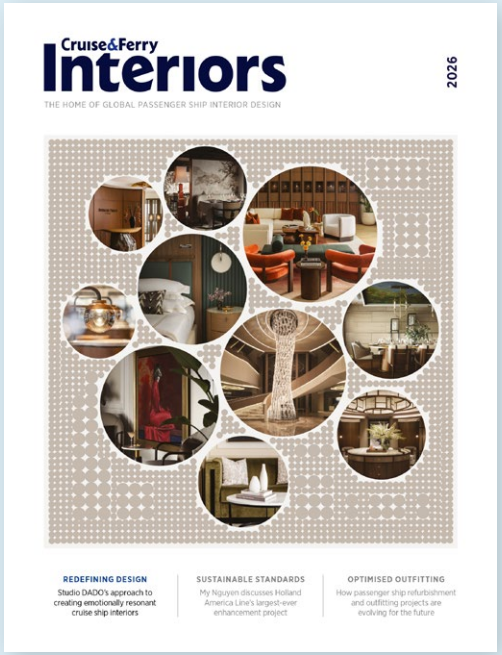
Cruise&Ferry

Media information 2027



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Welcome

Our goal through the *Cruise & Ferry* brand is to be the definitive resource for news and insights into passenger shipping. Through the pages of our magazines and via our digital channels we provide an unparalleled perspective on the successes, challenges and business issues faced by this unique industry.

Cruise & Ferry Review is published twice per year, while its sister publications, *Cruise & Ferry Interiors* and *Cruise & Ferry Itinerary Planning*, are published annually. Consequently, we release a new publication in each quarter of the year. All are available in print and digital format and offer opportunities for you to enhance your business's brand awareness and facilitate communication with customers and industry leaders.

This media information document is intended to provide you with everything you need to make an informed decision about how best to promote your business within *Cruise & Ferry* publications to our loyal and engaged readership. If you have questions, or are ready to take the next step, please contact one of our account managers, whose details you will find on the final page of this document.

Rebecca Gibson
Editor

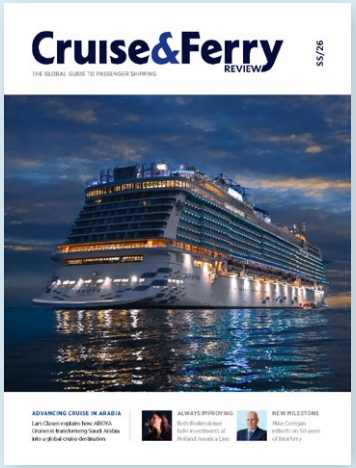
Cruise & Ferry is proud to partner with:

Schedule

Publications

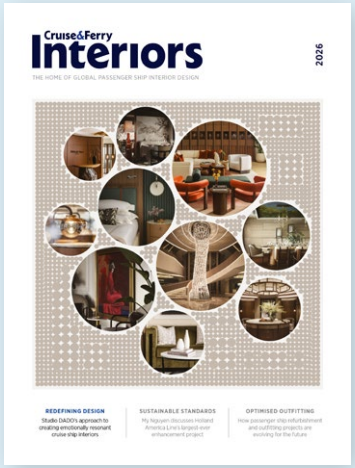
Each year we release four issues of *Cruise & Ferry* publications, available in both printed and digital format.

Q1



Cruise & Ferry Review, bi-annual

Q2



Cruise & Ferry Interiors, annual

Q3

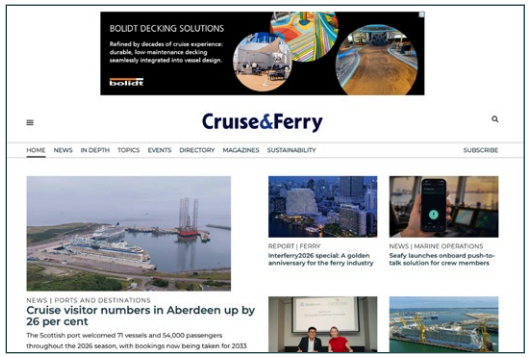
Cruise & Ferry Review, bi-annual

Q4

Cruise & Ferry Itinerary Planning, annual

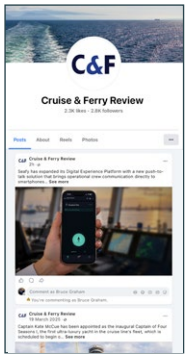
Website

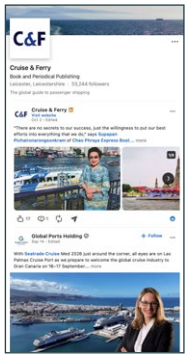
Our website – www.cruiseandferry.net – is updated daily with news, features and content from our publications.



Social media

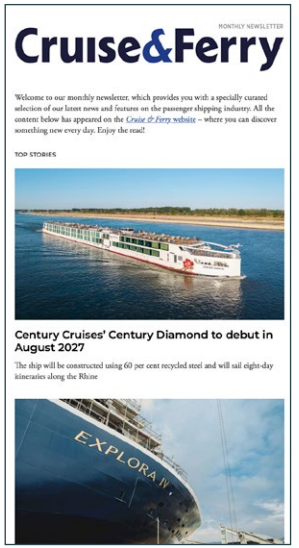
All *Cruise & Ferry* content is also available via our social media channels on LinkedIn, Facebook and X.





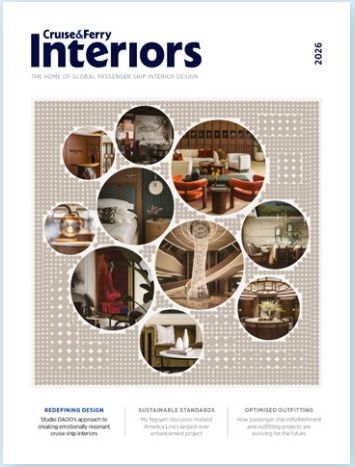
Newsletter

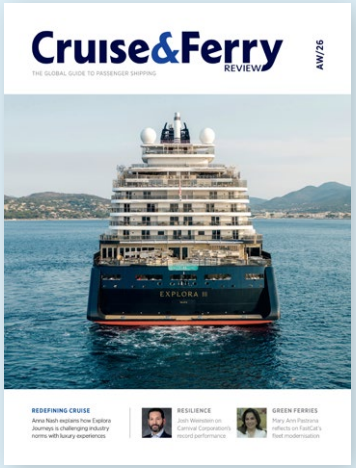
On the first business day of each month we send a newsletter with the highlights of the previous month's content to all of our digital subscribers. We also send quarterly newsletters to promote the launch of our new publications.



Content

Each of the *Cruise & Ferry* publications includes a range of topical and insightful content from our experienced writers, industry leaders and passenger shipping experts.





For 35 years, our *Cruise & Ferry* publications have provided an unparalleled insight into passenger shipping successes, business issues and innovation through stories told by the senior executives who individually and collectively shape this dynamic industry.

Our content covers both the cruise and ferry sectors, providing our audience with insight into building and refurbishment, marine operations, onboard experience, interior design, ports and destinations, itinerary planning, and more.

Cruise & Ferry Review is the flagship publication of the *Cruise & Ferry* media brand, published bi-annually in March and September since 1992. The magazine is supported by two annual sector-specific publications, *Cruise & Ferry Interiors* and *Cruise & Ferry Itinerary Planning*, a monthly newsletter and social media pages. The brand has its online home at www.cruiseandferry.net, which provides daily news and insights, as well as free access to digital editions of all the printed publications.

Cruise & Ferry is the definitive resource for news and insights into passenger shipping and through the pages of our magazines, and via our digital channels, we provide an unparalleled perspective on the successes and challenges faced by this vibrant industry. We are proud to partner with industry expert organisations, including: Cruise Lines International Association, Caribbean Tourism Organization, Expedition Cruise Network, Interferry, IFI, United Nations Global Compact, World Ocean Council and World Tourism Cities Federation.

Detailed editorial summaries for upcoming issues of each of the *Cruise & Ferry* publications are available from your account manager.

Contributors

One of the defining principles of the *Cruise & Ferry* publications is to share the insight and perspectives of cruise and ferry industry leaders. Below are some highlights from just a small selection of the many executives we heard from in the past year.

"For me, one of the many benefits of cruising is that you can take your time, explore along the way and be surprised by what you see on the journey"
Beth Bodensteiner, President, Holland America Line

"Loyalty is something we have to earn, so we focus on delivering an exceptional luxury product through our people"
Mark Tamis, President, Seabourn

"I read all surveys and guest comments to understand opportunities to enhance our offerings"
Bert Hernandez, President, Silversea

"Maximising the commercial opportunity for the destination, community and the entrepreneurs should be a win-win-win situation"
Sam Seward, President, Quark Expeditions

"We know that a dedicated, local crew is the foundation of safe and successful operation"
Timothy O'Brien, SVP of Ferries and Transportation, Hornblower Group

"When sustainability is considered at the beginning of a project, it opens up more opportunities for innovation, scale and practical solutions"
My Nguyen, Senior Director of Design and Innovation, Holland America Line and Seabourn

"A cruise ship is like a small city, and the design is truly a collaborative effort"
Franco Semeraro, Chief Experience Officer, Oceania Cruises

"Delivering extraordinary cruise experiences depends on a sustained focus on safe, reliable operations and effective coordination across the sector"
Josh Weinstein, President and CEO, Carnival Corporation

"Our ambition is not simply to build more ships – it's to build one of the world's most respected hospitality brands"
Anna Nash, President, Explora Journeys

"Delivering great cruise vacations is a team effort, and strong partnerships have always been essential to Carnival's success"
Christine Duffy, President, Carnival Cruise Line

"The best trips shouldn't feel like separate vacations stitched together – they should feel like one story unfolding naturally"
Christopher Prelog, President, Windstar Cruises

"For us, growth is about much more than adding capacity; it's about continuing to deliver exceptional experiences"
Samantha Stimpson, CEO, Fred. Olsen Cruise Lines

"There are no secrets to our success, just the willingness to put our best efforts into everything that we do"
Supapan Pichaironarongsongkram, Chairperson, Chao Phraya Express Boat

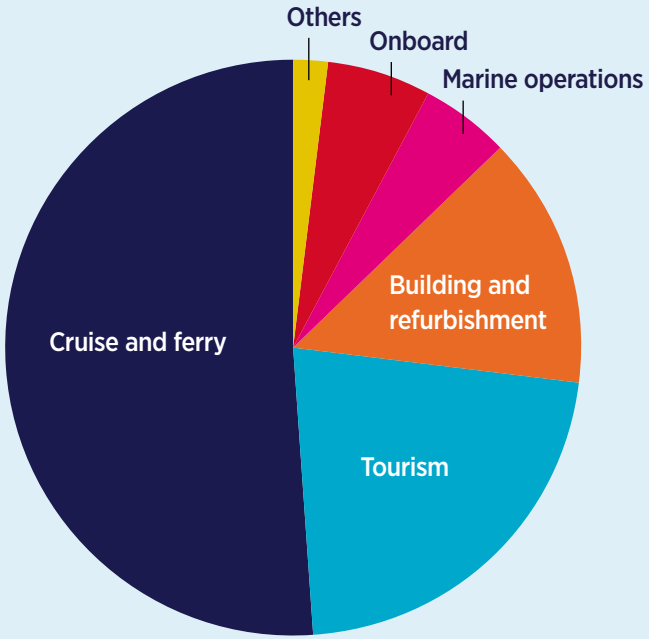
"The future of ferry safety depends not only on better vessels and regulations but on investing in people"
Mary Ann Pastrana, Chairperson, APFC

"I believe the best businesses are run where people are empowered to make decisions for themselves"
Katy Taylor, Chief Executive, Wightlink

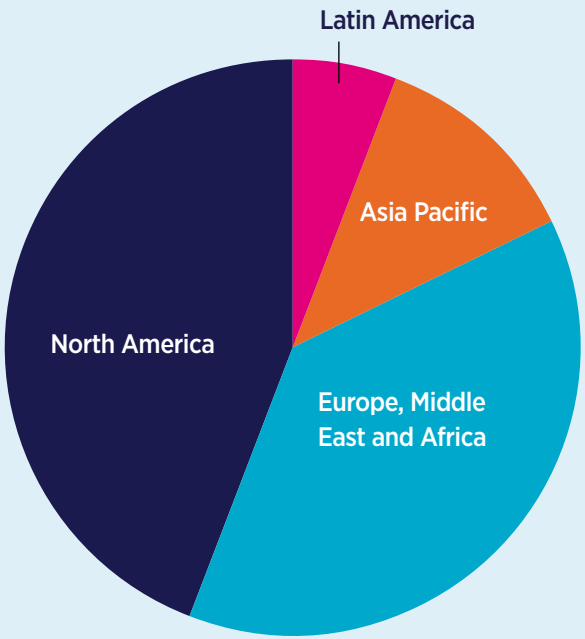
Circulation

The *Cruise & Ferry* brand has a large and highly engaged readership of decision makers in the passenger shipping industry, with our entire readership representing a range of sectors, geographies and job roles.

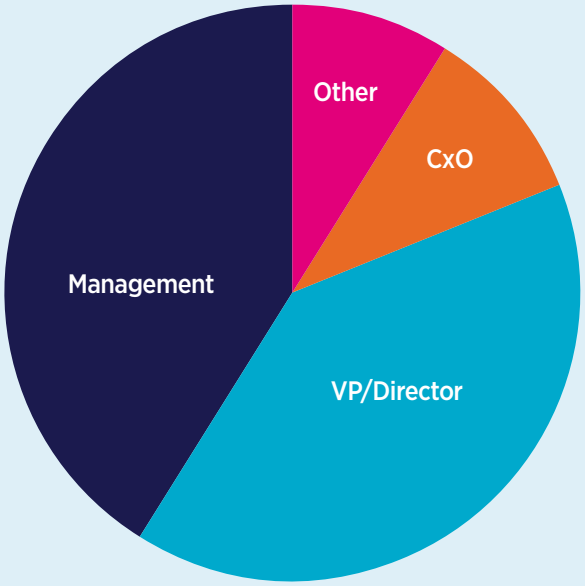
Sector



Geography



Role



Our planned printed magazine circulation in 2027 is as follows:

Cruise & Ferry Review: **5,000** copies (per issue) | *Cruise & Ferry Interiors*: **4,000** copies | *Cruise & Ferry Itinerary Planning*: **3,500** copies

Digital audiences

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 via the channel of their choice.

Digital edition

Each publication in the *Cruise & Ferry* suite is also available as a digital edition – an online representation of the printed magazine. Upon publication, we email our database of digital subscribers with an Out Now notification to let them know the issue is available to read online or download.

Digital subscribers:
13,503 (Sep 26)

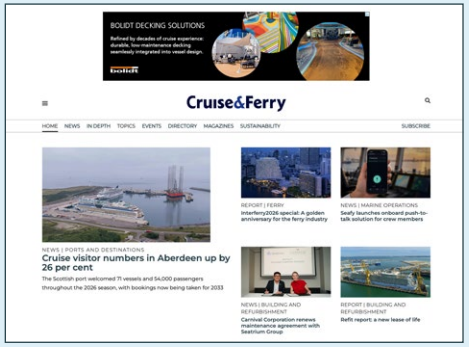
Digital edition page views:
496,364 (Oct 25 to Sep 26)

Website

Our website – www.cruiseandferry.net – is the online home of the *Cruise & Ferry* brand, and provides readers with the latest news about passenger shipping, alongside content from our printed publications. There is an array of other resources too, including current and back issues of our publications.

Unique users:
250,104 (Oct 25 to Sep 26)

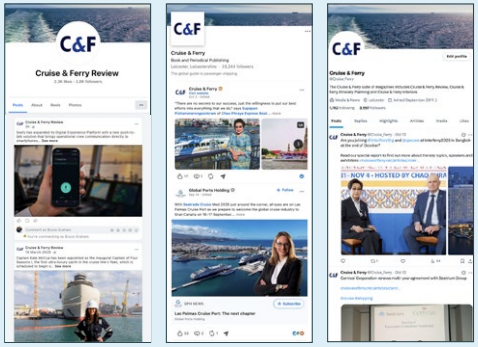
Page views:
338,390 (Oct 25 to Sep 26)



Social media

All *Cruise & Ferry* content is posted on our social media channels: LinkedIn, X and Facebook.
Our editors also engage with partners and repost their content via these social media channels.

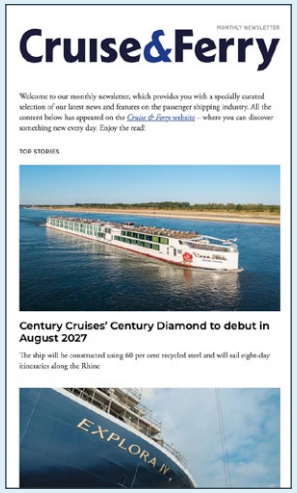
- **LinkedIn followers:** 37,114
- **X followers:** 3,591
- **Facebook followers:** 2,900



Newsletter

Our digital subscribers receive two types of newsletter on a regular basis. The first is our Monthly Newsletter, which is a digest of the most popular content we have published over the previous month.

The second is our quarterly Out Now email (as referenced in the 'Digital edition' section of this page), which notifies our subscribers when a new publication is available to read online and download.



Event partnerships

Cruise & Ferry is delighted to support the following industry-leading conferences as a media partner or proactive supporter. We look forward to seeing you at these events in the year ahead.

North Adriatic Sea Port Authority
Ports of Venice and Chioggia

SMM

上海国际邮轮船舶修造论坛暨展览会
Shanghai International Cruise Ship-building Forum & Exhibition

25TH Rotterdam 2027 COASTLINK Conference
The short sea shipping & sustainable logistics network

21ST Portsmouth 2026 GREENPORT Congress

INTERNATIONAL CRUISE summit 2026

MARITIME WORLD

Posidonia Ποσειδώνια
The International Shipping Exhibition

THE MOTORSHIP PROPULSION & Future Fuels Conference

Seatrade Cruise Global

Seatrade Cruise Med

Seatrade Cruise Asia

The Posidonia SEA TOURISM FORUM
International Conference & Exhibition

sustainable design summit.

INTERFERRY
Representing the Ferry Industry World-Wide

LeaFt In Events
HYBRID TO ZERO

CSI Cruise Ship Interiors
Design Expo Americas

CSI Cruise Ship Interiors
Design Expo Europe

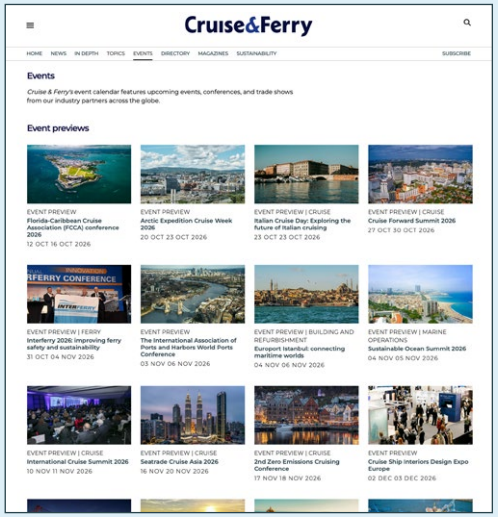
2026 2nd ZERO EMISSIONS CRUISING CONFERENCE
LeaFt In Events

Seatrade europe

ITALIAN CRUISE DAY

Event news

www.cruiseandferry.net/events



Our calendar of events is typically finalised in early January each year. If you would like a copy of the list of events we will be attending and reporting on in the year ahead, please email your account manager.

If you are involved in an event and would like to see it featured in our print and online media, please contact:

Sophia Brinkley
sophia.brinkley@tudor-rose.co.uk

Advertising

Promoting your organisation in the *Cruise & Ferry* publication suite is a highly cost-effective way of reaching a broad range of decision makers in the cruise and ferry industries, alongside a respected media brand with a rich heritage spanning more than 30 years.

Why advertise?

- **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

Turn the page for details of our advertising and sponsorship rates.

Brands

A small selection of the more than 150 prestigious businesses that have promoted their brands in *Cruise & Ferry* publications since 2020.

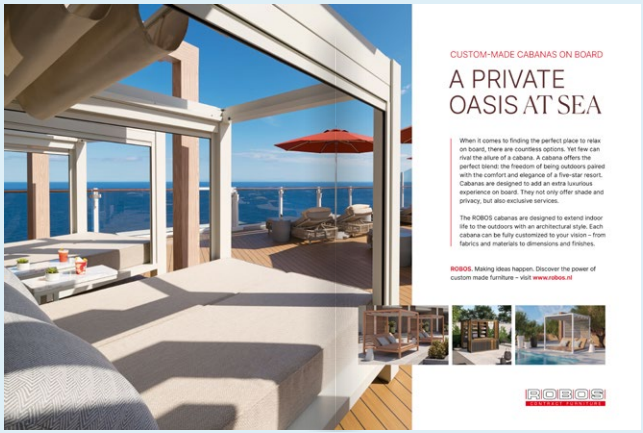
Port de Barcelona
COLUMBIA CRUISE SERVICES
DAMEN
FINCANTIERI
GLOBAL PORTS HOLDING
Heineken
Hogia
INCAT CROWTHER
inmarsat
INTERFERRY
JAMAICA Cruising
KNUD E. HANSEN
Lloyd's Register
MEDCRUISE
MSC CRUISES
PORTMIAMI
RINA
ROBOS CONTRACT FURNITURE
smc DESIGN
dado
SUNSTONE
TILLBERG DESIGN of SWEDEN
telenor maritime
WÄRTSILÄ

Magazine advertising rates

Our display advertising options represent excellent value for money.

Double page	**£7,300**
Full page	**£4,390**
Half page	**£2,990**
Half page vertical	**£3,500**
Quarter page	**£1,900**

Series discount: A 10 per cent discount is applied to all orders of two or more advertisements.



More details about promotional opportunities in *Cruise & Ferry Interiors* and *Cruise & Ferry Itinerary Planning* (including details about participation in the directory sections) are available in separate media information documents for those publications. Alternatively, contact one of our account managers.

Content marketing

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

Content marketing

Two pages	**£7,500**
One page	**£5,000**
Half page	**£3,350**
Profile	**£700**

Cover story

Front cover imagery plus article	**£13,600**

Promotional packages

Premium: Double-page advertisement and two-page story	**£10,500**
Preferred: Full-page advertisement and two-page story	**£9,500**
Enhanced: Full-page advertisement and one-page story	**£6,900**
Standard: Half-page advertisement and one-page story	**£6,200**
Profile Plus: Quarter-page advertisement and business profile	**£2,200**

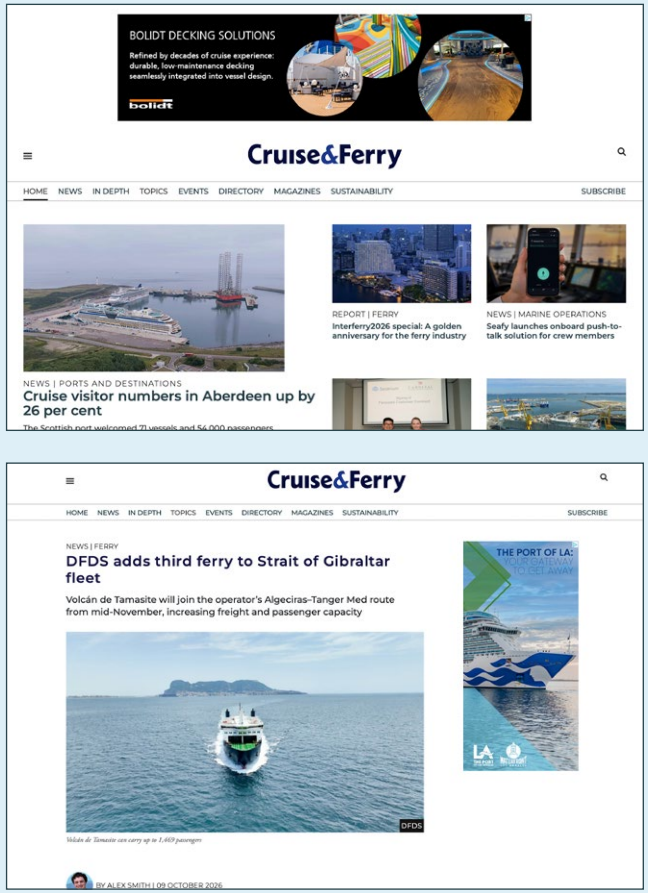
Our editorial team may signpost content marketing articles with a 'Promoted' label when our standard criteria for relevance and interest is not met.

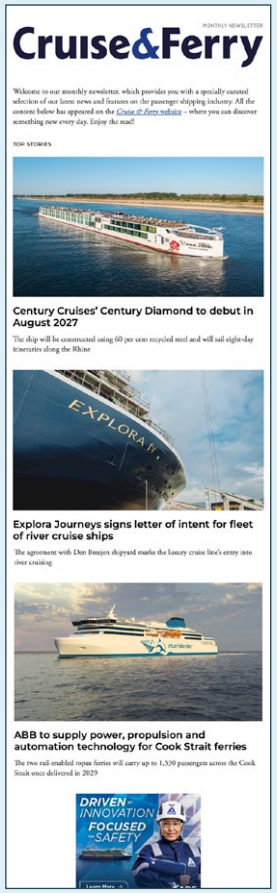
Website advertising rates

Our website advertising options are effective as a standalone marketing activity or to amplify a broader campaign.

CruiseandFerry.NET

Home page banner	£950/month
Article page banner	£950/month
Article page sticky banner	£1,300/month
Newsletter banner	from £800/month
Sponsored message	£850/month





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Testimonials

"I enjoy working with the *Cruise & Ferry* team and always find your magazines an interesting read. Thank you!"
Ugo Savino, Senior Director, Deployment and Itinerary Planning Carnival Cruise Line

"*Cruise & Ferry* consistently delivers content that is both relevant and visionary. Beyond the magazines, it's a platform that connects our industry, fosters collaboration and celebrates the creativity that defines shipboard environments. I'm always excited to see what's next in each issue."
My Nguyen, Director Interior Design Holland America Group

"*Cruise & Ferry* is an invaluable resource for our industry, providing essential updates and high-quality content. It keeps us well-informed about the latest trends and developments, making it a true benchmark for cruise professionals. Thank you for your excellent work!"
Davide Truscello Pricing, Itinerary and Revenue Planning Director, Costa Cruises

"*Cruise & Ferry* has been an unwavering supporter of the Expedition Cruise Network since our inception. I greatly value the team's professionalism, insight and genuine understanding of the expedition cruise sector."
Akvile Marozaite CEO, Expedition Cruise Network

"It's one of my staple industry magazines."
Timothy Littley, Vice President, Strategic Planning and Port Operations, Four Seasons Yachts

"*Cruise & Ferry Interiors* is a fantastic publication. It is the best source of information for all things related to cruise interiors."
Stephen T. Fryers Project Management Consultant

"I always enjoy reading *Cruise & Ferry Interiors*."
Petu Kummala Associate Vice President Interior Design and Architecture Carnival Cruise Line

"I use *Cruise & Ferry* magazines as one of my resources to put the itinerary planning puzzle together as destination information provided is great."
Juan Trescastro, Vice President, Global Destinations, Virgin Voyages

"*Cruise & Ferry* is a great information source for the cruise industry."
Neil Duncan, Head, Yield and Planning, Marella Cruises

"*Cruise & Ferry* continues to be a leading voice in our industry – insightful, credible and always ahead of the curve. As someone deeply immersed in guest experience and destination development, I value the publication's ability to capture both the innovation and the heart of cruising. The editorial team consistently shines a spotlight on the trends, people and ideas shaping our future, while celebrating the traditions that make our industry so special. It remains an indispensable resource for professionals across the global cruise community."
Jason Gelineau, Cruise Industry Consultant, JAG Hospitality

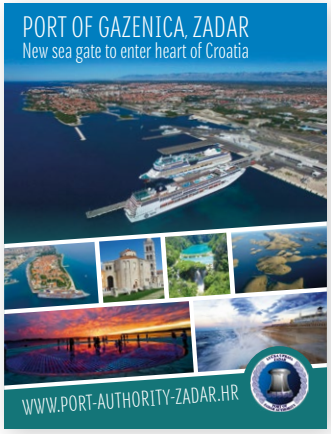
Cruise & Ferry Itinerary Planning gives great insights into what's happening in well-known cruise destinations and also draws attention to some of the lesser-known places."
Martin Lister Head, Product Innovation Fred. Olsen Cruise Lines

"*Cruise & Ferry Itinerary Planning* lives up to its name, every issue is a celebration of the journeys, destinations, and people shaping our industry. It's always a pleasure to coordinate with the *Cruise & Ferry Itinerary Planning* team, whose professionalism and passion shine through in every edition. Keep doing what you're doing, exactly as you're doing it, your work continues to inspire and connect the cruise and ferry community across the world."
Theodora Riga President of MedCruise President of Corfu Port Authority

"*Cruise & Ferry* magazines – great content, great reading."
Matthew Rutherford Vice President, Asia-Pacific Princess Cruises

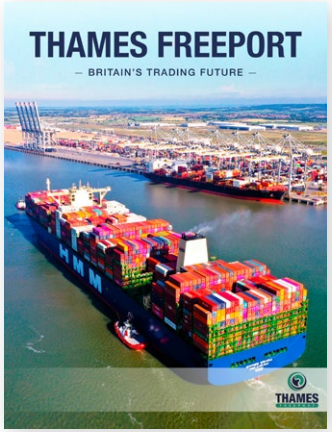
Marketing services

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. We can help meet your objectives for anything from branding to brochures and websites to social media.



Tudor Rose

Tudor Rose is a publishing and marketing services company based in Leicester, UK. For almost three 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.

To discuss a new marketing services project, please contact:

Toby Ingleton
toby.ingleton@tudor-rose.co.uk

Sustainable publishing

Tudor Rose's commitment to sustainability dates back to the formation of the company in 1998 and our first publishing collaboration with the United Nations. Our relationship with the United Nations has continued ever since, we are a proud participant in the United Nations Global Compact, the world's largest corporate sustainability initiative, and a signatory to the SDG Publishers Compact, launched in 2020.

Tudor Rose is committed to being a responsible publisher and to achieve a higher level of sustainability performance for our readers, our advertisers and sponsors, our suppliers and for ourselves. Our sustainability progress is driven by four primary commitments:

- Regularly review best practice guidance
- Keep up to date with industry advances
- Seek to use new and more sustainable materials
- Commit to periodic improvement targets

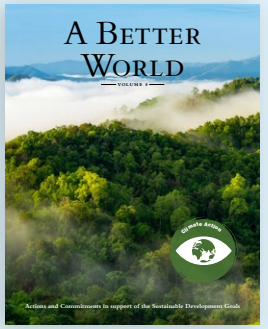
The company is at the forefront of sustainable publishing and our operational choices are tightly aligned to the UN Sustainable Development Goals, the 10 principles of the UN Global Compact and our commitments to the SDG Publishers Compact and Publishing Declares. Please refer to our latest Sustainability Report for more information.

Like every industry, sustainable publishing encompasses three pillars: environmental, social and economic. Every company must navigate the often conflicting and always complex balance between these pillars and so we are fortunate to have considerable sustainability experience, industry expertise and an abundance of passion for this topic to guide our choices. We also recognise the need to listen and to learn in the pursuit of our sustainability ambitions.

If you have comments or suggestions that may help us on this journey please email info@tudor-rose.co.uk with 'Sustainability' in the subject line.

"Human beings are at the centre of concerns for sustainable development. They are entitled to a healthy and productive life in harmony with nature."
Principle 1, Rio Declaration on Environment and Development, June 1992

Tudor Rose has been a champion of sustainability for almost thirty years, through our own actions, through informing the industries that we serve and through our human development books (see www.humandevelopmentforum.org).



Tudor Rose is proud to support leading sustainability organisations and initiatives, including:

Click here to read our Sustainability Report.

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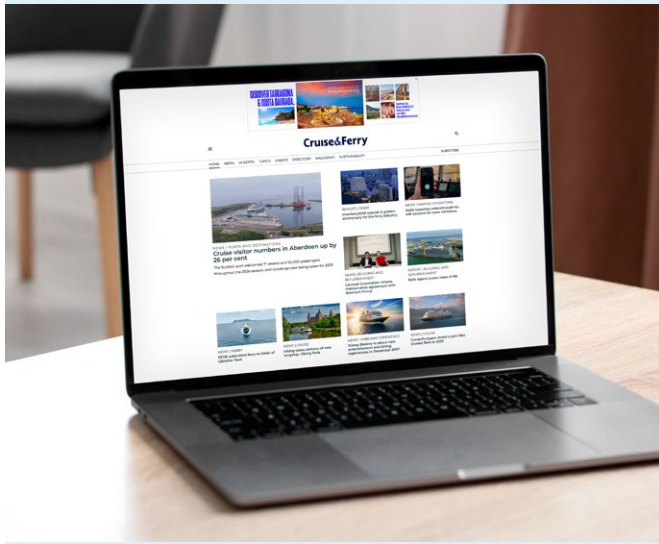

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