

The *Cruise & Ferry* editorial team will work with you to prepare content for *Cruise & Ferry Review*, *Cruise & Ferry Interiors* and *Cruise & Ferry Itinerary Planning*. Below are some guidelines that may be helpful for submitting content and source material for publication.

General notes

Please do not use AI to generate contributions for *Cruise & Ferry* publications. We want our readers to be confident that all our content is original material based on human thought, exclusive interviews, or quality reporting, rather than a rearrangement of content that already exists online. We understand that you may want to use AI in the process of research for your article, or to check grammar (although note we will proof-read all content).

Text content should be supplied in a Microsoft Word document or by email.

All content should be recent and relevant (i.e. related to passenger shipping).

Make sure content is factual, and include sources where appropriate.

We prefer writing to convey expertise or share details of an interesting project, rather than be directly promotional. Readers will be more engaged with the former.

Avoid value judgements like 'ABC is the best...'

We generally do not include company web addresses in content.

Our editorial team will edit all submitted content to ensure that it is grammatically correct and complies with our *Cruise & Ferry* editorial style guidelines.

A draft layout will be shared with you in advance of publication.

Images

All articles should include image content. Please supply imagery (a selection if possible) as separate high-resolution image files (i.e. not embedded into a Word document).

Imagery can be photography of ships, places, activities etc, or illustrative content. Please do not supply logos, unless specifically requested.

For Commentary articles, Interviews and Roundtables, please also include an image of the author/interviewee.

Only supply images if you own the copyright or have permission for use. Please advise if a photo credit is required.

If images are too large to send by email, consider a file transfer service like WeTransfer or Dropbox.

Article types

News – please provide a prepared press release or a short summary of facts. A member of our editorial team will write the article based on the information you supply, and let you know if they have any questions.

Commentary – these articles convey a senior executive's perspective about a certain issue, generally associated with their expertise and experience in providing products or services to our cruise and ferry industry readership. Each Commentary article will have a named expert author and should be written with a first-person narrative (i.e. it can use words like 'I' or 'we') and be quite conversational in tone. The articles also include a 25-30 word statement explaining the author's credentials (e.g. John Smith has more than 20 years of experience as a marine engineer and is now head of marine operations at ABC Cruise Line).

Report – these articles describe a product,

service, initiative or development that will be of interest to our cruise and ferry industry readership.

Roundtable and Interview – our editorial team will provide specific questions to answer.

Feature – your contribution will be included as part of a larger piece with multiple contributors. Our editorial team will provide specific guidance.

Word counts

News articles are typically 50-150 words but can be more or less. Provide the source material and we will write to the appropriate length.

For **all other types of articles**, we typically require 250-340 words per page (we will advise the number of pages assigned), although this will flex according to how we want to present image content.

Deadlines

Please supply all content (text and images) as soon as you can before the deadline you have been given.

If you have **any questions or require further information**, please contact our editorial team member who has been assigned to work with you (or your account manager if no-one has been assigned yet), or *Cruise & Ferry* editor Rebecca Gibson (rebecca.gibson@tudor-rose.co.uk).