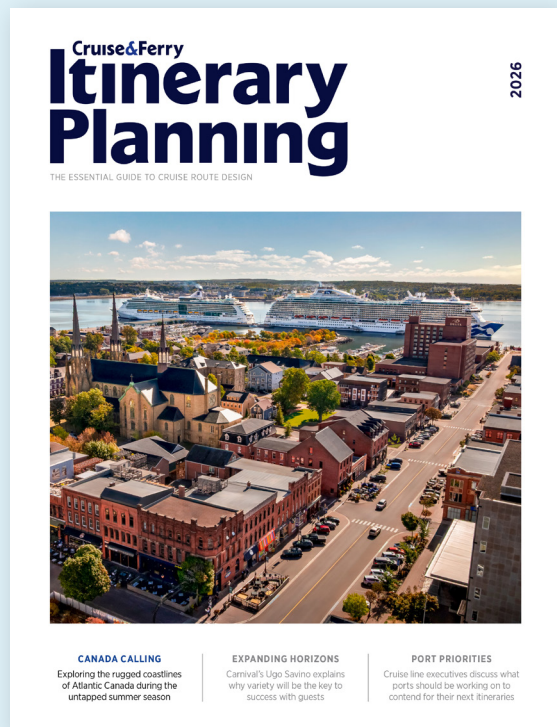


Cruise&Ferry Itinerary Planning

Media information
2026



[CONTENT](#) | [CIRCULATION](#) | [RATES](#) | [TESTIMONIALS](#) | [MORE](#)

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Welcome

Cruise & Ferry Itinerary Planning celebrates the work of the individuals and companies whose tireless efforts continue to fulfil the dreams of the millions of people who go on a cruise every year. And every year these people have to reinvent their approach to keep itineraries fresh and inviting for both new and repeat passengers.

This talented group of itinerary planners achieves the highest levels of customer satisfaction – thanks largely to the ports, destinations and service providers who all share the same vision for continued industry improvement. The passion, focus and determination that is commonplace in the cruise business has delivered growth that we have witnessed in recent times and is the envy of the rest of the hospitality sector. Published in November, our annual *Cruise & Ferry Itinerary Planning* publication continues to make an important contribution to the positive evolution of the business and celebrates the businesses and people who are charting this course.

Distributed throughout the world, *Cruise & Ferry Itinerary Planning* has become an essential resource for industry leaders and, as with its sister publication *Cruise & Ferry Review*, we offer advertising opportunities for organisations to showcase their port, destination or services.

A handwritten signature in black ink, appearing to read 'Jon'.

Jon Ingleton
Executive Editor

Cruise & Ferry Itinerary Planning is proud to partner with:



Content

Each year, *Cruise & Ferry Itinerary Planning* delivers a wealth of content, making it the essential guide to passenger shipping route design.



Keynote interview

In-depth conversation with a senior industry figure covering a broad selection of itinerary planning topics.

Marketwatch

Keep up to date with the latest and most significant port and destination news and developments.

Features

Topical issues are debated among a group of itinerary planners who have a common industry vision.

Planner perspectives

A series of one-to-one interviews with senior planners about their challenges and opportunities.

Reports

Articles about a selection of ports and destinations to raise awareness and share local news.

Perspectives

Industry commentators share their expert views on a collection of subjects.

Association highlights

Port and destination associations summarise the latest news from their members.

Featured ports and destinations

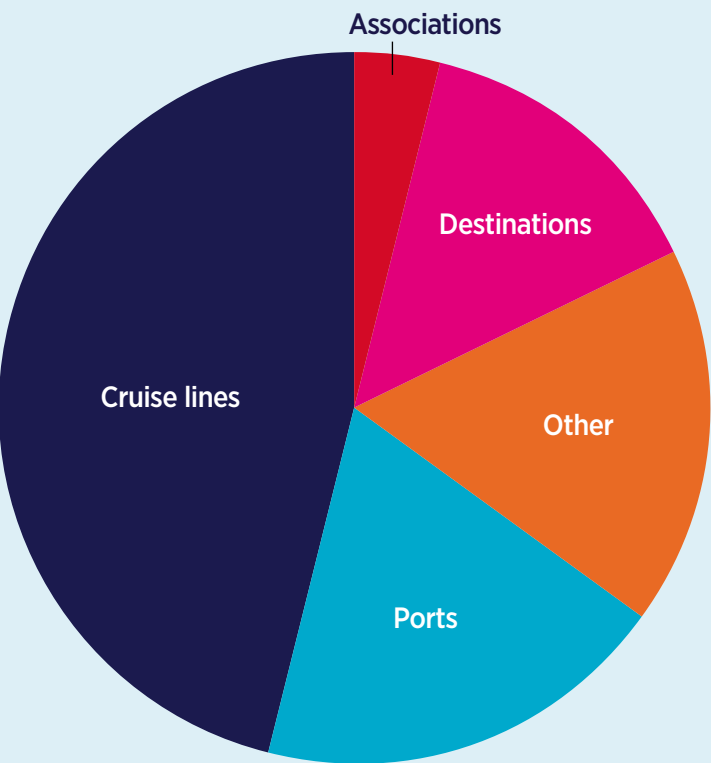
A selection of profiles of destinations that would be an anticipated call on any itinerary.

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

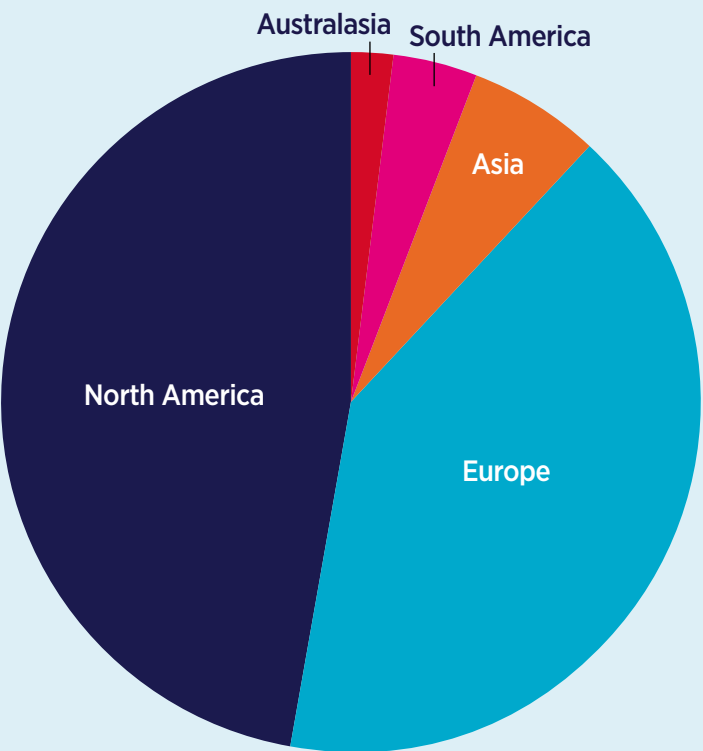
Circulation

Cruise & Ferry Itinerary Planning 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



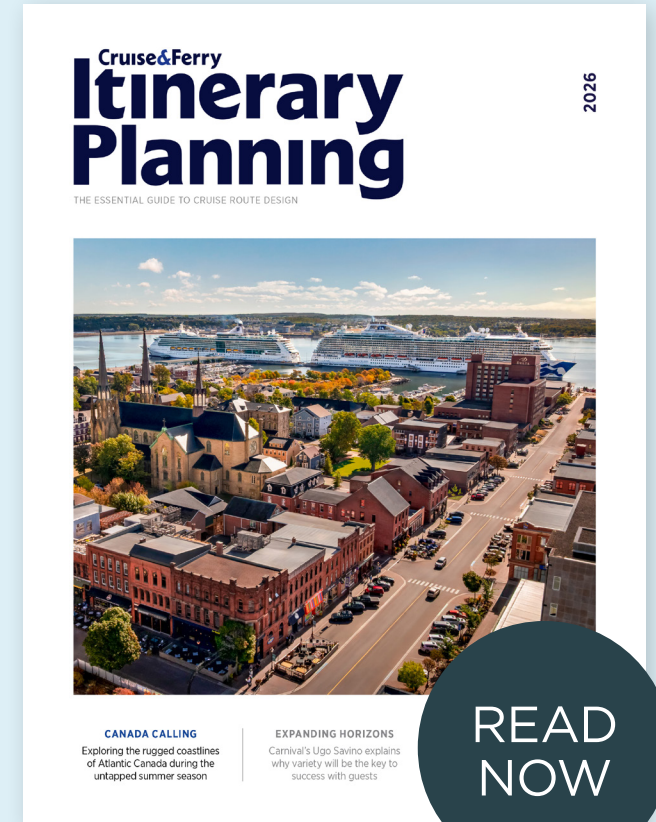
Geography



Our planned magazine circulation in 2026 is as follows:
Print run: **4,500** copies (of which **3,150** copies are directly distributed to individuals and **1,350** copies are circulated at events)

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.



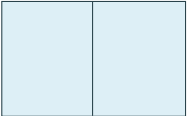
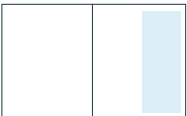
Cruise & Ferry Itinerary Planning 2026 will be sent to over **14,000** digital subscribers

The digital editions of previous issues of *Cruise & Ferry Itinerary Planning* average over **70,000** page views

(Digital audience data correct as at October 2025)

Advertising rates

Our display advertising options represent excellent value for money.

	Double-page advertisement	£6,950
	Full page	£4,150
	Half page	£2,850
	Half-page vertical	£3,350
	Quarter page	£1,800

Featured Partner Profile	£650
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Your company profile and logo will appear in both the printed publication and online at www.cruiseandferry.net/directory

Why advertise?

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

- ≡ **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

Content marketing

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

Content marketing

Two pages	£7,200
One page	£4,800
Half page	£3,200
Profile	£650

Cover story

Front cover imagery plus article	£12,950
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Promotional packages

Premium: Double-page advertisement and two-page story	£9,980
Preferred: Full-page advertisement and two-page story	£8,960
Enhanced: Full-page advertisement and one-page story	£6,560
Standard: Half-page advertisement and one-page story	£5,940
Profile Plus: QUarter-page advertisement and business profile	£2,060

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



Testimonials

“*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 too. It’s an interesting read and useful tool for the itinerary planner.”

Martin Lister

Head, Product Innovation

Fred. Olsen Cruise Lines

“*Cruise & Ferry* news is a great information source for the cruise industry, its itinerary planning coverage has been a welcome addition to its portfolio covering a wide range of hot topics in this arena.”

Neil Duncan

Head, Yield and Planning

Marella Cruises

“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**

“The joy of itinerary planning lies in bringing together people from different worlds; guests, crew and all the locals they meet. *Cruise & Ferry Itinerary Planning* is always a useful source of information and an interesting read.”

Claudius Docekal

Vice President, Ocean Deployment

Scenic and Emerald Cruises

“In my 20-year career in the cruise industry, *Cruise & Ferry* magazines have always been my go-to source for industry news as well as insights into itinerary planning. My desk wouldn’t be without an issue close at hand!”

**Paul Grigsby, Vice President,
Revenue Planning and Analytics
Holland America Line**

“*Cruise & Ferry Itinerary Planning* is always a great read, a staple for any cruise industry professional! It always has great articles and helps me to discover and rediscover destinations all around the world.”

**Robert de Bruin, Director
Deployment and Itinerary Planning
Holland America Line**

“Itinerary planning is one of the most exciting areas in the cruise industry, it is what will make or break a cruise company as the itineraries of where you take passengers is what truly sells cruises. I use *Cruise & Ferry* magazines as one of my resources to put the itinerary puzzle together as the destination information provided is great.”

Juan Trescastro

Vice President, Global Destinations

Virgin Voyages

“The itinerary planning space combines science, art, a crystal ball, and a most eclectic mix of considerations and stakeholders. I enjoy *Cruise & Ferry Itinerary Planning* as a trustworthy resource navigating destinations, industry practices, and new developments with unique insights and a genuine approach.”

**Harold Quesada, Senior Manager
Deployment Planning and Strategy
Disney Cruise Line**

“I always look forward to *Cruise & Ferry Itinerary Planning*. It’s helpful to know what others planners in the industry are thinking about, and I also appreciate the updates from destinations and other stakeholders.”

**Jess Peterson, Director, Destination
Experience and Itinerary Planning
Windstar Cruises**

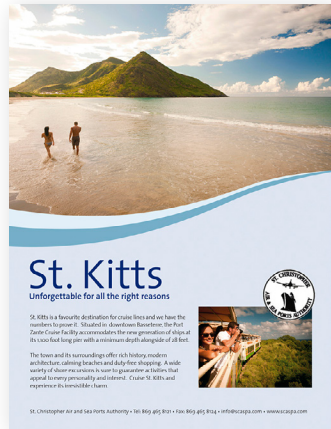
“It’s always a pleasure to work with *Cruise & Ferry* magazines and especially on itinerary planning. In fact, this is the distinctive core of Swan Hellenic’s product offering, expressed in the unique selling proposition: ‘See What Others Don’t’”

**Andrea Zito
Swan Hellenic**

“It’s one of my staple industry magazines.”
**Timothy Littley, Vice President
Strategic Planning and Port
Operations, Four Seasons Yachts**

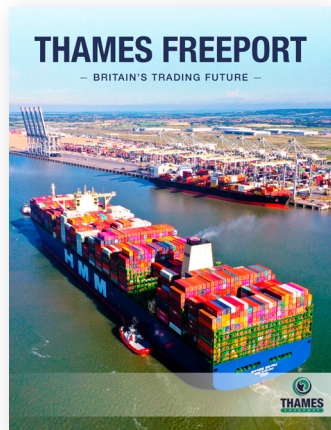
Marketing services

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 ten 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.

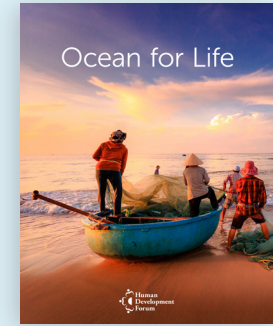
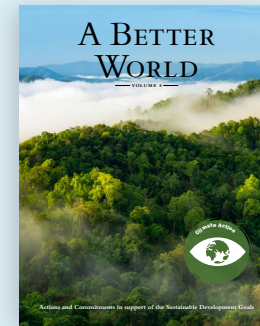
Like every industry, sustainable publishing encompasses three pillars: Environmental, Social and Economic. Every company must navigate the often conflicting and always complex balance between these pillars and so we are fortunate to have considerable sustainability experience, industry expertise and 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.



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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Engage



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