

# Cruise&Ferry Interiors

DESIGN | REFURBISHMENT | PLANNING | INSPIRATION | INTERVIEWS | INTERIOR SUPPLIERS



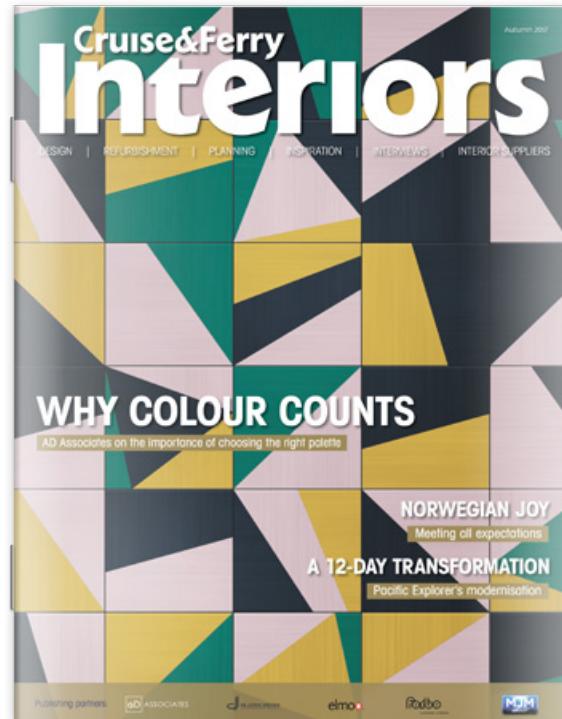
# About Cruise & Ferry Interiors

*Cruise & Ferry Interiors* celebrates the work of individuals and companies whose creative genius and hard work has resulted in the most inspired interiors in today's passenger ships.

The interiors of passenger ships have developed as rapidly as the industry has expanded, providing a crucial element in attracting new passengers, ensuring customer satisfaction and securing repeat business. The creative articulation of a ship's interior has a key role and it is the designer's task to offer visual diversions and ambience to delight passengers as well as to encourage a sense of social cohesion onboard.

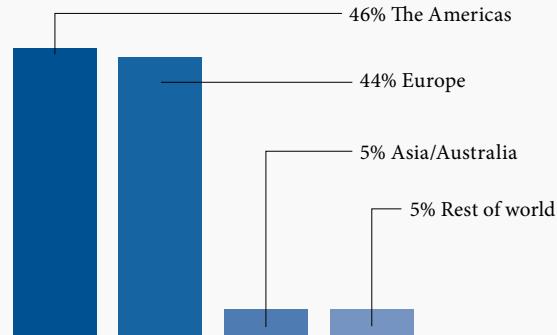
Distributed in 141 countries, *Cruise & Ferry Interiors* is an annual supplement dedicated to passenger ship interiors and the people behind them. The magazine has become an essential resource for cruise lines, ferry companies and shipyards, both for their newbuild and refurbishment projects. As with *International Cruise & Ferry Review*, we offer advertising opportunities that cover print as well as a range of display options within our digital editions.

The publication will also be showcased at all the important industry events including Seatrade Cruise Global, Interferry Conference, International Cruise Summit, SMM and Posidonia.

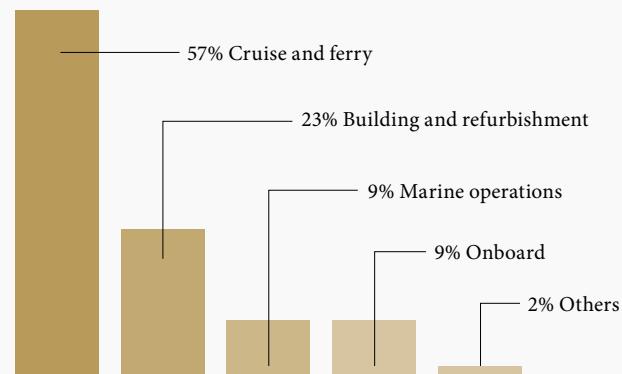


Overall readership 27,750  
Print run 7,500 | Direct distribution 5,800 | Events 1,500 | Other 200

## Circulation by geography



## Circulation by sector (directs)



## Contents

### Editorial

- Cruise interior reports
- Ferry interior reports
- Newbuild interior analysis
- Refurbishment project reviews
- Interior designer forums
- Project management and outfitting
- Onboard entertainment
- Supplier innovation

### Directory

- Accessories
- Antiques and collectibles
- Art and craft
- Bar and club
- Bathroom fittings and furniture
- Building elements and services
- Interior outfitting
- Lighting
- Mechanical/electrical
- Protection materials
- Security
- Soft furnishings
- Walls & wall coverings
- Windows, fixtures and fittings

*International Cruise & Ferry Review* supports the use of the Forest Stewardship Council



## Cruise & Ferry partner organisations:



## Editorial summary

**“Our interiors are the key feature that delivers the fantasy world our passengers demand”**



Latest cover created by  
David McCarthy.

### Previous cover designs:

Ralf Claussen

Fredrik Johansson

John McNeese, Joe Farcus

John McRae, Joe Faraus,  
Leigh Trowbridge

Leigh Howbridge,  
Paul Priestman

Paul Fleissman,  
Robert Till

Robert Tillberg,  
Birger Sandzén

Jørn Storbraaten,  
Siggi Schindler,

The annual *Cruise & Ferry Interiors* publication is entirely dedicated to onboard interiors, celebrating the passenger-pulling power of beautifully designed interior spaces. Comprising interviews with the leading onboard interior designers, news and insight from the industry, and a guide to its leading suppliers, *Cruise & Ferry Interiors* is the ultimate resource for cruise lines, ferry companies and shipyards involved with both newbuild and refit projects. Available in both print and digital format, *Cruise & Ferry Interiors* is read by more than 27,750 executives in the passenger shipping business.

## In the 2018 issue

A roundtable discussion between cruise and ferry executives about how they recruit and manage their external design teams – comprising of shipyards, architects, designers, outfitters and suppliers.

## FEATURE ARTICLES

### Upholding brand values

Cruise and ferry owners and designers discuss their personal approach to identifying, planning and delivering interiors that reflect and elevate corporate brand values to guarantee passenger satisfaction.

## The winning formula

Passenger shipping is a competitive market. In this feature we ask a selection of industry leaders to articulate the special product and service attributes that they credit for their success.

REGULARS

In addition to the above, the 2018 issue will include our regular mix of interior design news, interviews and special reports. We will also take a look at some of the newest inspiring spaces at sea.

## SUPPLIER DIRECTORY

Our supplier directory lists interior design-related businesses by specialism, including full profiles and contact details.

# Participation options

“A very positive industry voice promoting the special experiences associated with passenger shipping”



## Why participate?

The opportunities to differentiate yourself and get noticed go way beyond those offered by traditional publications. Here are some of the criteria around which we continue to strengthen *Cruise & Ferry's* industry engagement:

- **THE INDUSTRY'S OWN** – *Cruise & Ferry* branded publications are written for the industry, by the industry
- **PARTNERSHIP** – our industry partnerships put us at the heart of passenger shipping
- **HIGH RETURN ON INVESTMENT** – qualified benefits delivering true business value marketing
- **JOINT GO-TO-MARKET** – established as a channel to present product and service companies alongside industry buyers
- **WIDELY READ** – a captive and influential readership of over 27,750
- **RICH HERITAGE** – a rich history of positive and productive relationships and reader appeal
- **LOW PRICE** – low cost per thousand, options to suit every size of budget
- **EDITORIAL PROFILE** – opportunities to extend and enhance your profile beyond traditional advertising
- **HIGH PRODUCTION VALUES** – high quality brand that enhances your corporate image
- **LONG SHELF LIFE** – readers likely to retain, reuse and share throughout the year.

### Standard entry



- Logo
- 200-word company profile
- Contact details
- Inclusion in both the printed publication and online at: [www.cruiseandferry.net](http://www.cruiseandferry.net)

£400 | €550 | \$700

### Enhanced



- Standard entry plus:
- Quarter page, full colour advertisement
- Product or service news item, including picture

£1,750 | €2,200 | \$3,000

### Sponsor



- Standard entry plus:
- Half page, full colour advertisement
- Half page article
- Product or service news item, including picture
- Include your video in the digital edition for an extra £500 | €600 | \$850

£3,500 | €4,375 | \$6,000

### Publishing Partner



- Standard entry plus:
- Full page, full colour advertisement
- Full page interview/article
- Product or service news item, including picture
- Logo on front cover
- Include your video in the digital edition for an extra £500 | €600 | \$850

£5,000 | €6,250 | \$8,550

Our standard advertiser terms and conditions apply

Speak to one of our account managers to explore the options to go to market alongside leading industry organisations and start to realise the benefits of your participation today. Series discounts are available for multiple bookings.

### Advertise

Make sure your business is included in *Cruise & Ferry Interiors* by contacting:



Kimberley McLean  
Tel: +44 116 222 9900  
[kimberley.mclean@cruiseandferry.net](mailto:kimberley.mclean@cruiseandferry.net)

### Contribute

To suggest content for the magazine, send a synopsis and images to:



Jon Ingleton, Executive Editor  
Tel: +44 116 222 9900  
[jon.ingleton@cruiseandferry.net](mailto:jon.ingleton@cruiseandferry.net)

### Subscribe

Sign up to receive your copies of *Cruise & Ferry Interiors* by contacting:



Mike Geraghty  
Tel: +44 116 222 9900  
[michael.geraghty@tudor-rose.co.uk](mailto:michael.geraghty@tudor-rose.co.uk)