

2010 EDITORIAL FEATURE CALENDAR

<p>FEBRUARY</p> <ul style="list-style-type: none"> • Bulk Pipe Tobacco • Smoking Accessories • Mass Market Cigarettes • Father's Day Merchandising <p>BONUS DISTRIBUTION:</p> <ul style="list-style-type: none"> • Tobacco Plus Expo • TAA 42nd Annual Convention 	<p>APRIL</p> <ul style="list-style-type: none"> • Premium Cigar Imports • Value-Priced Cigars • Luxury Cigarettes • Tobacco Plus Expo Review
<p>JUNE</p> <ul style="list-style-type: none"> • Smokeless Tobacco Report • Cigarillos • Smoking Accessories • IPCPR Show Preview Issue • TAA Convention Review 	<p>AUGUST</p> <ul style="list-style-type: none"> • Imported Cigarettes • Specialty Pipe Tobaccos • Roll-your-own Tobaccos • Upscale Gifts <p>BONUS DISTRIBUTION:</p> <ul style="list-style-type: none"> • IPCPR Trade Show • Smoker Friendly Trade Show
<p>OCTOBER</p> <ul style="list-style-type: none"> • Flavored Cigars • 3rd- and 4th-tier Cigarettes • Holiday Merchandising • MSA Issues • Industry Retailing Report • IPCPR Show Review Issue <p>BONUS DISTRIBUTION:</p> <ul style="list-style-type: none"> • NACS 	<p>DECEMBER</p> <ul style="list-style-type: none"> • Boutique Cigars • RYO/MYO • Kretek Cigarettes • Inventory Issues • Smoking Accessories

FEATURED IN EVERY ISSUE OF SMOKESHOP:

PRODUCT NEWS

- Premium Cigars
- Mass Market Cigars
- Cigarettes (all tiers)
- Pipes and Tobaccos
- RYO/MYO Equipment
- Humidors, Cutters, Accessories

ISSUES

- Regulations
- Taxation
- MSA
- FDA oversight
- Smoking Bans

SUBMITTING NEWS RELEASES

Submit merchandise or corporate news announcements for editorial consideration to:

Ted Hoyt, Editor

Smokeshop Magazine

26 Broadway, Floor 9M

New York, NY 10004, USA,

Tel.: 1-212-391-2060, Fax: 1-212-827-0945

E-mail: editor@smokeshopmag.com



2010 ADVERTISING RATES PRINT & DIGITAL

FOUR-COLOR

Unit	1 Time	3 Times	6 Times
Full Page	\$3,595	\$3,420	\$3,060
2/3 Page	\$3,420	\$3,240	\$2,900
Island 1/2	\$3,240	\$3,070	\$2,750
1/2 Page	\$3,060	\$2,900	\$2,600
1/3 Page	\$2,700	\$2,560	\$2,290
1/4 Page	\$2,340	\$2,220	\$1,990
1/6 Page	\$1,980	\$1,880	\$1,680
1/8 Page	\$1,620	\$1,540	\$1,380
1/12 Page	\$1,260	\$1,200	\$1,070

BLACK & WHITE

Unit	1 Time	3 Times	6 Times
Full Page	\$2,520	\$2,390	\$2,140
2/3 Page	\$2,390	\$2,270	\$2,030
Island 1/2	\$2,270	\$2,150	\$1,930
1/2 Page	\$2,140	\$2,030	\$1,820
1/3 Page	\$1,890	\$1,800	\$1,610
1/4 Page	\$1,640	\$1,560	\$1,390
1/6 Page	\$1,390	\$1,320	\$1,180
1/8 Page	\$1,130	\$1,080	\$960
1/12 Page	\$880	\$840	\$750

SPECIAL POSITIONS PLUS EARNED PAGE RATE:

Cover 2	\$1,010	Cover 3	\$780
Opposite C2	\$780	Cover 4	\$1,220

CLASSIFIED ADS

Unit	1 Time	3 Times	6 Times	12 Times
Per Inch	\$150	\$140	\$130	\$120

* Rate is per column inch, in 3-column make-up; Box number replies: \$10 extra per insertion.

2010 BONUS DISTRIBUTION

TPE 2010 MARCH 3-4, 2010
TOBACCO PLUS EXPO 2010
 New Orleans Convention Center
 New Orleans, Louisiana



MARCH 21-25, 2010
TAA 42ND ANNUAL CONVENTION
 Tobacconists' Association of America
 Caribe Hilton, San Juan, Puerto Rico

AUGUST 9-13, 2010
IPCPR 78TH ANNUAL CONVENTION & INTERNATIONAL TRADE SHOW
 International Premium Cigar & Pipe Retailers Association
 New Orleans Convention Center, New Orleans, Louisiana

OCTOBER 6-8, 2010
NACS SHOW 2010
 National Association of Convenience Stores (NACS)
 Georgia World Congress Center, Atlanta, Georgia

Please contact us at:

Tel: +1-212-391-2060 • Fax: +1-212-827-0945
 sales@smokeshopmag.com

WWW.SMOKESHOPMAG.COM

CIGARS & LIFE'S BURNING DESIRES

SMOKE is the only independent magazine whose editorial is proudly focused on the pleasures of smoking cigars. *SMOKE* readers are dedicated cigar enthusiasts who are eager to try new brands and purchase new products and accessories.

SMOKE'S TOBACCO EDITORIAL INCLUDES:

- Our respected Cigar Review, which influences the purchasing decisions of more than 90% of our readers
- Interviews with leading cigar, pipe, and accessories manufacturers and celebrity smokers
- Descriptions and locations of smoker-friendly establishments, including smokeshops in selected cities
- In-depth feature articles on cigar-producing countries and manufacturers
- Highlights of important tobacco-related news and events
- Gift guides featuring the latest accessories for today's man



CIRCULATION: 75,000

FACTS ABOUT OUR READERS

Demographics of *SMOKE* Readers:

Median Age: 37

Gender: 97% Male

Occupation: 68% Professional, Managerial or Executive

Average Household Income: \$92,000

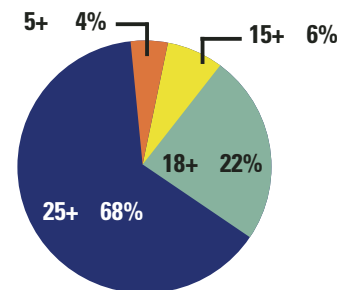
Education: 78% College Educated

Percentage Who Are Cigar Smokers: 100%

Percentage Who Are Pipe Smokers: 27%

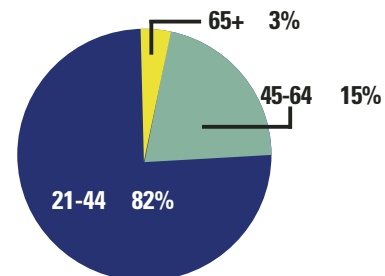
Percentage Who Are Cigarette Smokers: 42%

CIGARS SMOKED PER MONTH BY SMOKE READERS:



- *SMOKE* readers are enthusiastic about trying new cigar brands

AGE OF SMOKE READERS:



- *SMOKE*'s readers are younger than the competition's.
- 63% of *SMOKE* readers have smoked cigars for five years or less. This statistic reinforces the need to introduce your brand to their developing palate.

2010 ADVERTISING RATES & RELEASE DATES

FOUR-COLOR

Unit	1 Time	4 Times	8 Times	12 Times
Full Page	\$8,374	\$7,540	\$6,700	\$6,280
2/3 Page	\$7,960	\$7,160	\$6,360	\$5,970
1/2 Page	\$7,120	\$6,410	\$5,690	\$5,340
1/3 Page	\$6,280	\$5,650	\$5,020	\$4,710

SPECIAL POSITIONS RATES (in addition to regular page rate):

Cover 2	\$1,010	Cover 3	\$780
Opposite Cover 2	\$780	Cover 4	\$1,220

Black and white rates available on request

SMOKE 2010 Release Dates

Edition	Release Date
Spring	March
Summer	June
Fall	September
Winter	December