



MEDIA KIT · 2026

STICKS & STONES CIGARS

Chasin' deals & blowin' smoke. A cigar podcast, a review platform, and a community built by a working commercial real estate professional in Houston, Texas — for people who close deals and light up after.

THE PROPERTIES

THE PODCAST

Sticks & Stones CRE — “Chasin’ Deals & Blowin’ Smoke”

Cigar reviews, industry conversations, and deal stories — released **twice a week, every week, since September 2025. Zero missed weeks.** Distributed on Spotify, Apple Podcasts, and YouTube; every episode published with a full transcript.

THE REVIEW PLATFORM

PuffCast — puff-cast.com



Long-form video reviews with full specs, tasting notes by thirds, and a /100 score — every rating machine-readable and editorially independent. Scores are never for sale, which is exactly why a good one carries weight.

THE GAME

Battle of the Bands

Our head-to-head cigar voting tournament at sticksstonescigars.com/battle — audience-decided matchups with sponsorable categories and crowns.

THE FLOOR

Event & Trade-Show Coverage

PCA 2026 press coverage including on-floor interviews with **Padrón, AJ Fernandez, Drew Estate, Oliva, and Crowned Heads.** Interview and event content is our strongest-performing format.

ON THE MIC SO FAR

39 brands reviewed, featured, or interviewed across 55+ episodes and the PCA 2026 floor:

PADRÓN	DREW ESTATE	MY FATHER	AJ FERNANDEZ	OLIVA	LIGA PRIVADA
E.P. CARRILLO	CROWNED HEADS	ALEC BRADLEY	ARTURO FUENTE	PLASENCIA	
GURKHA	H. UPMANN	MONTECRISTO	COHIBA	LA FLOR DOMINICANA	CAO
BLACKBIRD	STOLEN THRONE	FOUNDATION	HOOTEN YOUNG	COHOBA CIGARS	
BARREDA CIGARS	ESPINOSA	HARVEY MARIE CIGARS	ROJAS	WARPED	
OZ FAMILY CIGARS	J.C. NEWMAN	DRUNK CHICKEN CIGARS			
DUNBARTON TOBACCO & TRUST	HIRAM & SOLOMON	THE REGIMENT CIGAR			
NOBEL CIGAR	RITUAL CIGAR	LUCIANO	ROOM 101	BULL & BEAR	
GRAN HABANO					

Featured means we put it on the show — not an endorsement relationship. That distinction is why coverage here means something.

BY THE NUMBERS

55+ podcast episodes published	2x/wk release cadence — unbroken since Sept 2025	1,548 Instagram followers @sticksandstonescre	90+ video library on YouTube @SticksandStonesCRE
19 structured PuffCast reviews (/100, notes by thirds)	5 major-brand interviews from the PCA 2026 floor		

THE AUDIENCE

- **Adult cigar smokers, 21+ only** — age-gated web properties, age-appropriate socials.
- **Business owners and deal-makers** — the show's cigars-and-commercial-real-estate DNA draws an audience with money to spend on what they smoke. Buyers, not browsers.
- **Houston / Texas base, national listenership** — with boots-on-the-ground presence at industry events.
- **Owned channels** — email list and web properties we control outright; no algorithm between a sponsor and this audience.

HOW TO WORK WITH US

We're building relationships, not selling ad space. Everything below costs a brand product and a conversation — not a media budget.

COLLABORATION	HOW IT WORKS
Product seeding	Send it. If it's good, our audience hears about it on the podcast — disclosed, honest, no strings
PuffCast review feature	Dedicated long-form review with full specs, tasting notes by thirds, and a /100 score. Honest by policy — coverage is real, the score is never for sale
Come on the show	Your founder, blender, or rep on the mic — the interview format is our strongest content, and it's your story told at length
Battle of the Bands entry	Put your stick in a bracket and let the audience vote — matchup posts, result announcements, and a crown to win
Event & lounge coverage	On-site interviews and recap content from your event, lounge, or activation — Houston base, we travel
Giveaways & cross-promo	Co-branded giveaways and content swaps that put your brand in front of our audience and ours in front of yours

Everything is FTC-disclosed, every time, on every channel — free product included. Premium cigars are exempt from FDA Deeming Rule ad requirements (court definition finalized April 2026); we handle disclosure compliance on our channels.

FOUNDING PARTNERS

Get in before the crowd does.

The brands that work with us now — while it costs them nothing but product — are our founding partners. When the audience is big enough that placements carry a price, founding partners set their terms first, get first right of refusal on new formats (brackets, event series, merch collabs), and keep what every early partner deserves: a host who actually picks up the phone.

WHY A RIGHT-SIZED SHOW

- **100% endemic audience.** No spillover, no waste — everyone here is a cigar person or becoming one.
- **Consistency you can schedule against.** 10 months, twice a week, zero missed releases. Your campaign lands on the dates we agree.
- **Access.** PCA floor credentials and relationships with the people who make the industry run.
- **Platform-proof placements.** Host-reads and owned-site placements can't be throttled by Meta or demonetized by YouTube — they live where we control the rails.

THE FOUNDER

THE PALATE

20+ years behind a cigar

Angelo Mitlo has been smoking premium cigars for more than two decades — in lounges and establishments across the United States, and in iconic cigar rooms in **London, Rome, Amsterdam, and Switzerland**. When he rates a stick, it's against twenty years of reference points, not last month's hype.

THE BUSINESS

Deals by day, smoke by night

A practicing commercial real estate professional (licensed in Texas and New Jersey) who built a cigar media brand the same way he works deals: show up every week, tell the truth, and know the product. The crossover is the whole brand — an audience of people who smoke what they earn. No other show owns this lane.

LET'S TALK

PUT YOUR BRAND IN THE ROTATION.

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sticksstonescigars.com/partners

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puff-cast.com