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## Welcome

*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 more than 70 countries, *Cruise & Ferry Interiors* is an annual publication 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 *Cruise & Ferry Review*, we offer advertising opportunities that cover print as well as a range of display options within our digital editions.

*Cruise & Ferry Interiors* is the official magazine for the Cruise Ship Interiors Expo events and will be the only publication in the delegate bag. I am delighted to be a member of the advisory panel for the event and hope to see you there!

Jon Ingleton  
Executive Editor

*Cruise & Ferry Interiors* is proud to partner with:



The official show magazine for:



# Content

Each year, *Cruise & Ferry Interiors* delivers a wealth of content, making it the essential guide to passenger ship interior design.



## Keynote interview

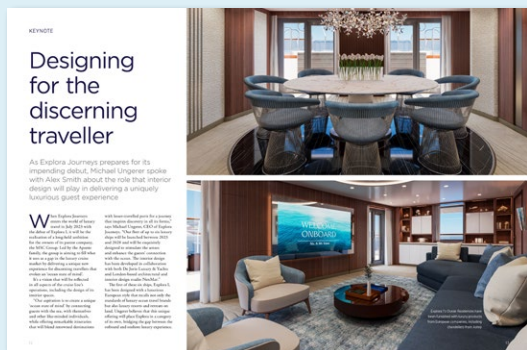
Each issue of *Cruise & Ferry Interiors* includes a keynote interview with a leader in the field of ship interior design.

## Cover star

Since our very first issue, we have invited one of the industry's foremost designers to create our cover page design.

## CFI Curated

The publication opens with a selection of the latest news and insights from the world of ship interiors.



## Featured topics

For our main feature articles, we present expert insight into some of the key topics facing ship interior designers.

## Special reports

*Cruise & Ferry Interiors* includes special reports on aspects of a ship's interior, from materials to artwork and more.



## Interior views

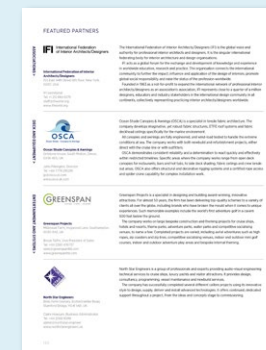
Our interior views section profiles the interior design choices on new and refurbished ships.

## Design perspectives

Ship interior designers provide their unique insights into specific aspects of their work.

## Interviews

We go one-to-one with a range of industry figures to find out more about their motivations and approach.



## CFI Directory

Our guide to some of the finest companies involved in the cruise and ferry interiors sector.

## Design legend

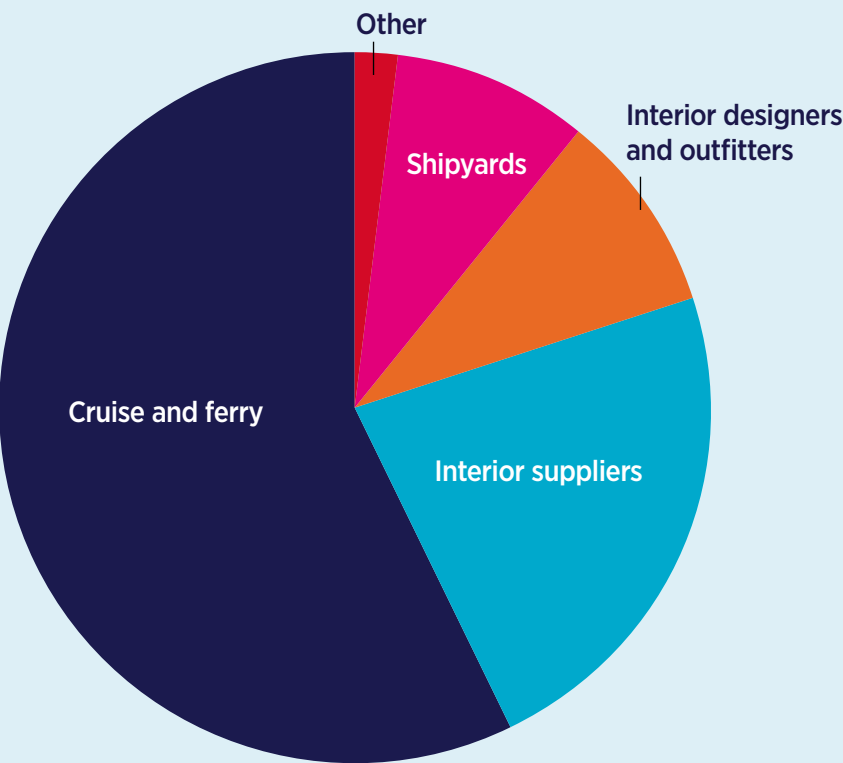
Each issue of *Cruise & Ferry Interiors* closes with a conversation with one of the legends of the business.

Detailed editorial summaries for the upcoming issue of *Cruise & Ferry Interiors* are available from your account manager.

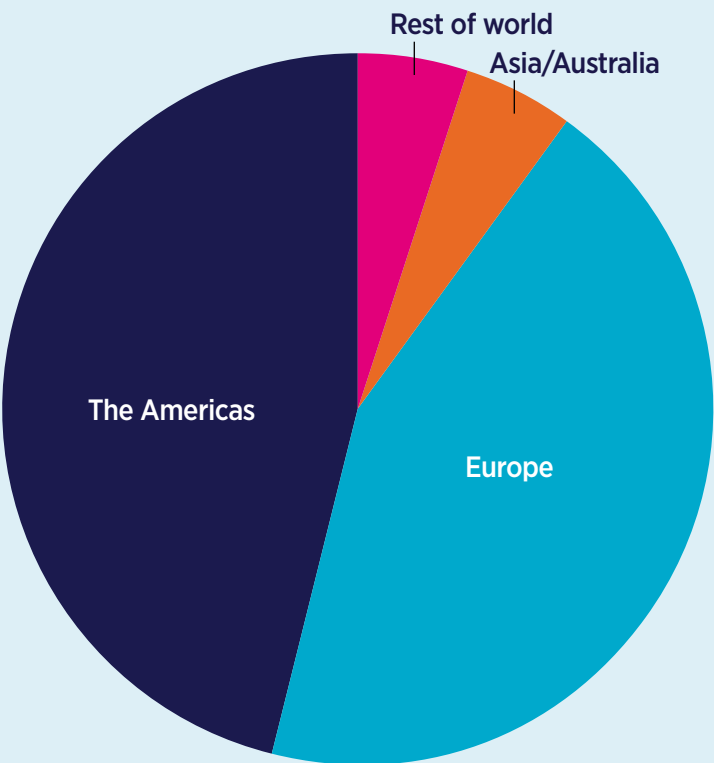
# Circulation

*Cruise & Ferry Interiors* has a large and highly engaged readership of decision makers in the passenger shipping industry, with our entire readership representing a range of sectors and geographies, as follows:

Sector



Geography



Our planned magazine circulation in 2024 is as follows:

Print run: **5,000** copies (of which **3,400** copies are directly distributed to individuals and **1,400** copies are circulated at events)

With a conservative estimate of an average of three readers per copy, the above figures can be tripled for an estimate of our total print readership.



# Digital edition

Over recent years, our digital audiences have grown rapidly, giving our content a vastly greater reach, and allowing our readers to consume *Cruise & Ferry* content on the channel of their choice.



*Cruise & Ferry Interiors 2024* will be sent to over **14,500** digital subscribers

The digital edition of *Cruise & Ferry Interiors 2022* received **135,634** page views from **7,168** users

(Digital audience data correct as at December 2022)

# Advertising rates

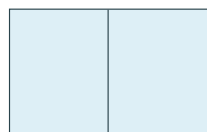
Our promotional packages and advertising options provide a blend of advertising and content marketing and represent excellent value for money.

## Cover story £12,000

A complete package of coverage including your design featured on our cover

## Sponsor Varies

We can tailor a bespoke sponsorship package to suit your specific requirements



### Double page advertisement £6,750



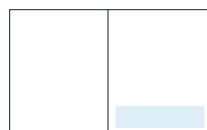
### Full page £4,000



### Half page £2,750



### Half page vertical £3,250



### Quarter page £1,750

## Profile £500

Your company profile and logo will appear in both the printed publication and online at [www.cruiseandferry.net](http://www.cruiseandferry.net)

## Why advertise?

There are multiple good reasons to promote your organisation in *Cruise & Ferry Interiors*:



**Widely read** – A captive and influential readership developed over more than 30 years



**Rich heritage** – A rich history of positive and productive relationships and reader appeal



**Low price** – Our rates represent excellent value for money, with 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 reuse and share throughout the year.



**The industry's own** – written for the industry, by the industry, about the industry



**Global coverage** – distributed to subscribers in over 100 countries

A marketing alternative to display advertising for occasions when a story is the priority.

## Promotional packages

<b>Standard:</b> Half page advert and Marketwatch story	£4,250
<b>Enhanced:</b> One page advertisement and one-page story	£6,250
<b>Premium:</b> Double page advertisement and two-page story	£9,500

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# Testimonials

"I've been reading *Cruise & Ferry Interiors* since I started designing the ships. I found great trust in the facts and I also found the publication so helpful to educate myself on the suppliers for the cruise industry. Not only is it a nice read – it is also a great looking magazine and brings that glossy feel that any designer would like to be published in. Thank you for all your hard work and thank you for letting me be part of it!"

**Petra Ryberg**  
**Studioberg**

"As newcomers to the industry, *Cruise & Ferry* is our go to publication... we read it cover to cover and sometimes over again! It provides a wealth of insight and support to our design studio. I particularly love *Cruise & Ferry Interiors*, it's inspiring to read about what other designers are creating."

**Callie Tedder-Hares**  
**Volume Creative**

"If you are looking for a great resource on this industry, *Cruise & Ferry Interiors* is where you should be allocating your time. I've been reading and always enjoying it since years. I can say that it is an excellent magazine, reach of exciting news and stimulating sections. Thank you for all your hard work."

**Andrea Bartoli**  
**Carnival Corporate Shipbuilding**

"*Cruise & Ferry Interiors* has always been a good source of information for me, with interesting and well researched articles. Thank you for providing a great magazine for our industry."

**Tomas Tillberg**  
**Tomas Tillberg Design**

"I always enjoy reading *Cruise & Ferry Interiors*."

**Petu Kummala**  
**Carnival Cruise Line**

"*Cruise & Ferry Interiors* is a fabulous interior design resource for the marine industry. I read this publication from cover to cover, always full of great content and inspiration!"

**My Nguyen**  
**Holland America Group**

"*Cruise & Ferry Interiors* is a fantastic publication. It is the best source of information for all things related to cruise interiors. The articles are always well written and informative. Jon and his team are doing a great job."

**Stephen T. Fryers**  
**STF Project Management**

"I enjoy *Cruise & Ferry Interiors* as it's always interesting and informative. It's well illustrated and the copy tells a pertinent story. Plus it's broad coverage seems to reflect the depth of the industry. All good information to keep track of what's happening."

**Joseph Farcus**  
**Joseph Farcus Architect**

"The information provided in your magazine is extremely useful and the way it is presented provides very easy and pleasant reading. Especially the additional digital version when you are traveling. We simply love your magazine!"

**Jacco van Overbeek**  
**Bolidt**

*Cruise & Ferry Interiors* is my go-to source for finding out the latest interior projects and new materials in the cruise industry. It is the source to see what is transpiring in the interior world of new builds and refurbishments. The magazine is my glimpse of what brands are doing that we at DADO don't currently work with. Also what my fellow architects and designers are doing and learning of new products as well as new uses and advances of existing products. *Cruise & Ferry Interiors* is my must-read."

**Greg Walton**  
**Studio DADO**



**VOLUME**



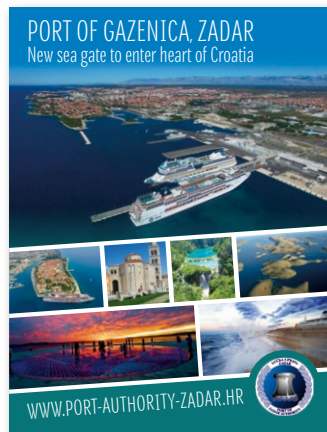
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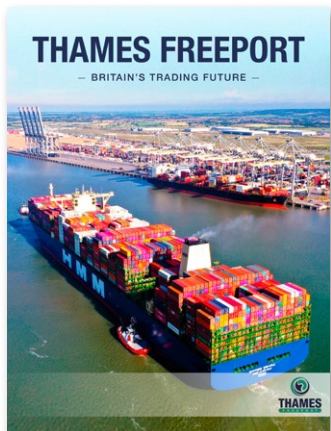
## Marketing services

If you need help creating artwork for your advertisement material, Tudor Rose – publisher of the *Cruise & Ferry* publications – offers a low-cost advertisement design service.



## Other projects

Tudor Rose can also help with any other marketing projects you have, by deploying the skills of our project managers, copywriters, graphic designers and digital team. For anything from branding to brochures and websites to social media, we can help meet your objectives.



## Tudor Rose

Tudor Rose is a publishing and marketing services company based in Leicester, UK. For more than two decades we've worked for a range of businesses from global household names to local startups, to help turn their marketing visions into reality. From customer magazines and corporate brochures, to logo design and websites and much more in between, our design, copywriting and management services help you to attract profitable new customers and reinforce your brand message.

We take full responsibility for progressing every project to the desired end result, and are focused on excellence from the original brief to successful sign-off. Large or small, global or local, print or digital – whatever your requirements are, we're up for the challenge!

To see examples of our work, please visit  
[www.tudor-rose.co.uk](http://www.tudor-rose.co.uk).

To discuss a new marketing services project, please contact:



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# Contact

Speak to your account manager to explore the options to go to market alongside leading industry organisations and start to realise the benefits of your participation today.



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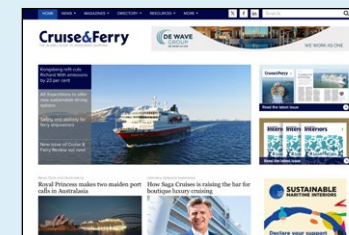


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## Engage



Keep up-to-date with the latest news from the cruise and ferry industries at [www.cruiseandferry.net](http://www.cruiseandferry.net)

Become a digital subscriber to receive our magazines and newsletters for free at [www.cruiseandferry.net/subscriptions](http://www.cruiseandferry.net/subscriptions)

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Add [news@cruiseandferry.net](mailto:news@cruiseandferry.net) to your PR mailing list to ensure that we're in the loop with news about your organisation.

