

CIGAR MAGAZINE BLOW-IN

2010 Counts

320,000 Annual Magazines

\$30/M

Cigar magazine is committed to providing readers with concise, accurate, and unbiased information about the cigar industry, while striving to preserve and respect the romance of centuries-old history.

Cigar Magazine engages readers with articles on topics that our surveys have shown the general cigar-smoking audience is interested in, such as: classic cars, cigar-friendly bars and restaurants, sports, and reader's opinions of the best of everything from coffee to chocolate.

The magazine is published quarterly by JR Cigar.

DEMOGRAPHICS

Age Range: 44

Average HH Income: \$125,000+

80% College Graduates

55%+ Internet Buyers

Inserts are blown in to pages, then magazine is poly-bagged.

MINIMUM SIZE: 3 1/2" x 3 3/4"
 MAXIMUM SIZE: 5 1/2" x 6" (Can be folded)
 MINIMUM WEIGHT: 75 lb. text (7 pt. caliper)
 MAXIMUM WEIGHT: 165 lb. text (10 pt. caliper)
 MAXIMUM WEIGHT: .15 oz.
 MAXIMUM INSERTS: 1-2 non-competitive

Magazine Drop Schedule (2010 dates tentative)

Issue	Distribution Date	Material Due	Circulation
Spring 2009	1/22/2010	1/4/2010	80,000
Summer 2009	4/23/2010	4/5/2010	80,000
Fall 2009	7/22/2010	7/2/2010	80,000
Winter 2009	10/22/2010	10/4/2010	80,000

UNIT OF SALE

\$87- \$102

GENDER

99% Male

SOURCE

Catalog
Internet

MINIMUM ORDER

100,000

CONTACT

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SAMPLE INSERT
PIECE REQUIRED
FOR CLEARANCE

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