



PCA

PREMIUM CIGAR ASSOCIATION

PCA

THE MAGAZINE

ADVERTISING

2019 — 2020



PCA THE MAGAZINE

PCA The Magazine is the premier publication for premium tobacco retailers and manufacturers. As the official publication of the Premium Cigar Association, PCA The Magazine offers:

- An ideal visual and editorial environment to promote your business and products
- Frontline analysis on PCA's fight against regulations and taxes
- In-depth stories on the latest industry products
- Member highlights
- Best practices and tips on running a successful business
- Industry insights and commentary directly from members *and more!*

PCA The Magazine is THE must-read publication for the premium cigar and pipe tobacco industry, making it the perfect outlet for your marketing needs.

EDITORIAL CALENDAR

ISSUE	ADS DUE
September / October 2019	August 26, 2019
November / December 2019	October 25, 2019
January / February 2020	December 20, 2019
March / April 2020	February 21, 2020
May / June 2020	April 22, 2020
July / August 2020 (Trade Show Issue)	June 12, 2020
September / October 2020	August 26, 2020
November / December 2020	October 23, 2020



PCA THE MAGAZINE

AD SPECIFICATIONS



PCA

2019
AD SIZES

THE MAGAZINE

Full Pg
Trim 9 X 10.75
with bleed 9.25 X 11

Spread
Trim 18 X 10.75
with bleed 18.25 X 11

1/2 Pg
8.5 X 5

1/2 Pg
Vertical
4 X 10.25

1/3 Pg
Vertical
3.25 X 10.25

1/3 Pg
Square
4.75 X 4.75

1/4 Pg
3.75 X 4.875

SUBMISSION GUIDELINES AND DUE DATES

Colors	Four-color process only (CMYK)
Resolution	Minimum 300 dpi
Bleeds	Full page ads require 1/8" or .125" bleed on all sides
Acceptable File Types	INDD: Adobe InDesign, file packaged with links, fonts, & PDF in folder PDF: Press quality; fonts embedded JPEG: 300 dpi @ 100%; CMYK TIFF: 300 dpi @ 100%; CMYK