 12.125&quot;</td>
</tr>
<tr>
<td>Full Page Non-Bleed</td>
<td>8.125&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>Spread Trim Size</td>
<td>19.5&quot; x 11.875&quot;</td>
</tr>
<tr>
<td>Spread Safety</td>
<td>19&quot; x 11.375&quot;</td>
</tr>
<tr>
<td>Spread Bleed</td>
<td>19.75&quot; x 12.125&quot;</td>
</tr>
<tr>
<td>Spread Non-Bleed</td>
<td>16.25&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>2/3 Page Vertical Bleed</td>
<td>7&quot; x 12.125&quot;</td>
</tr>
<tr>
<td>2/3 Page Vertical Non-Bleed</td>
<td>6&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>1/2 Page Spread Bleed</td>
<td>19.75&quot; x 6&quot;</td>
</tr>
<tr>
<td>1/2 Page Vertical Bleed</td>
<td>4.875&quot; x 12.125&quot;</td>
</tr>
<tr>
<td>1/2 Vertical Non-Bleed</td>
<td>4&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>1/2 Page Horizontal Bleed</td>
<td>10&quot; x 6&quot;</td>
</tr>
<tr>
<td>1/2 Page Horizontal Non-Bleed</td>
<td>8.125&quot; x 5&quot;</td>
</tr>
<tr>
<td>1/3 Page Vertical Non-Bleed</td>
<td>3.625&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>1/3 Page Vertical Bleed</td>
<td>3.75&quot; x 12.125&quot;</td>
</tr>
</tbody>
</table>


Any ad less than a full page size that is not bordered may be enclosed with a hairline or 1 point rule at the discretion of the production department.

Competitor logos/ratings are subject to publisher approval. Inquire for more information
COPY AND CONTRACT REQUIREMENTS

1. The acceptance or execution of an order is subject to Publisher’s approval of copy, text, display and illustration.

2. All copy, text, display and illustration are published on the representation that the advertiser and the advertising agency are fully authorized and have secured proper written consent. The advertiser and the advertising agency agree to indemnify and save harmless the Publisher from any and all liability, loss and expense of any nature arising from such publication.

3. Any insertion of advertising made by the agency or advertiser represents an acceptance by both the agency and the advertiser of all the terms and conditions of the rate card applicable to the issue in which such insertion is to be published.

4. All rates and units of space are subject to change on 30 days’ notice.

5. Orders for specific units of space and dates of insertions are necessary.

6. Orders specifying positions are accepted on request basis only.

7. The Publisher assumes no responsibility for errors in key numbers or telephone numbers in the printing or insertion of numbers for inserted material.

8. Orders that contain incorrect rates or conditions will be inserted and charged for at regular-schedule rates. Such errors will be regarded as clerical.

9. Conditional orders are not accepted by the Publisher.

10. Cancellation or changes in orders not accepted after closing date.

11. All orders accepted by the Publisher are contingent upon acts of God, fires, accidents, strikes or other interruptions to production and/or distribution of the same or different nature beyond his control.

12. Rates charged and discounts allowed are subject to short rate at expiration of ad schedule.

13. Publisher reserves the right to cancel the contract upon default in payment or breach of any provision herein, and all unpaid charges and short rates shall become immediately payable.

14. Publisher reserves the right to reject, exclude, or cancel any advertisement, insertion order, space reservation or position commitment at any time, for any reason, without liability, even if previously acknowledged or accepted.

15. All advertisements must be clearly identified by the trademark or signature of the advertiser. Those which, in the judgment of the Publisher, look like editorial pages will be marked “Advertisement.”

16. The liability of the Publisher for any error for which he may be held legally responsible will not exceed the cost of the space occupied by the error. The Publisher will not, in any event, be liable for loss of income or profits or any consequential damages.

17. No conditions, printed or otherwise, appearing on contract orders or copy instructions that conflict with the Publisher’s policies, listed on this rate card, will be binding on the Publisher.

18. As used in this section, the term “Publisher” shall refer to M. Shanken Communications, Inc.
CONTACTS FOR MEDIA INQUIRIES

NEW YORK:
825 Eighth Avenue, 33rd Floor, New York, NY 10019
Phone: 212-684-4224 - Fax: 212-481-1540

Advertising contacts:
Barry Abrams, Vice President, Associate Publisher
212-684-4896 - email: babrams@mshanken.com

Miriam Morgenstern - Corporate Advertising
email: mmorgenstern@mshanken.com
cc: Maggie Kotraba at mkotraba@mshanken.com

Michael McGoldrick - Beverage & Alcohol Advertising
212-684-4987 - email: mmcgoldrick@mshanken.com

Michael DiChiara - Account Director
212-481-1521 - email: mdichiara@mshanken.com

West Coast Sales Director
Cheryl Lewis
Phone: 415-673-2040 ext. 1 - Fax: 415-673-0103
email: clewis@mshanken.com

Marissa Barker - West Coast Advertising Coordinator
Phone: 415-673-2040 ext. 2 - email: mbarker@mshanken.com

Texas Representative
Lucinda Weikel
214-566-3531 - email: lucinda@wnpmedia.com

Special Account Representative
Steve Bliman
760-994-0285 - email: bliman@cox.net