



The French bimonthly upmarket magazine on Cigar  
Cover Price: € 5.50

### **MARKET POSITION:**

*L'Amateur de Cigare* was founded in 1994, in the same line as *L'Amateur de Bordeaux (1981)*. It became the trusted guide for successful and educated readers. *L'Amateur de Cigare* is now the most influential magazine dedicated to cigar and luxury goods in this field. It is mainly read by men (63%), aged of 35-49 (42%), it is mainly comprised of urban ABC1+ (53% IDF); According to the IPSOS High Income 2007 survey, 42% of its readers earn more than 127.00 Euro in one year.

		L'Amateur de Cigare
<b>Circulation</b>	(Publisher stat.07)	21,000
<b>Subscribers</b>		8,500
<b>Readership</b>	(IPSOS High Income 2007)	30,000

### **EDITORIAL PROFILE:**

Every two months, with editors and writers who are the recognised experts in their fields, *L'Amateur de Cigare* speaks with authority on subjects that are the passion of its readers. This title is dedicated both for "amateurs" as well as experts looking for exclusive cigars and where to find them. The central section of the magazine is entirely devoted to a practical guide to discover the purest products that can be found in this world of exception. It also covers other themes around this "art de vivre", such as travel, wine & spirit tasting, cars, a thematic about cigar, news with celebrities and amateurs talking about their passion and a buyer's guide ...to fit in perfectly with its readers' luxury lifestyle and tastes.

Two other supplements come out to complete the bimonthly title: A guide and "The night of Cigar amateur".

### **TECHNICAL SPECIFICATIONS:**

Please contact us for details.

### **COPY DEADLINE:**

1 month prior to issue date.

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