

2026

A top-down photograph of cigars and a cutter on a dark blue, textured surface. In the top left, a wooden tray holds several cigars. In the bottom left, a pair of silver cigar cutters is positioned over two cigars. The background is a mottled, dark blue color with some small orange specks.

cigar aficionado

MEDIA KIT

Learn more. Smoke better.

*Cigar Aficionado celebrates the good life and is
the genuine voice for affluent men who enjoy
living a luxurious lifestyle.*

89% of Cigar Aficionado readers
purchase a rated cigar

Source: MRI Reader Survey 2025



Reaching 2.9 Million

Print 1,465,000

Newsletters 155,000

Digital 600,000

Video 300,000

Social 710,000

Apps 180,000

Events 7,000

Total Brand Footprint

Our Audience

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

\$193K

Average
HHI

46

Average
Age

\$1.4MM

Net
Worth

83%

Professionals

97%

College
Grads

86%

Homeowners

Total Yearly Luxury Expenditures
\$120 Billion

Home & Garden **\$23 Billion**

Auto **\$15 Billion**

Apparel + Accessories **\$8 Billion**

Leisure, Dining, Wine & Spirits **\$7 Billion**

Travel **\$7 Billion**

Jewelry + Watches **\$5 Billion**

Travel & Lifestyle

Our readers travel frequently and spend confidently on luxury experiences, reflecting a lifestyle defined by affluence, influence, and discernment.



Source: MRI Reader Survey 2025, MRI-Simmons 2025

92%

Take domestic trips

81%

Serve the best food & beverages when entertaining

66%

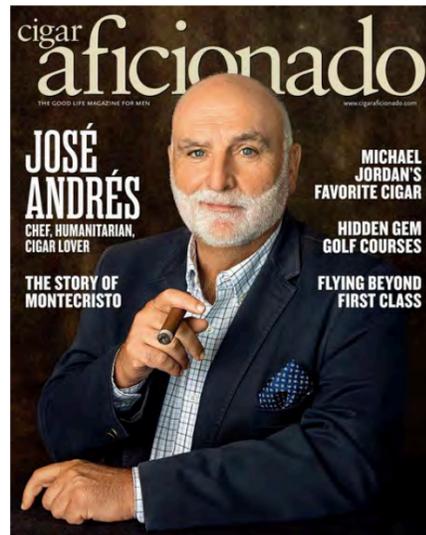
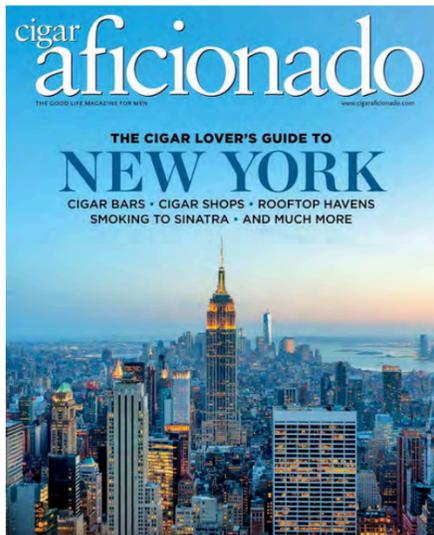
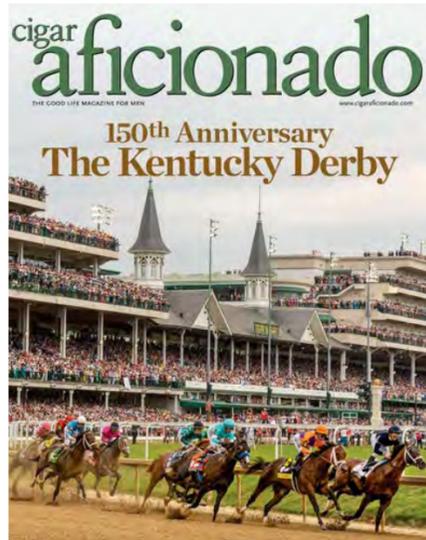
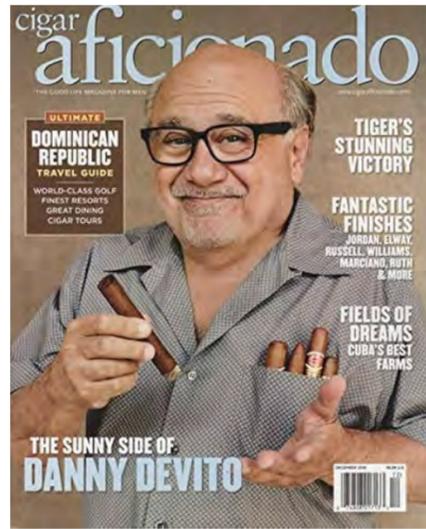
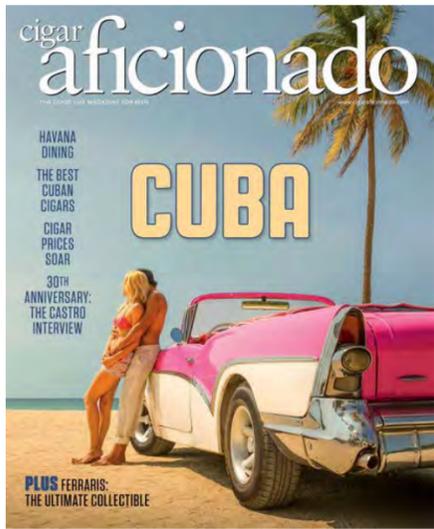
Stay in luxury hotels

62%

More likely to remodel their home

55%

Take foreign trips



cigar aficionado

Circulation

255,000

Save an issue

72%

Tried an advertised product

51%

Visited a retailer after reading

45%

Readers per copy

6

Print Engagement

2026 Issue Dates

January/February

Space Close: 12/3/25
Material Due: 12/5/25
Mail Date: 1/2/26
Newsstand: 1/20/26

March/April

Space Close: 2/11/26
Material Due: 2/13/26
Mail Date: 3/12/26
Newsstand: 3/31/26

May/June

Space Close: 4/1/26
Material Due: 4/3/26
Mail Date: 4/30/26
Newsstand: 5/19/26

July/August

Space Close: 6/3/26
Material Due: 6/5/26
Mail Date: 7/2/26
Newsstand: 7/21/26

September/October

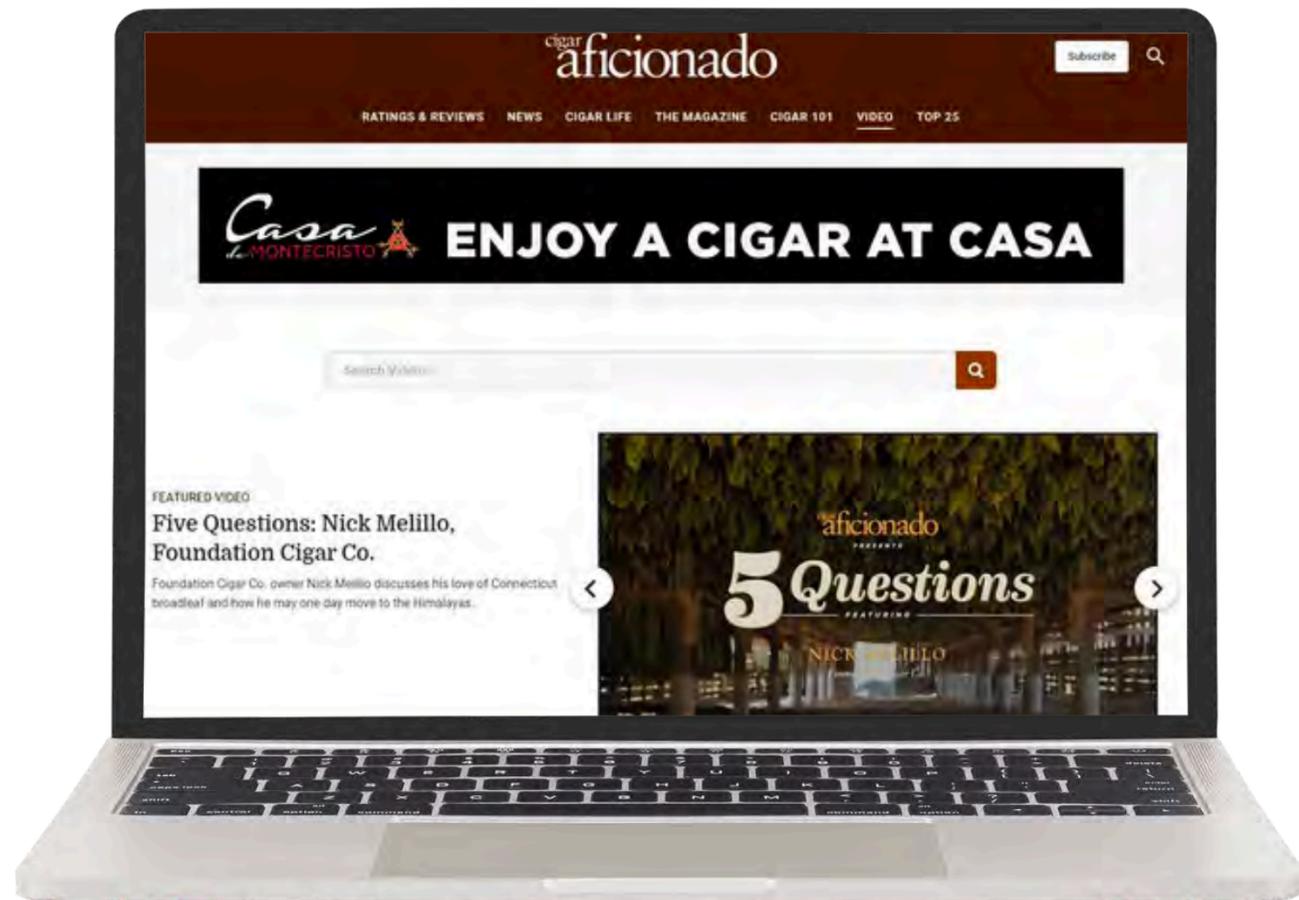
Space Close: 8/5/26
Material Due: 8/7/26
Mail Date: 9/3/26
Newsstand: 9/22/26

November/December

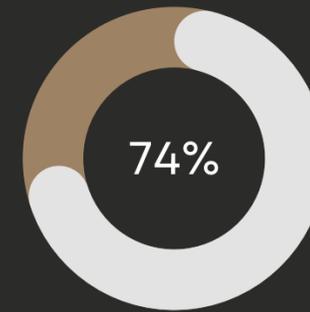
Space Close: 9/30/26
Material Due: 10/2/26
Mail Date: 10/29/26
Newsstand: 11/17/26



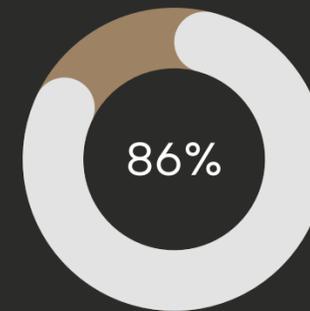
Digital Footprint



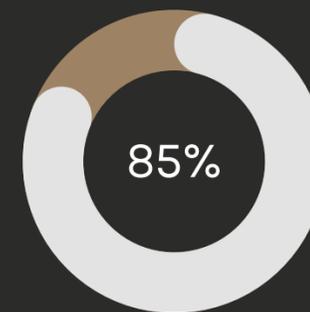
Cigar Aficionado Readers:



Visit
CigarAficionado.com
monthly



Looked up a cigar
rating



Read an online
article

Digital Capabilities

Cigar Aficionado maintains 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.

Engaged Audience

1M

Monthly page views

600K

Monthly visits

310K

Unique Monthly Visits

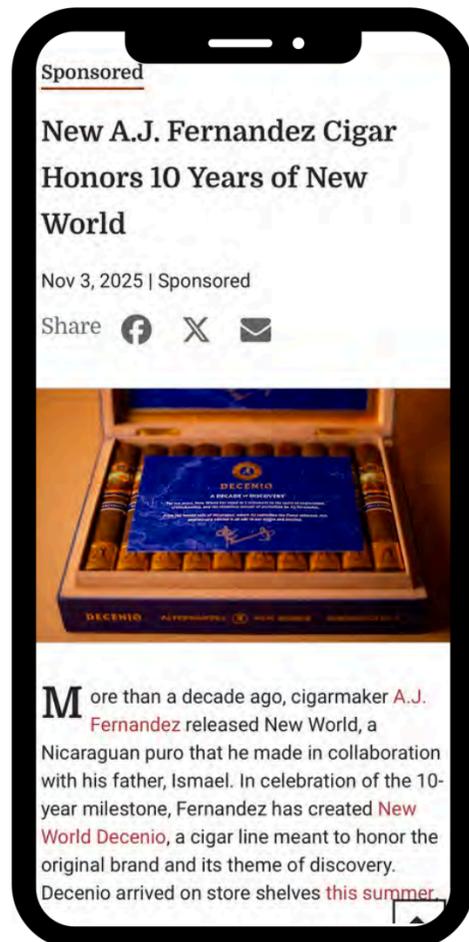
Available Opportunities

- High-impact IAB display units
- Standard display ads
- Video pre-roll
- Exclusive programmatic advertising
- Email marketing
- Social media
- Content marketing
- Connected TV
- Custom video
- Influencer campaigns
- Custom development



Custom Content

Through co-ops and custom advertorials, leverage *Cigar Aficionado*'s authority to inspire readers and deepen engagement with your brand. Our marketing and design team creates custom campaigns across print, mobile, social, and video to deliver your brand message.



Tell Your Story Through:

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



Signature Event: Big Smoke

For 32 years, Cigar Aficionado Big Smoke has been the most prestigious consumer event in the world. Hosted in both Las Vegas and Florida, 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

- Direct engagement with our affluent attendees
- 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

2026 Dates/Locations:

Las Vegas Big Smoke

November 6-7, 2026

Horseshoe

Las Vegas, NV



PRINT PRODUCTION SPECIFICATIONS

PRINTING

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

DIGITAL FILE SPECIFICATIONS

- PDF/X-1a file (Only one ad per file)
- Images must be CMYK or Grayscale TIFF or EPS prepared for the SWOP3 color environment -- image resolution is 300 dpi (minimum 260 dpi)
- Total Area Coverage for CMYK color builds should not exceed 300%

DELIVERY OF AD MATERIAL

Digital files uploaded to our ad portal
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.

MECHANICAL SPECIFICATIONS

Ad Size:	Width	Depth
Full Page Safety	9.25"	11.375"
Full Page Bleed	10"	12.125"
Full Page Non-Bleed	8.125"	10.5"
Spread Trim Size	19.5"	11.875"
Spread Safety	19"	11.375"
Spread Bleed	19.75"	12.125"
Spread Non-Bleed	16.25"	10.5"
2/3 Page Vertical Bleed	7"	12.125"
2/3 Page Vertical Non-Bleed	6"	10.5"
1/2 Page Spread Bleed	19.75"	6"
1/2 Page Vertical Bleed	4.875"	12.125"
1/2 Vertical Non-Bleed	4"	10.5"
1/2 Page Horizontal Bleed	10"	6"
1/2 Page Horizontal Non-Bleed	8.125"	5"
1/3 Page Vertical Bleed	3.75"	12.125"
1/3 Page Vertical Non-Bleed	3.625"	10.5"

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.

For Further Information

Go to M.Shanken.com or contact:

Jennifer Arcella
jarcella@mshanken.com

Advertising Costs and Information

Advertising Rates (Gross)

Frequency	1x	6x	12x
Four Color			
Full Page	\$38,860	\$37,120	\$34,840
2/3 Page	\$32,940	\$31,620	\$29,680
1/2 Page	\$29,080	\$27,840	\$26,100
1/3 Page	\$19,580	\$18,700	\$17,440

Frequency	1x	6x	12x
Black & White			
Full Page	\$33,980	\$31,520	\$29,680
2/3 Page	\$28,320	\$27,020	\$26,200
1/2 Page	\$24,960	\$23,860	\$22,200
1/3 Page	\$17,840	\$17,340	\$16,060

Special Positioning Premiums

Cover 2 Gatefold.....	On Request
Spread Prior to Table of Contents.....	10%
3rd Cover.....	10%
4th Cover.....	25%
Opposite Masthead.....	10%

Notes

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

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.

Contact Information:

NEW YORK:

Cigar Aficionado
825 Eighth Ave, 33rd Floor
New York, NY 10019
Fax: 212-481-1540

Advertising contact:

Jake Cohen
Tobacco, Account Executive
212-481-8610 ext. 628
email: jcohen@mshanken.com

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 for 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.

Media Contacts

cigar
aficionado

NEW YORK:

825 Eighth Avenue, 33rd Floor

New York, NY 10019

Phone: 212-684-4224

Jake Cohen - Tobacco, Account Executive

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Stephen Senatore - SVP, Spirits

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Alyssa Weiss - Luxury & Spirits, Account Director

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Michael DiChiara - Luxury & Spirits, Account Director

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Miriam Morgenstern - Corporate Advertising, Global Wines

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Lucinda Weikel - Texas Representative

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DIGITAL ADVERTISING

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email: mcapace@mshanken.com

