

雪茄客

Cigar
Ambassador

Good Life of Gentlemen

• SINCE 2005 •



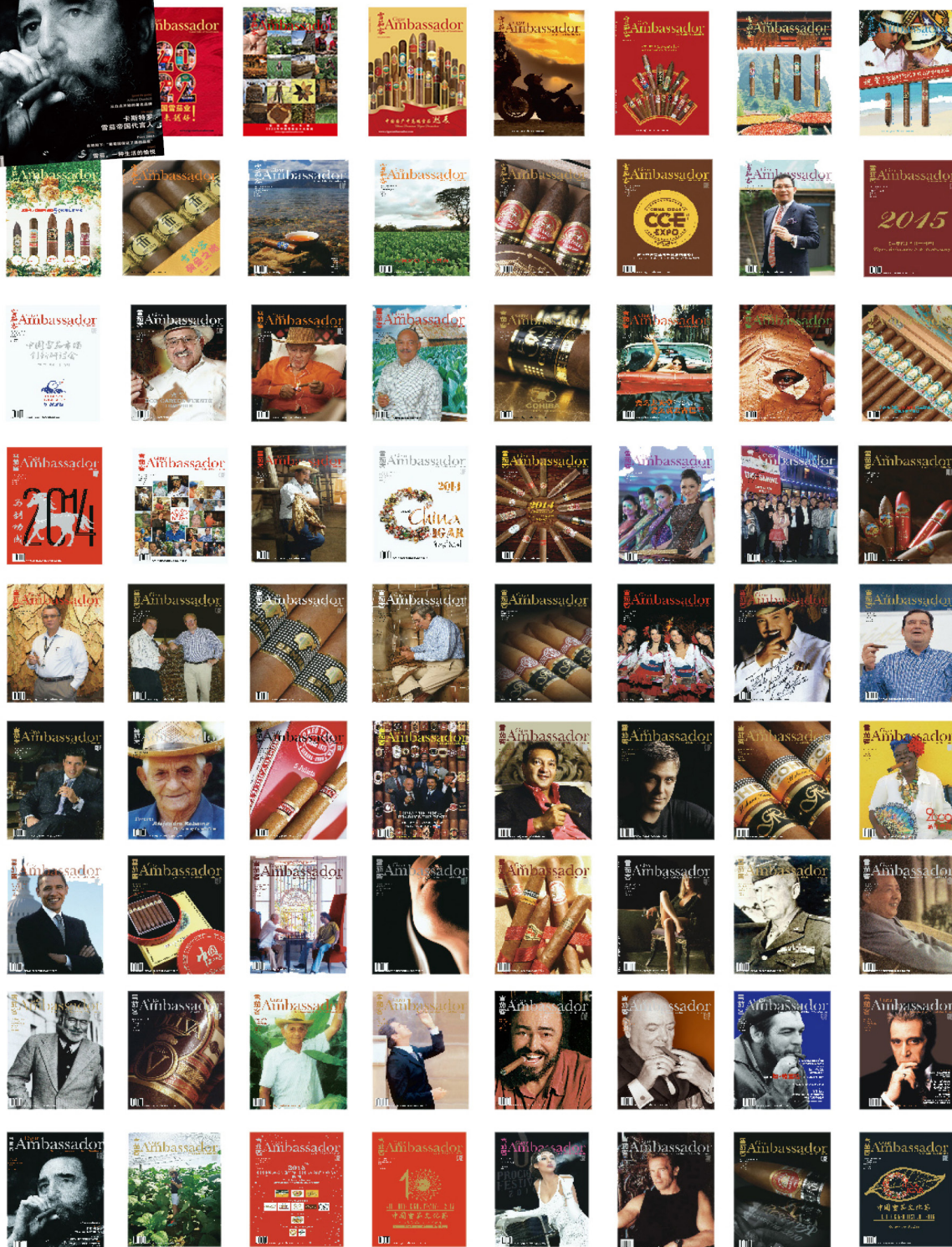
Media kit

The Professional Cigar Magazine in Chinese

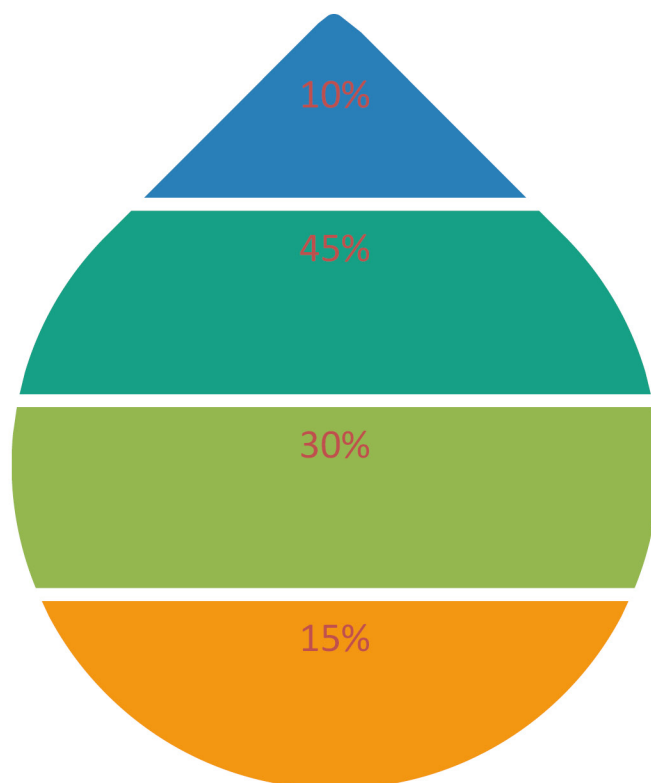
Cigar Ambassador Magazine was founded in 2005. It is issued quarterly with a national circulation of 30,000 copies. It is committed to promoting cigar culture, cigar expertise, cigar tasting, and cigar industry information and consultation at home and abroad, so that Chinese cigar smokers can receive international quality cigar information instantly and keep up with the international trend.



• SINCE 2005 •



A breakdown of Cigar Ambassador Magazine readers.



China Tobacco C-Suites

C-level employees of major China Tobacco cigar companies including Sichuan Tobacco, Hubei Tobacco, Anhui Tobacco and more.

Cigar Lovers

Cigar smokers who consume on a daily basis as well as non-smokers looking to purchase gifts.

Cigar Industry Workers

Cigar rollers, tobacco engineers and mid-level management of major China Tobacco cigar companies.

Retail Outlets

High-end cigar shops and clubs in major Chinese cities.

Cigar Ambassador Magazine has been reporting on Habano festival since 2006

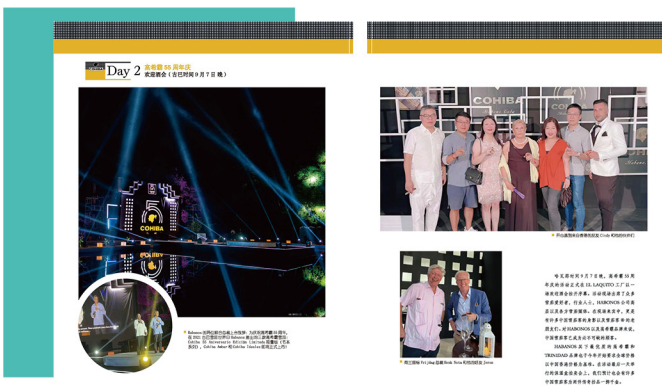
雪茄客 Cigar Ambassador



参观高希霸工厂之余，Lily 买好了 Habanos 的两位新市站纪念品

- (左) Emérito Sosa Rodríguez 送别合影。
- (中) 高希霸新市站纪念品。
- (右) Rodrigo Sosa Rodríguez 送别合影。

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Cigar Ambassador Magazine set up a special section dedicated to Habano festival



Caribbean reporting

CUBA 今日古巴

古巴宣布废除 CUC 后的后续报道

2021年1月1日起，古巴启动货币和汇率并轨进程，停止流通与美元等值的可兑换比索，这将使古巴比索成为该国唯一的法定货币。并轨后，古巴比索对美元的汇率称为24比索兑1美元。

可兑换比索诞生于1994年。目前，古巴国有部门在记账时，1可兑换比索相当于1古巴比索，而在银行等机构记账时，1可兑换比索则可兑换的24古巴比索。

古巴国家主席迪亚斯-卡内尔当时在电视上说：“我们再次强调这项任务的重大意义和重要性，它将使国家具备更好的条件，以便在确保所有古巴人享有最大程度的权利和机会平等的基础上，推进我国经济和社会领域的改革。”

今年4月去古巴的时候，银行所兑换汇率是1美元=24 PESO，但超市上达到了1美元兑换100-110PESO，超市价格远远高于官方，使得古巴消费者得不到实惠，随后古巴政府在今年8月宣布1美元兑换120PESO，但到9月去古巴的时候，超市汇率已经到了1美元兑换150PESO。

需要提醒的是：如在某中换钱时，对方提供100PESO票面的，否则给你一大堆50美元的，你不知道要数多久，很容易数错了，可以去当地中餐厅试试。

2023
February 27
March 3
Welcome

FEBRERO 2023

FESTIVAL HABANO

HEAD NEWS!

古巴雪茄世界日闪亮开幕！
2021 HABANOS WORLD DAYS

5月4日-6日，为期三天的首届古巴雪茄世界日于北京时间5月4日20:00闪亮开幕，并通过网络进行全球直播。

站在5月中，国雪茄成为你创造奇迹：

I 古巴雪茄公司，在其商业化市场的高档雪茄中保持世界领先地位，2020年的销售额达到5.07亿美元。

Corporación Habanos, S.A. - 古巴雪茄公司，这将在2021年开始恢复。

在全球范围内拥有27个国家级全资子公司。商业副总裁 Leopoldo Contreras González 和 SA Habanos 发展副总裁 José María López Inchausti 认为：“2020年是充满挑战的一年，不仅是对我们企业，而且对每个人来说，也都是一种挑战。我们全力以赴，积极应对挑战，取得了令人瞩目的成就。在疫情期间，我们保持了领先地位，即便经济环境受到严重影响，古巴雪茄公司仍被认为是世界上最好的烟草。”

2020年全年销售数字比上一年下降了4%，这主要是由于受疫情影响的国家以及免税和旅游零售渠道的产量下降了，毫无疑问。

International Cigar Festivals

International Cigar Market

Cigar Ambassador Magazine has been reporting on PROCIGAR since 2006

雪茄客 Cigar Ambassador Good Life of Gentlemen



第二天



多米尼加雪茄节第二天，现场气氛依然热烈。来自世界各地的雪茄爱好者齐聚一堂，共同探讨雪茄的奥秘。现场还举办了多场精彩的雪茄品鉴会，让参与者能够近距离感受不同品牌雪茄的独特风味。此外，还有丰富的文化表演和互动环节，为整个节日增添了浓厚的节日氛围。



PROCIGAR FESTIVAL 2013 拍品一览

STC 限量版烟盒
Shikhar Global Tobacco Group 旗下著名品牌 STC (Shikhar Cigar Development) 推出限量版烟盒一个，款式独特，工艺精湛，是收藏家们的首选。

The Opening Of 2022 Procigar Lily 现场报道：与第十四届多米尼加雪茄节“共舞”

The 20th Procigar Festival successfully kicked off on 22nd of Feb, 2022 in Santiago, the cigar city of Rep. Dominican Republic. The event was a grand celebration of the cigar industry, featuring a variety of activities and entertainment. The festival was a great success, with many attendees enjoying the event and the beautiful weather.

Day 1 鸡尾酒派对

第一晚，鸡尾酒派对在美丽的海滨酒店举行。现场气氛轻松愉快，参与者们一边品尝美酒，一边交流雪茄心得。活动还邀请了多位行业专家进行主题演讲，分享最新的行业动态和趋势。

2020 Procigar 多米尼加雪茄节

2020年，受疫情影响，PROCIGAR 节在线上成功举办。尽管面临诸多挑战，但主办方通过创新的线上形式，依然为全球雪茄爱好者提供了一个精彩的聚会平台。活动吸引了来自世界各地的网友参与，共同探讨雪茄文化，分享品鉴心得。

雪茄客 Cigar Ambassador Good Life of Gentlemen

总第三十一期 2011年第一期
一月二月出版
中国政府特准内地发行
RMB: 80.00
USD: 15.00
HKD: 120.00

Cigar Ambassador Magazine set up a special section dedicated to Procigar.

Caribbean reporting

FESTIVAL



PROCIGAR 庆祝其对烟草业的30年承诺
Procigar celebrates its 30-year commitment to the tobacco industry

■ 雪茄大使

关于 PROCIGAR

该协会旨在为多米尼加共和国制造高品质雪茄和为保护其原产地而努力。它代表了多米尼加共和国烟草出口的90%，以及该国超过125,000个工作岗位的类似数字。它成立于1992年，旨在提高产品质量，并将该国作为优质雪茄生产商的名声提升到前所未有的水平。

它的目标是捍卫、保护和传播这个卓越的雪茄国家、世界上最好的优质雪茄的生产商和出口商的美誉。PROCIGAR 由此

PROCIGAR celebrates its 30th anniversary and reaffirms Dominican Republic's commitment to providing quality tobacco.

圣地亚哥充满了喜悦的气氛，这座城市位于加勒比海的心脏地带，是一座充满活力的城市。该地区以多米尼加共和国的文化遗产而闻名，以其优质的生产而闻名。

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NEWS

多米尼加报道



火灾烧毁多米尼加 William Ventura 和 Intercigars 2 家雪茄工厂

2011年《雪茄客》杂志多米尼加特刊的记者曾记录下在雪茄工厂日常工作的一天。WILLIAM VENTURA 雪茄工厂位于多米尼加共和国的圣多明各城，是一个典型的小型家庭式雪茄工厂。其雪茄大多销往美国、欧洲和多米尼加共和国（本土）。工厂的创办人 WILLIAM VENTURA 曾担任了世界著名雪茄品牌 DAVIDOFF 工厂 20 年的生产经理。主管雪茄配型和卷制的大师，他可以说称得上是个雪茄配型和卷制的大师！

9月27日凌晨，多米尼加的 WILLIAM VENTURA 和 INTERCIGARS 雪茄工厂就一场大火彻底烧毁，令人痛心不已。火灾是当地时间星期六凌晨3点之前开始的，没有人伤亡。但由于工厂内堆满了烟叶、纸盒、雪茄木盒、木质雪茄压压工具、雪茄标纸等各种易燃物品，即使在消防车扑灭大火后的一周内，零星小火一直在持续。WILLIAM VENTURA 工厂先兆加工厂的 AGROOM 101 和 CALDWELL 雪茄就损失了

International Cigar Market



International Cigar Festivals

Cigar Family

著名烟叶家族
LEO REYES



Rep. Dominican

对烟草质量的追求是我毕生的使命
Compromiso con la calidad dominicana
Leo Reyes

在多米尼加共和国圣多明各市外的 25 英里处有一个小镇，名叫纳瓦雷特。镇中心有大约 20 英亩的农田，种植着全国最棒的烟草之一：茄衣。该农场由著名种植者 Leo Reyes 所有，这个小农场只是他的烟叶田版图中的一个点，Leo Reyes 烟草是一家家族烟草公司，目前是多米尼加共和国最大的烟草生产出口商。

这是一家烟叶家族企业，父亲早年就是多米尼加烟叶种植专家，现在 Leo Reyes 经营着雪茄烟叶田的种植，而他的哥哥 Augusto Reyes 是多米尼加最大机制雪茄 SWISHER 工厂的总经理，而 Augusto 的女儿 Nirka Reyes 就是我们杂志之前介绍过的多米尼加美女总裁，是 Leo Reyes 工厂的老板，SAGA(传奇)雪茄就是出自这个工厂。

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CigarAmbassador Group

Cigar Ambassador Group is a group focused on the development and investment of the cigar industry in China. The company is a participant, witness and leader in the development of China's ever growing cigar industry. It is a cigar industry chain development Group, which consists of Cigar Ambassador Culture, Cigar Ambassador business, Cigar Ambassador Sci&Tech, Cigar Ambassador Investment and Cigar Ambassador Caribbean Investment and other companies. Cigar Ambassador Group's operation ranges from cigar magazines, cigar shops and clubs, tobacco leaves planting, processing and trade, international cigar agents

In 2006, Cigar Ambassador opened 3 Cigar shops and clubs in prime locations in Shanghai, Beijing and Macao. Each shop provides customers with a complete variety of properly maintained cigars. Member customers enjoy one-to-one service from professional account managers, professional cigar Locker maintenance, professional cigar repair services provided by the official Cuban Grade 9 cigar rollers, and have the opportunity to participate in various cigar activities and get free copies of Cigar Ambassador magazine.



Shanghai



Chao Yang Shop , Beijing



Duty free shop, Macao



PURA VIDA Club is located at No. 3 Kangding Road, Jing 'an District, Shanghai. It is a club building with a total area of 2700 square meters with garden and second floor terrace. In includes a coffee music bar on the first floor , quiet and comfortable courtyard, and a multifunctional area on the second floor. There is a gym, a chess and cards room, a calligraphy room,an art room,a tea room, a dining room, a Fuente cigar room and other function rooms on the second floor and it is equipped with an open outdoor platform, creating a pure space for the busy urban life.



CA Pura Vida Club



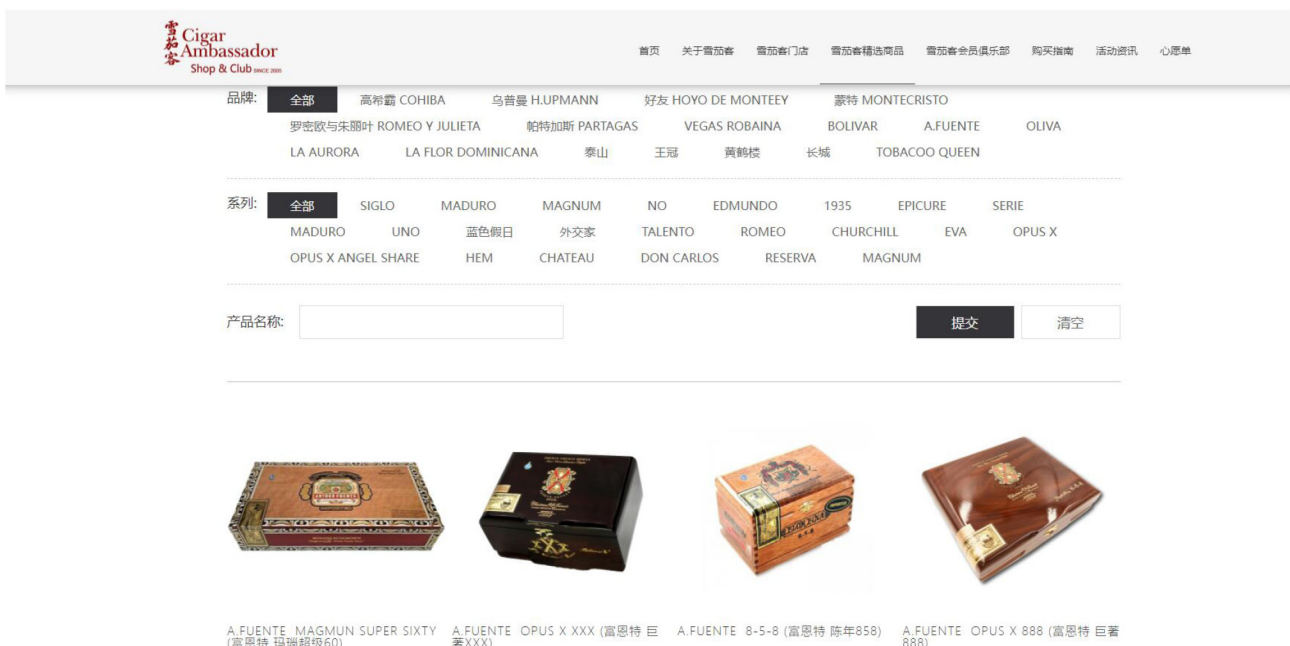
www.cigarambassador.com

The official website of Cigar Ambassador is the most professional Chinese cigar website at present. It provides the latest and abundant cigar related information and industry trends, preview of magazine content and cigar smokers' communication and party activities. It has become an important part of the cigar industry in China, and also provides online advertising for manufacturers.



www.siglocigar.com

People can browse the detailed information of cigar shops and clubs' products without leaving home, just like professional service personnel in the side, convenient and fast.



Cigar Ambassador social media accounts have more than 100,000 followers in total.



Cigar Ambassador Magazine and Class

Cigar Ambassador Magazine was launched in 2005. It is the first Chinese cigar magazine about cigar culture and cigar smokers' lifestyle. Please walk into the palace of cigars, learn about cigar knowledge, and taste the world's best cigars with LILY and EDWARD !



Cigar industry dynamics and sales

For Chinese cigar factories, Chinese cigar industry, business, Cigar retailers and other industry workers, Cigar Ambassador launched a professional section on cigar industry trends and sales To provide international and domestic industry news trends, new products, as well as videos and lectures about cigar salesmen, retail operation and cigar factory personnel.

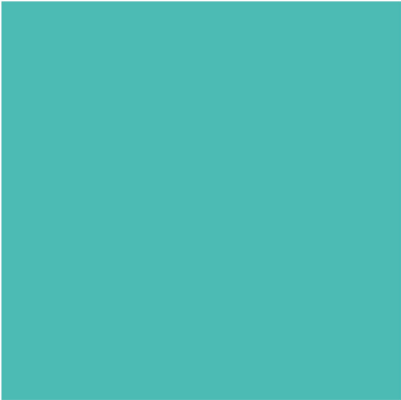
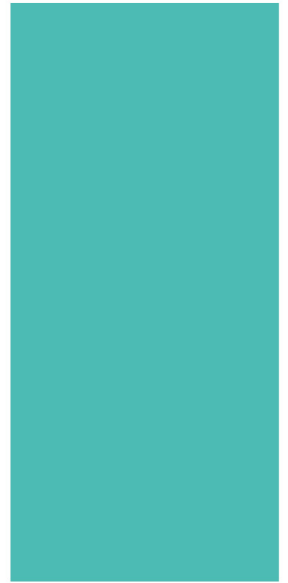


Cigar Ambassador Club Service Account

Your every consumption details, balance, points are detailed records for easy inquiry in Service Account which also provides flash delivery, points exchange, membership card recharge and other services.

- 2017:The 6th Chinese Cigar Culture Festival , China Cigar Exhibition
- 2018:The 7th Chinese Cigar Culture Festival
- 2019:International Cigar Exhibition Shenzhen, Arturo Fuente China Tour
- 2021: Chinese Domestic Premium Cigar Tour





The Cigar Ambassador Handbook (Volume 1) was officially published in January 2012. This is the first hardcover series on cigar culture in China. The Cigar Ambassador Handbook will be published irregularly, and the next volume will be titled "How to Open a Professional Cigar Shop."



The Cigar Ambassador Handbook (Volume 1) inherits the cigar culture at home and abroad, leading readers to enjoy the elegance of cigar world with pictures and illustrations. It analyzes the dribs and drabs of cigars in a simple way and introduces the origin of cigar, cigar production process, cigar tobacco fields, cigar factories, cigar families, world famous cigar brands, cigar festivals, cigar sizes and colors, cigar purchase, how to taste, cigar pair with wine, cigar maintenance, cigar accessories in detail. It has a large number of exquisite pictures and provides cigar culture lovers with a collection of exquisite cigar culture appreciation books in Chinese.

Specification

- Cover 4 sheets, 250g matte powder paper;
- Inside 140 sheets, 128g matte powder paper;
- Size 210×285mm; Bleeding site 3mm.

Proofreading

- The advertisement design should be provided in film or CD. Traditional typescript should be provided instead of digital typescript.
- The artwork can be produced in Illustrator or Photoshop, but the text should not be pasted directly in Photoshop.
- The accuracy of advertisement design is not less than 300dpi with CMYK.
- Advertisement design according to the size of the magazine: 210×285mm, plus 3mm bleeding.

Publish Date and Draft date

- The deadline is the 15th of one month before the official publication of each issue.

Publish

- At present, this magazine is quarterly, four journals a year
- The national circulation is 30,000, and the average circulation rate is 10 people per copy, reaching 300,000 people.

promotion channel

- Chinese cigar VIP consumers. 52%
- Cigar aficionados and beginners. 6%
- High-end clients of retail and private banks in China. 8%
- City golf clubs. 6%
- Top clubs, clubs, cigar bars and cigar Red hotels in major cities of China. 5%
- Five-star hotels in major cities. 5%
- National tobacco industry, commercial companies 15%

Cigar Ambassador magazine advertising price:

Position	Specification (height×width mm)	RMB/Journal	USD/Journal
The cover	285×418	300,000	47,000
Title Page	285×210	108,000	17,000
Front page of contents	285×210	106,000	16,700
Side Page of Copy Right Page	285×210	106,000	16,700
inside front cover	285×208	120,000	19,000
Inside Front Cross Page	285×420	180,000	28,600
inside back cover	285×208	120,000	19,000
Third Cover	285×460	180,000	28,600
Cross Page	285×210	100,000	16,000
Inside Full Page	285×210	150,000	23,800
back cover	285×105/140×210	50,000	8,000
Half Page Poster Inset	Customers provide finished product	96,000	15,000

Cigar Ambassador Handbook Advertising Price:

Position	Specification (height×width mm)	RMB/Journal	USD/Journal
Inside page	275×225	100,000	16,000

● Spot color ads are subject to a 20% surcharge.