



The Cigar Network

Media Kit - Quarterly Publication

What We're About

The Cigar Network Magazine was created to fill a gap in the cigar related publication world. The cigar industry has very few options when it comes to publications and some of those options are becoming less and less about cigars and more about other aspects of life.

You will not find articles about watches or cars, nor will you see scantily clad women thrown about our pages. What you will find is real articles, real reviews and real education from real cigar smokers.

How We're Fixing Cigar Media

The magazine industry woke up many years ago when it noticed that there was a large audience they were no longer reaching, the internet. Cigar media outlets, on the other hand, did not get this memo. Working closely with the internet's biggest names in cigar blogs, we have created the first old media format with a new media presence, with content provided each issue with articles from such sites as StogieReview.com and StogieFresh.com.

As part of the cigar network, we will also be featuring Cigar Friendly locations in each issue, by using our resources at CigarFriendly.us and as part of our journey to create a more consumer based value we have also prepared the launch of our newest site, YourCigarRatings.com.

YourCigarRatings.com will provide our publication with a quarterly top 25 cigars based on consumer ratings and reviews as well as occasionally creating more specific lists to include a broader range of cigars (Top 10 by Country, Top 10 by Strength, etc). This will allow our readers to finally see what other smokers, from all walks of life are smoking, honest and unbiased.

www.thecigarnetwork.com

The Cigar Network Advertising Rates & Data 2011

	1x	2x	3x	4x	8x
One-Half Page	\$1,625	\$1,500	\$1,375	\$1,200	\$1,075
Full Page	\$3,250	\$3,000	\$2,750	\$2,400	\$2,150
Two Page	\$6,045	\$5,580	\$5,115	\$4,460	\$4,000
Covers C3 / C4	\$4,400	\$4,200	\$3,900	\$3,600	\$3,200
Cover C2	\$6,500	\$6,200	\$5,900	\$5,600	\$5,100

The Cigar Network is a quarterly publication. 4x denotes a one year advertising cycle. Price per Issue.

AREA INFORMATION

Final Print Size is 8.375" x 10.875"
All ads represent a 1/8" bleed. Anything you wish to not bleed or risk being cropped should be at least 1/4" on the inside trim.

COLOR & BLEEDS

Ad rates do not vary based on bleed or non-bleed, color or black & white.

STANDARD SIZES

Ad Type	Size (W x H)
Full Page Bleed	8.625" x 11.125"
Two Page Bleed	17.25" x 11.125"
1/2 Bleed Vertical	4.375" x 11.125"
1/2 Bleed Horizontal	8.625" x 5.25"

ONLINE ADVERTISING

- All advertisers will receive a logo and link on the partners page of TheCigarNetwork.com.
- All full page advertisers will also be included in our banner rotation on CigarFriendly.us, YourCigarRatings.com & CigarClubhouse.org.

CONTACT INFORMATION

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MECHANICAL REQUIREMENTS

- TIFF or PDF format preferred (Illustrator, Photoshop or QuarkExpress 6.5+ format also accepted)
- All images included in ads should be final and color corrected, 300DPI high-resolution CMYK files (TIFF, PSD, or EPS files recommended).
- PDF files should be created using only 4-color process CMYK images.
- Preferred Delivery via FTP, CD-Rom or Email.

POLICIES

- Any non-CYMK image will be converted and color matched to the best of our ability, however may not be an exact match. Please convert RGB to CYMK prior to delivery.
- Ads delivered in a different format may be refused and will need to be resubmitted. We will make any attempt to use the file format before refusing.
- If the mechanical requirements of the ad are not met, The Cigar Network will not guarantee the quality of the ad.

