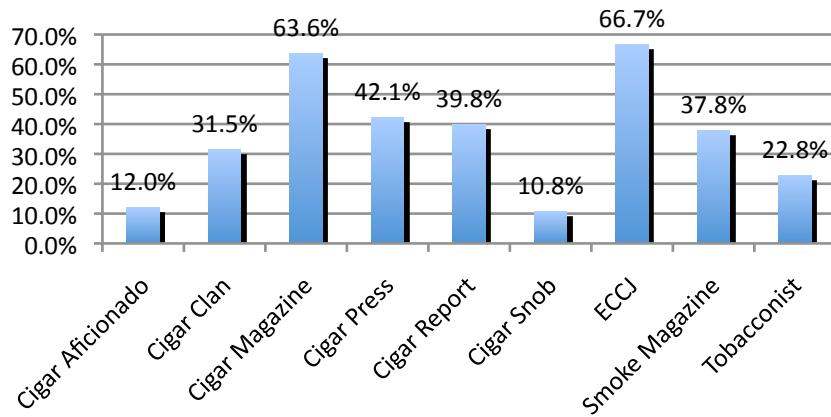


Name of Publication	Single Issue	Subs. \$/Yr	No. Issues /yr	Tot. pgs	Cigar-rel pgs	Cigar-rel Articles	Rev/ Issue	Wds/ Rev	% Cigar-related pgs	Cost/ Cigar-rel pg **	Coverage Type			
											H	NH	CE	NIT
<a href="#">Cigar Aficionado</a>	\$5.95	\$19.95	6	192	23	7	83	41	12.0%	0.14	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<a href="#">Cigar Clan</a>	??	??	0	130	41	14	16	255	31.5%	??	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
<a href="#">Cigar Magazine</a>	\$4.95	\$19.80	4	140	89	18	16	71	63.6%	0.06	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<a href="#">Cigar Press</a>	\$4.95	\$19.80	4	76	32	7	34	69	42.1%	0.15		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<a href="#">Cigar Report</a>	\$3.99	\$15.00	4	88	35	20	20	83	39.8%	0.11	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<a href="#">Cigar Snob</a>	\$3.95	\$12.00	6	102	11	6	16	40	10.8%	0.18		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<a href="#">ECCJ</a>	\$5.80	\$27.50	4	114	76	52	73	70	66.7%	0.09	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<a href="#">Smoke Magazine</a>	\$4.99	\$14.95	4	98	37	14	32	258	37.8%	0.10	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
<a href="#">Tobacconist</a>	n/a	\$28.00	6	232	53	40	0	0	22.8%	0.09		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

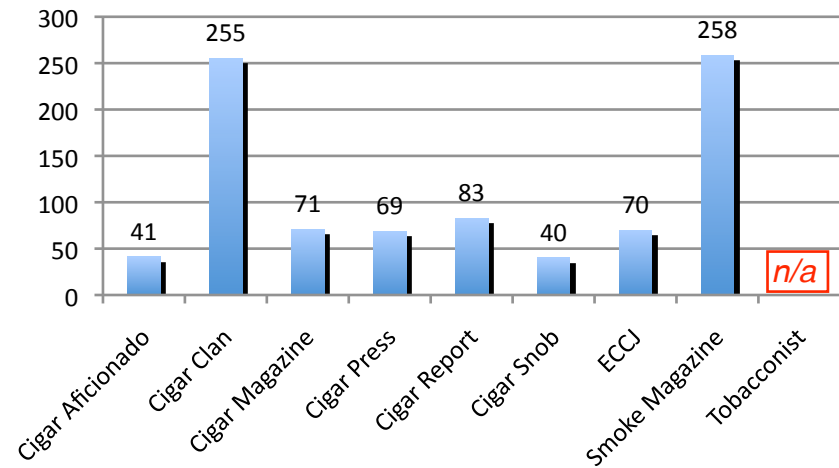
**H** = Habanos Coverage  
**NH** = Non-Habanos Coverage  
**CE** = Coverage of Cigar Events  
**NIT** = Coverage of non-product-based but tobacco industry related topics

**\* Issues:**  
 Cigar Magazine, Summer 2008  
 Cigar Aficionado August 2008  
 Cigar Clan Volume 1(5) 2007  
 Cigar Press, Summer 2008  
 Cigar Report, the Issue 3, 2008  
 Cigar Snob August 2008  
 European Cigar Cult Journal Summ 2008  
 Smoke Magazine Summer 2008  
 Tobacconist, June 2008  
**\*\* Based on the 1-yr subscription price**

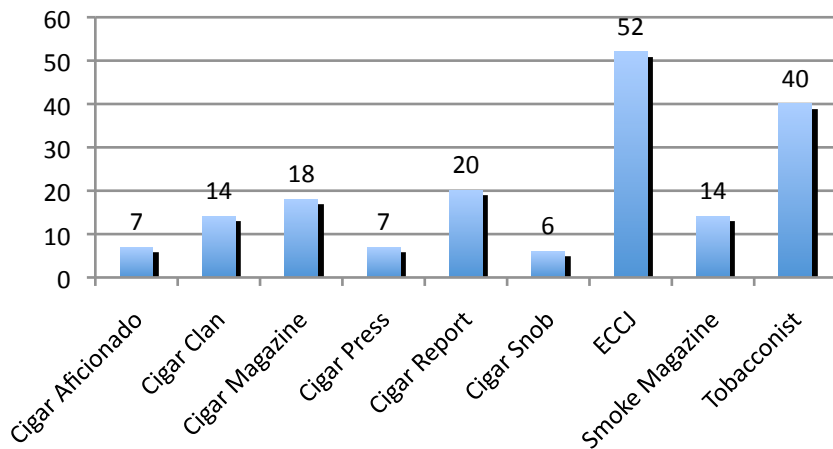
**Percent Cigar-Related Pages**



**Words Per Review**



**Cigar-Related Articles (per issue)**



**Subscription Price Per Year**

