

雪茄客

Cigar



# AMBASSADOR

• SINCE 2005 •

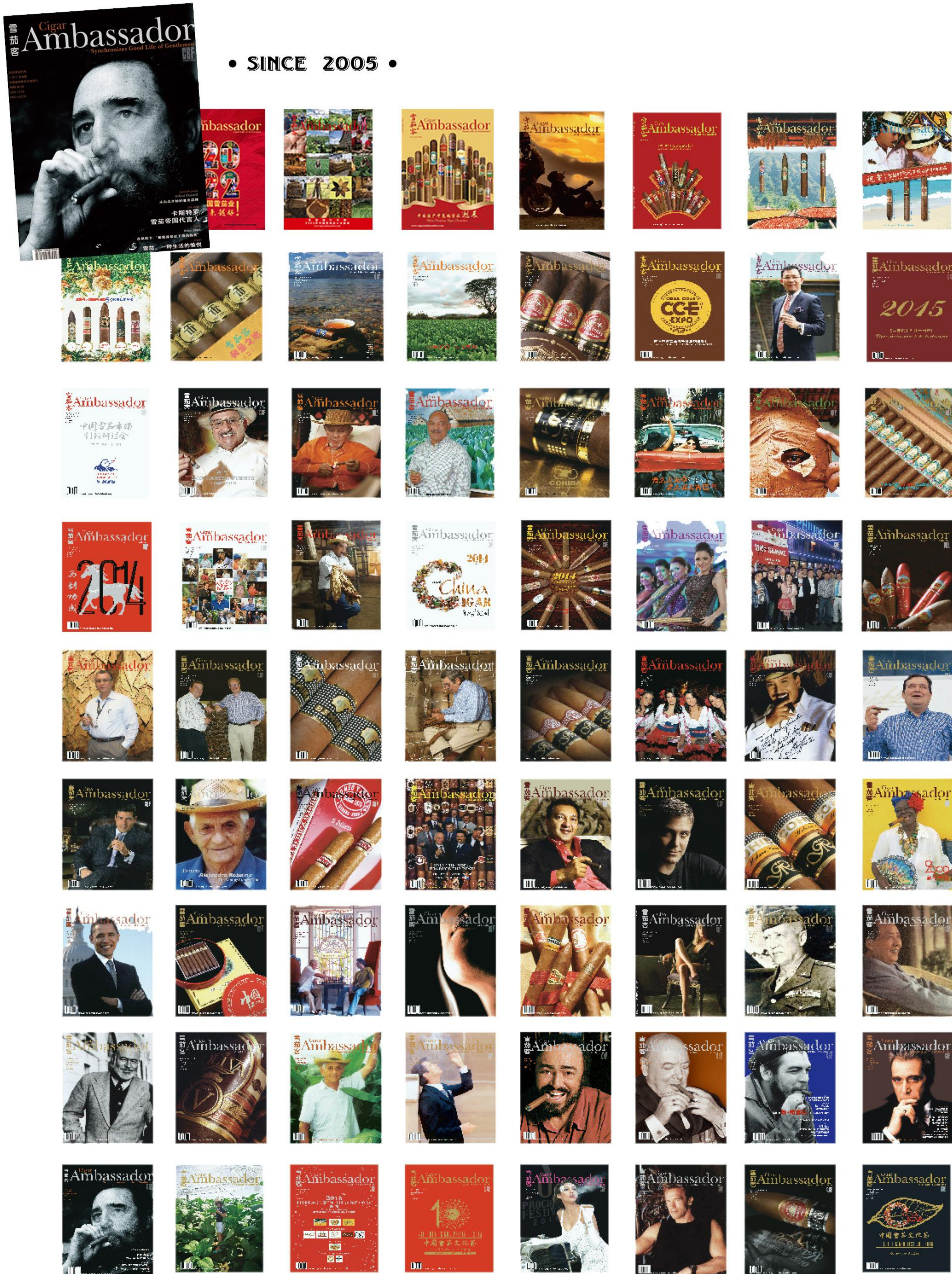


*Media kit*

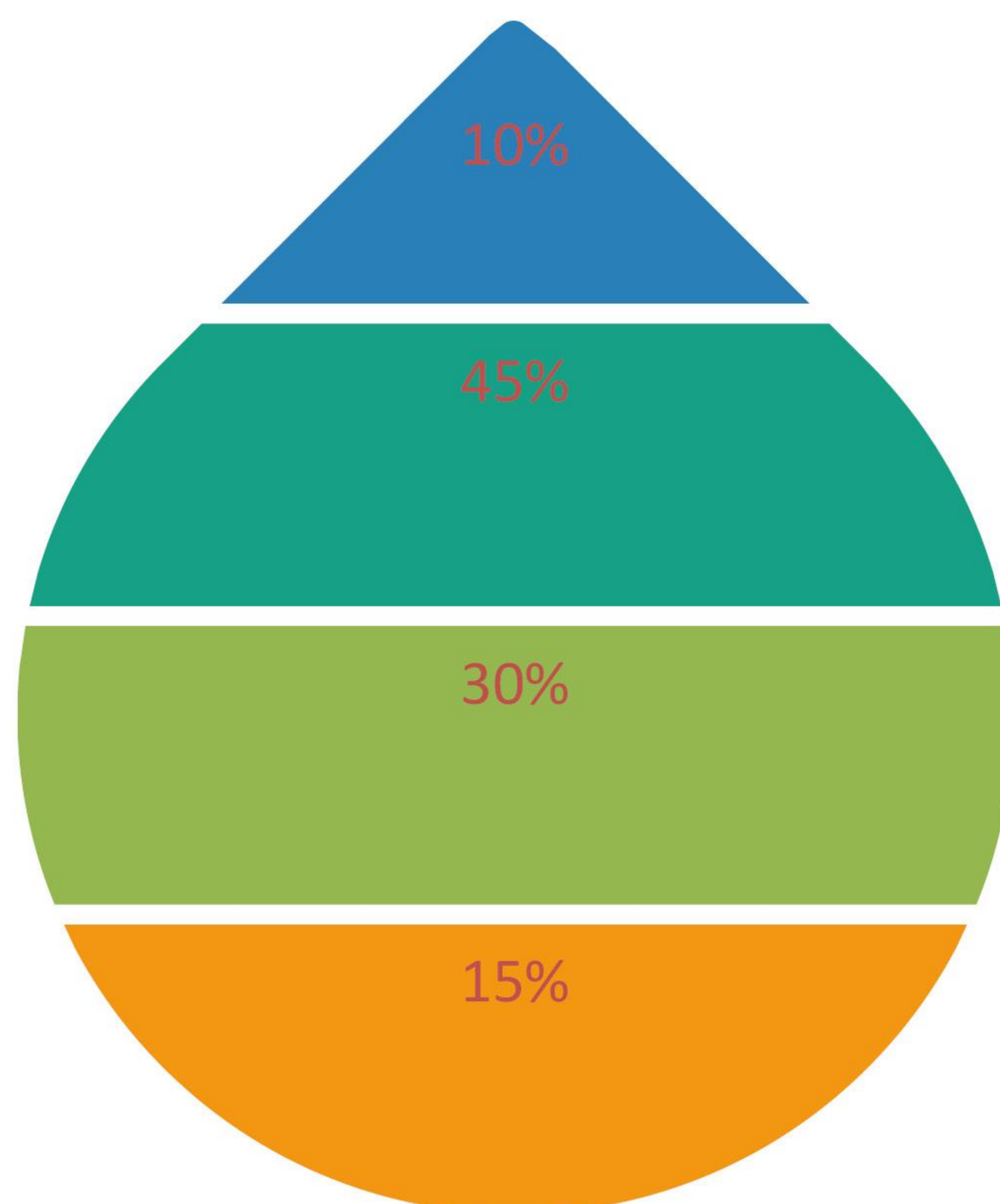
*The Professional Cigar Magazine in Chinese*

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

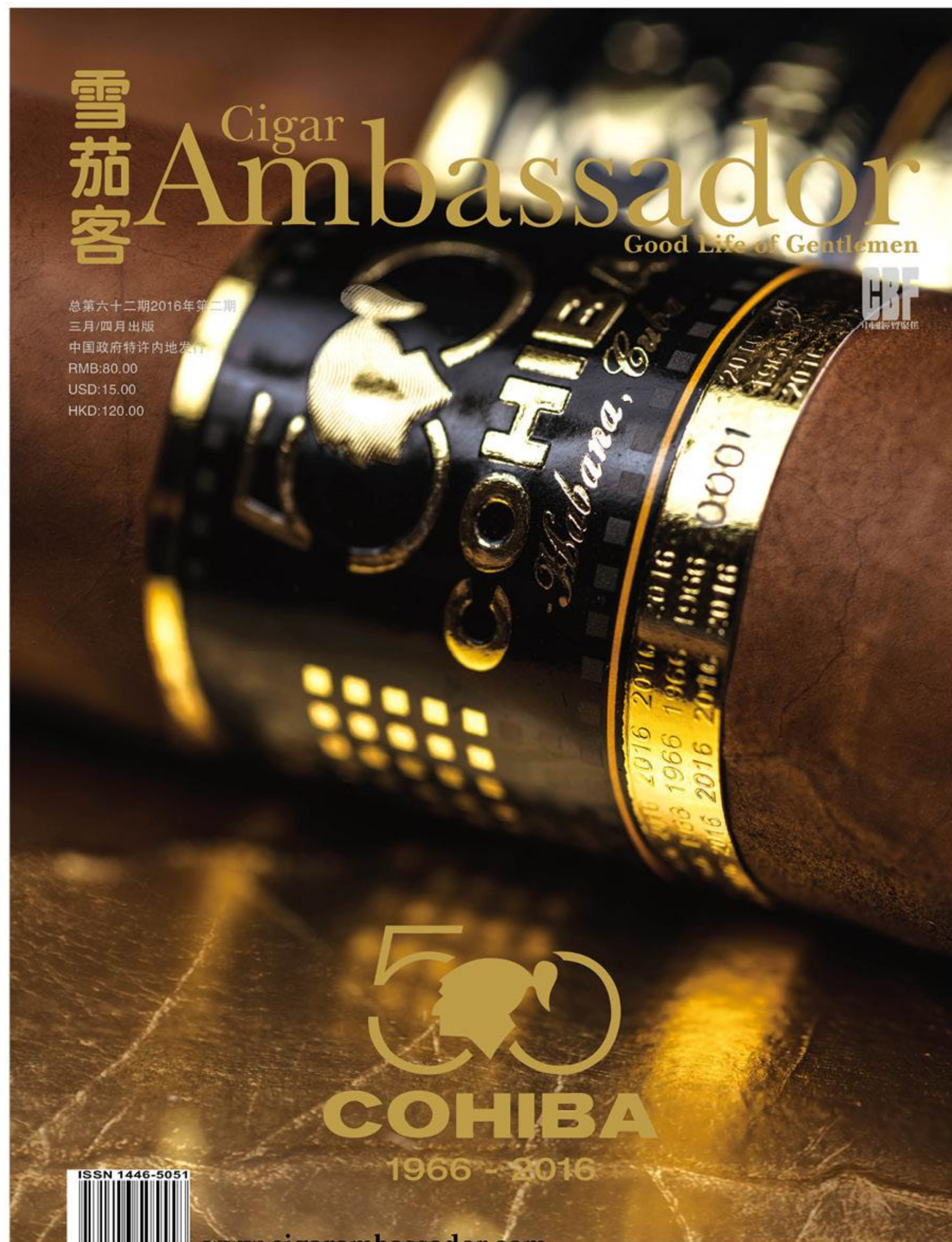
Cigar rollers, tobacco engineers and mid-level management of major China Tobacco cigar companies.

### Retail Outlets

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



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



Caribbean reporting

CUBA 今日古巴

古巴人展示古巴比索（上）和可兑换比索。

### 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将为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，而在银行等机构兑换时，1可兑换比索则可兑换约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模式的改革。”

今年4月去古巴的时候，银行的兑换汇率是1美元=24 PISO，但黑市上达到了1美元兑换100-110 PISO。黑市价格远高于官方，使得古巴政府得不到美元，然后古巴政府在今年8月宣布1美元兑换120 PISO，但我9月去古巴的时候，黑市汇率已经到了1美元兑换150 PISO。

需要提醒的是：如在黑市兑换时，要对方提供1000 PISO 票面的，否则给你一大堆50美元的，你不知道要数多久，很容易少给了，可以去当地中餐厅试试。



International Cigar Festivals

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。

现在为5月4日开幕成为你创出标志！

Dear friends of the Habanos,

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。

Compañía 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个独家商业全资子公司制作的古巴雪茄品牌，于北京时间5月4日21:00，在第一屆 Habanos 世界日开幕式上宣布了2020财年的经济数据，该公司的销售额达到5.07亿美元，继续巩固了其在优质雪茄销售市场上的世界领先地位，即使疫情造成市场影响，该古巴雪茄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%，这主要是由于最依赖旅游的国家以及免税和旅游零售渠道的产量下降了，毫无疑问，商业副总裁 Leopoldo Cintra González 和 SA Habanos 发展副总裁 José María López Inchaurre认为，“2020年是充满挑战的一年，不仅是对我们的业务，而且对人类来说，也都是一种适应能力、抵抗力和积极主动性的应变。很高兴，我们做到了这一点，我们适应了环境和全球环境，最重要的是，我们与全球独家分销商一道，积极主动地激活了实现我们目标的所有必要机制。”

International Cigar Market



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

■ 编 CIGAR AMBASSADOR

**关于 PROCIGAR**

该协会旨在为多米尼加共和国制造卓越品质的雪茄和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%，以及该行业超过 125,000 个工作岗位。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 由以

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

圣地亚哥充满了烟草的香气。这座城市位于 CIBAO (希巴欧) 山谷的中心地带，是一项倡议的摇篮。该倡议已将多米尼加共和国的名声提升为世界上优质雪茄的生产国。

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International Cigar Market

NEWS

多米尼加报道



**火灾烧毁多米尼加 William Ventura 和 Intercigar2 家雪茄工厂**

2011 年《雪茄客》多米尼加特约记者专程来到 WILLIAM VENTURA 雪茄工厂，参与并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雪茄之城圣地亚哥，是一个典型的小型家族式雪茄工厂，其雪茄大多销往美国、欧洲和多米尼加共和国（本土）。工厂的创办者 WILLIAM VENTURA 曾担任了世界著名雪茄品牌 DAVIDOFF 工厂 20 年的生产经理，主管雪茄烟叶调配和卷制，绝对可以称得上是个雪茄调配和卷制的大师！

9 月 27 日凌晨，多米尼加的 WILLIAM VENTURA 和 INTERCIGAR2 雪茄工厂被一场大火彻底烧毁。令人痛心不已。

火灾是当地时间星期天凌晨 3 点之前开始的，没有人伤亡。但由于工厂内堆满了烟叶、纸箱、雪茄木盒、木质雪茄压型工具、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 工厂先代加工的 AGERROOM 101 和 CALDWELL 雪茄就损失了

Cigar Family



International Cigar Festivals

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**

Comprometido con la calidad del tabaco

Leo Reyes

在多米尼加共和国圣地亚哥市外约 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，种植着全国最稀有的烟草之一：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



Since 2006, Cigar Ambassador opened 2 Cigar shops and clubs in prime locations in Shanghai 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.



Jing An Shop, Shanghai



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



## 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%