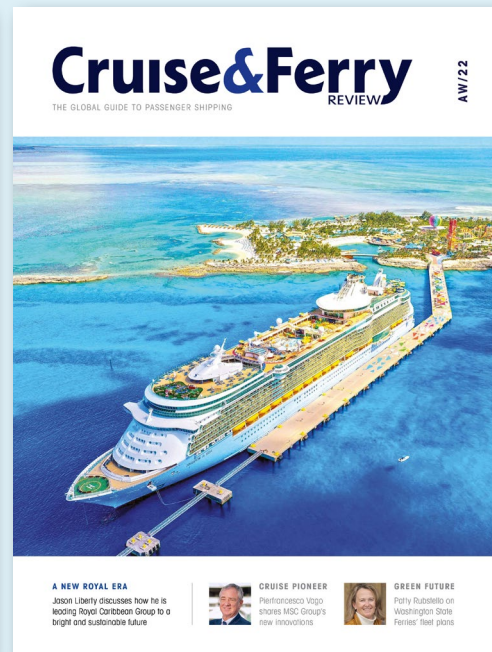
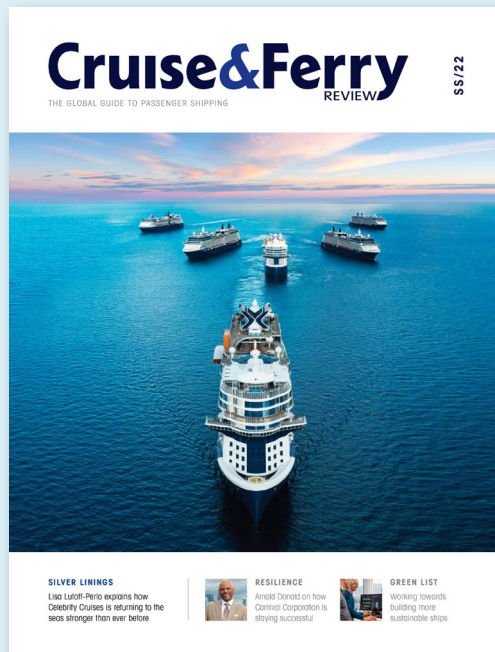


Cruise&Ferry

MEDIA INFORMATION
2023



CONTENTS

Welcome	2
Schedule	3
Content	4
Contributors	5
Circulation	6
Digital audiences	7
Event partnerships	8
Advertising	9
Advertising rates	10
Content marketing	11
Testimonials	12
Marketing services	13
Contact	14



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, in March and September, while its sister publications *Cruise & Ferry Interiors* and *Cruise & Ferry Itinerary Planning* are published in June and November respectively, a total of four publications over the course of each year. All are available in print and as digital editions 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 that you will need to make an informed decision about how you promote your business alongside the *Cruise & Ferry* brand, 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, as detailed on the final page of this document.

Jon Ingleton
Executive Editor

Cruise & Ferry is proud to partner with:

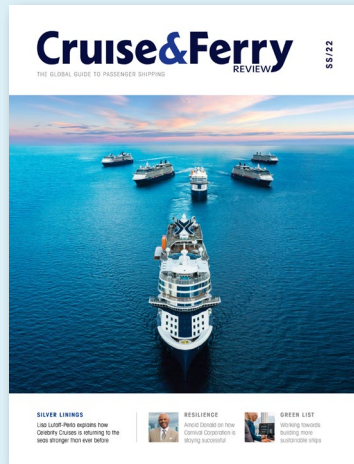


Schedule

Publications

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

March



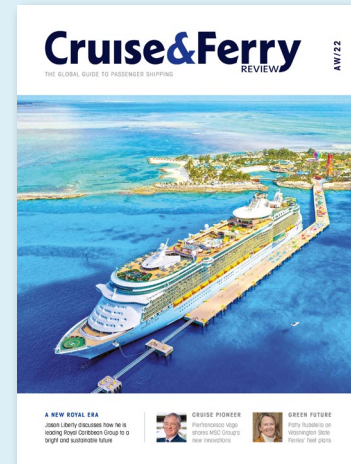
Cruise & Ferry Review, bi-annual

June



Cruise & Ferry Interiors, annual

September



Cruise & Ferry Review, bi-annual

November



Cruise & Ferry Itinerary Planning, annual

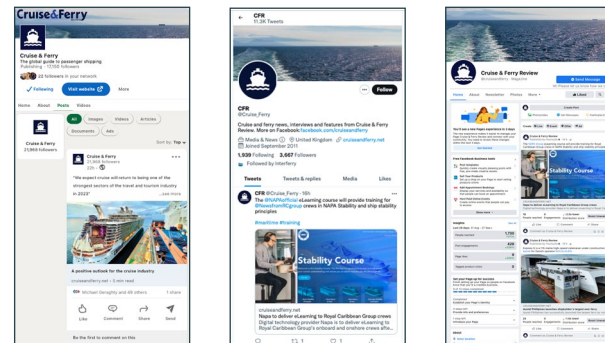
Website

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



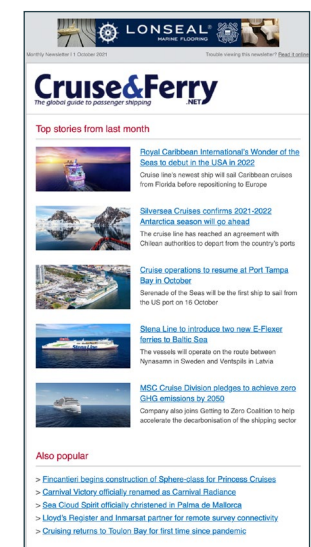
Social media

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



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. Additional newsletters are also sent each quarter on the launch of our publications.



Content

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



Cruise & Ferry Review was launched in the early 1990s and has become the definitive and trusted source for news and views across all segments of the passenger shipping industry.

Boasting the biggest selection of cruise and ferry executive contributions to be found in any industry media, this highly regarded publication is the heart of the *Cruise & Ferry* brand.

Following our introductions, news highlights and keynote interview, content is arranged into six sections: Cruise Business, Ferry Business, Building and Refurbishment, Marine Operations, Onboard Experience, and Ports and Destinations.



Cruise & Ferry Interiors celebrates the work of the individuals and companies whose creative genius and hard work continues to deliver the most inspiring interiors across the passenger shipping market.

Each issue of *Cruise & Ferry Interiors* contains a rich selection of content, including interviews with inspiring interior designers, profiles of new ship interiors, special reports into elements such as furniture, artwork and materials and perspectives on new trends and key challenges in the world of cruise ship and ferry interiors.



Cruise & Ferry Itinerary Planning provides new information and fresh perspectives on ports, destinations and shorex opportunities, as the essential guide to cruise route design.

It is the only publication dedicated to this topic and includes the perspectives and insights of cruise executives, associations and various expert commentators involved in itinerary planning.

Content in *Cruise & Ferry Itinerary Planning* is a vibrant mix of special features, planner perspectives, insights from cruise association representatives, and reports on ports and destinations.

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 highlight insights from just a small selection of the many executives we heard from in the past year.



“We keep marching forward, prioritising health and safety, and taking advantage of new opportunities as they arise”
Arnold Donald, President & CEO
Carnival Corporation



“As an industry we will see an improvement in demand and a willingness to spend more on the holiday”
Paul Ludlow, President
P&O Cruises



“Guests are looking to buy emotions and memories they can take home – something that cannot be bought in a shop.”
Andrea Zito, CEO
Swan Hellenic



“We look to wake up every day and deliver the best vacation experiences on Earth responsibly”
Jason Liberty, President & CEO
Royal Caribbean Group



“We are going to work hard to recover from all of it and I have no doubt that we will.”
Lisa Lutoff-Perlo, President & CEO
Celebrity Cruises



“We are proud that 50 per cent of our sailors say their Virgin voyage inspired them to live more sustainably”
Tom McAlpin, CEO
Virgin Voyages



“We are creating a new era of ultra-luxury cruising that prioritises both sustainability and the guest experience.”
Roberto Martinoli, President and CEO
Silversea



“It’s all about creating moments that enable our guests to live their best possible lives. That’s what true luxury travel means today.”
Josh Leibowitz, President
Seabourn



“We expect cruise will help lead the industry in its pursuit of net-zero emissions and responsible tourism practices”
Kelly Craighead, CEO
CLIA



“We’re continually pushing boundaries and showing the world how we can achieve sustainable shipping”
Pierfrancesco Vago, Executive Chairman
MSC Cruises



“In the end, it is always our crew that solidifies the loyalty of a Carnival guest.”
Christine Duffy, President
Carnival Cruise Line



“Ferry operators are leading pioneers in the transition to decarbonisation, but we can’t do it alone”
Mike Corrigan, CEO
Interferry



“Now we are ready to take the next big step and install the first zero direct emission ferry in 2024.”
Castor Nørland, CEO
Scandlines



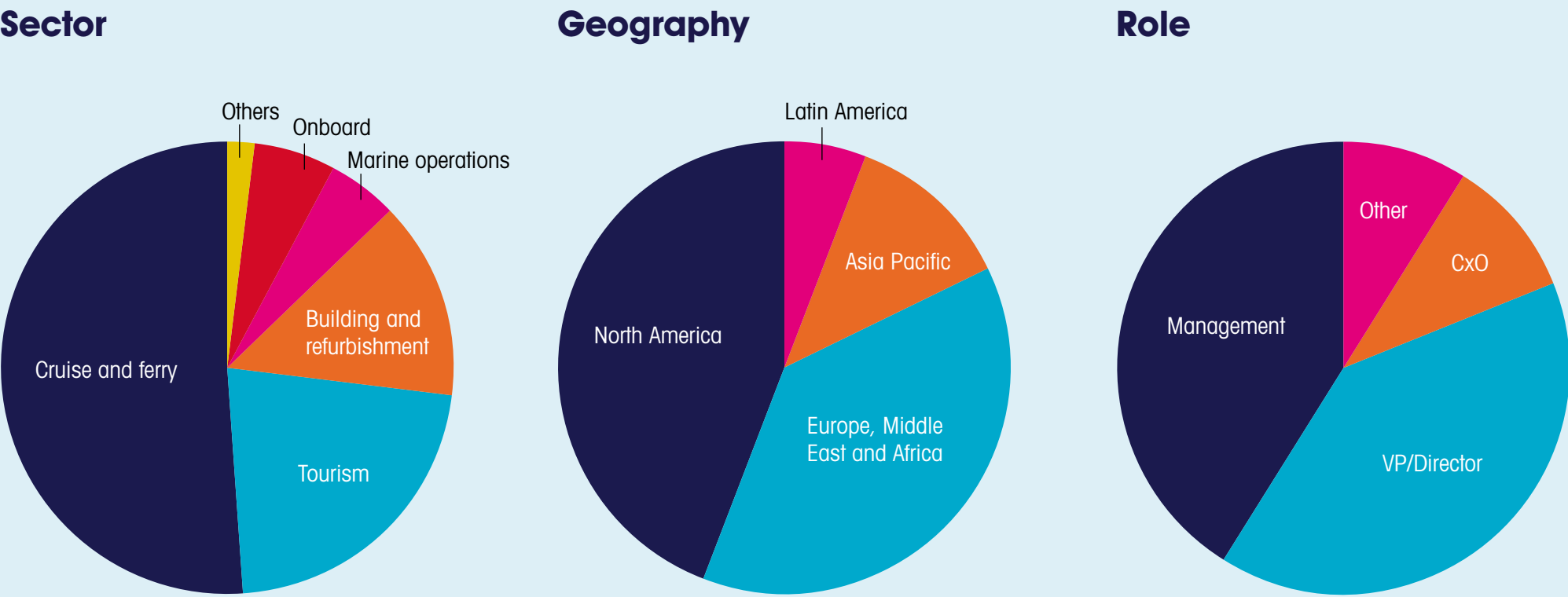
“We did a study that came out with the recommendation to implement hybrid electric technology.”
Patty Rubstello, Assistant Secretary,
Washington State Department of
Transportation



“We continue to be dedicated to responding to the needs of our customers, improving every day and working hard to be more efficient.”
Adolfo Utor, President
Baleària

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 descriptions, as follows:



Our planned printed magazine circulation in 2023 is as follows:
Cruise & Ferry Review: **6,200** copies (per issue) | *Cruise & Ferry Interiors*: **5,000** copies | *Cruise & Ferry Itinerary Planning*: **4,500** copies

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 audience figures are on the following page.

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 on 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 issues is available to read online or download.

Digital subscribers: 17,133

Digital edition page views:
389,351 per year

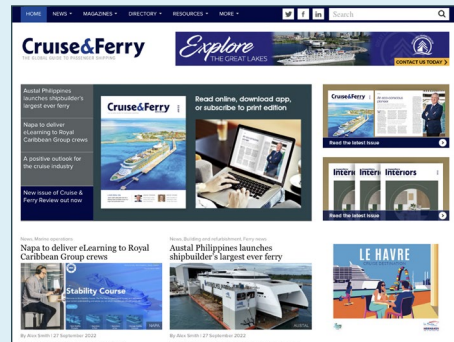


Website

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 all of our publications.

Unique users: 231,833 per year

Page views: 842,273 per year



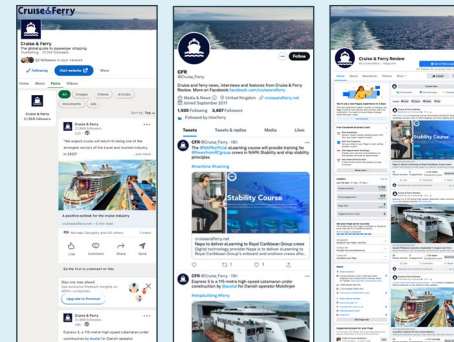
Social media

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

LinkedIn followers: 21,974

Twitter followers: 3,644

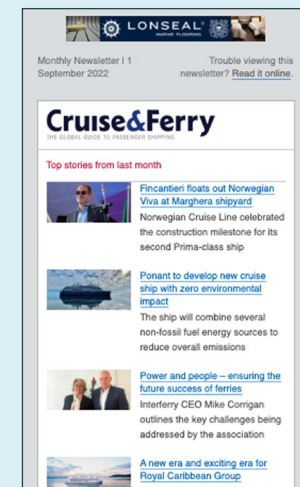
Facebook likes: 2,287



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 type 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.



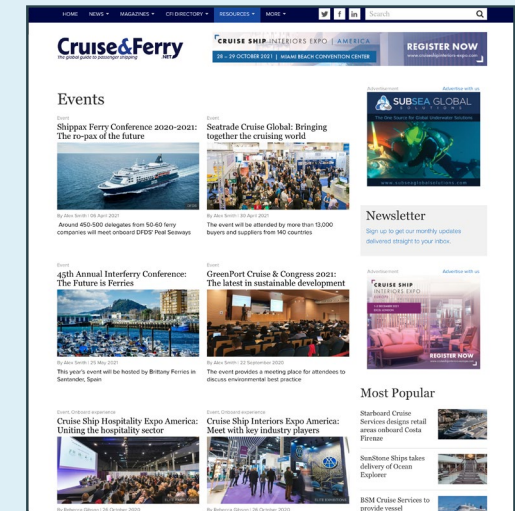
Event partnerships

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 during the year ahead.



Event news

www.cruiseandferry.net/resources/events











Our calendar of events is typically finalised in early January each year. If you would like a copy of the list of events that 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 Ritwik Bhattacharjee, audience and events manager on: ritwik.bhattacharjee@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 the 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 100+ prestigious brands that have promoted their businesses in *Cruise & Ferry* publications since 2020.



Advertising rates

Our promotional packages and advertising options represent excellent value for money.

Cover story	£12,000
Sponsor	Varies
Double page	£6,750
Full page	£4,000
Half page	£2,750
Quarter page	£1,500
Profile	£500

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CruiseandFerry.NET

Site sponsor	£1,750/month
Banner	£850/month
Online directory	£250/year
Embedded video	£550 each
Newsletter banner	£600/month
Sponsored message	£800/month

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

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

Content marketing

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

Two pages

£7,500

One page

£4,500

Half page

£3,000



Promotional packages for all publications

Standard: Half page advert and Marketwatch story

£4,250

Enhanced: One page advertisement and one-page story*

£6,250

Premium: Double page advertisement and two-page story*

£9,500



Content marketing is published with a standard eyebrow when our editorial style and values are met.
A ‘sponsor’ eyebrow may be used when the editorial style and messaging is prescribed (* page lengths may vary depending on source material)

Testimonials

"I enjoy working with the *Cruise & Ferry* team and always find your magazines an interesting read. Thank you!"

Ugo Savino, 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 Itinerary Planning* is a fantastic tool that allows you to rediscover the world again."

JP Salazar, Ritz Carlton

"The information provided in your magazine is extremely useful and the way it is presented provides very easy and pleasant reading. We simply love your magazine!"

Jacco van Overbeek, Bolidit

"It's one of my staple industry magazines."

Timothy Littley, Seabourn

"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."

Petra Ryberg, Studioberg

"The articles are always professional, reliable and full of details."

It is a pleasure reading *Cruise & Ferry Itinerary Planning*"

Federico Bartoli, Costa Cruises

"We've always had *Cruise & Ferry Review* in circulation at the AD Associates studio because it's a comprehensive industry-leading publication."

David McCarthy, IMA

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

Stephen T. Fryers, Royal Caribbean Cruises Ltd

"*Cruise & Ferry Itinerary Planning* is always a useful source of information and an interesting read."

Claudius Docekal, Crystal Cruises

"I've been an avid reader of *Cruise & Ferry* magazines ever since I was dreaming of one day working in the industry. Keep up the good work!"

Kris Willassen, Hurtigruten

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

Petu Kummala, 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, Virgin Voyages

"*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, Fred Olsen Cruise Lines

"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."

Joseph Farcus, Architect

"*Cruise & Ferry* is a great information source for the cruise industry."

Neil Duncan, Marella Cruises

"*Cruise & Ferry* magazines – great content, great reading."

Matthew Rutherford, Carnival Australia

"A top class magazine full to the brim with interesting industry facts."

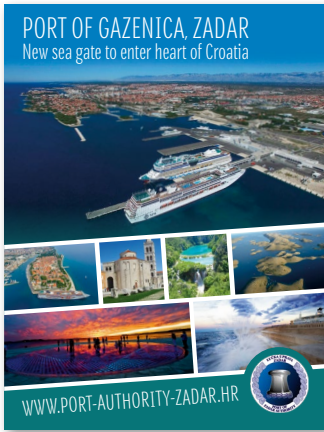
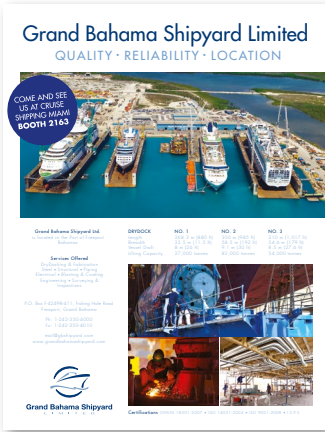
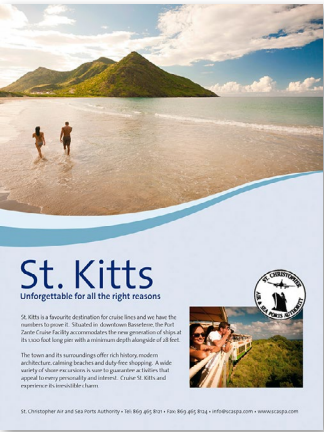
David Grey, Morson Projects

Long before consumers even imagine where their next cruise may take them, the *Cruise & Ferry* team takes the industry on an in-depth review of future destinations and itineraries. It is a must-read publication for industry executives.

**Josh Leibowitz
Seabourn**

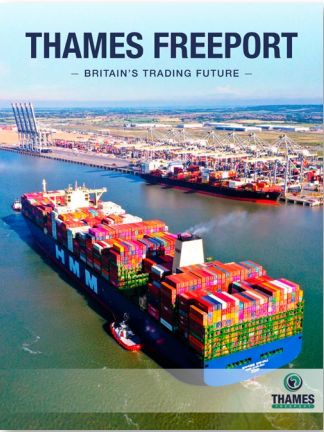
Marketing services

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.

To discuss a new marketing services project, please contact:



Toby Ingleton
toby.ingleton@tudor-rose.co.uk
+44 7977 859514

Contact

To discuss options for promoting your business in the *Cruise & Ferry* publication suite, please contact one of our account managers:



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For editorial enquiries please contact:



Jon Ingleton, Executive Editor

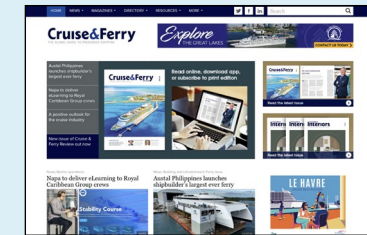
jon.ingleton@tudor-rose.co.uk



Rebecca Gibson, Editor

rebecca.gibson@tudor-rose.co.uk

Engage



Keep up-to-date with the latest news from the cruise and ferry industries at www.cruiseandferry.net

Become a digital subscriber to receive our magazines and newsletters for free at www.cruiseandferry.net/subscriptions

Follow *Cruise & Ferry* on social media:

LinkedIn

Twitter

Facebook

Add news@cruiseandferry.net to your PR mailing list to ensure that we're in the loop with news about your organisation.

