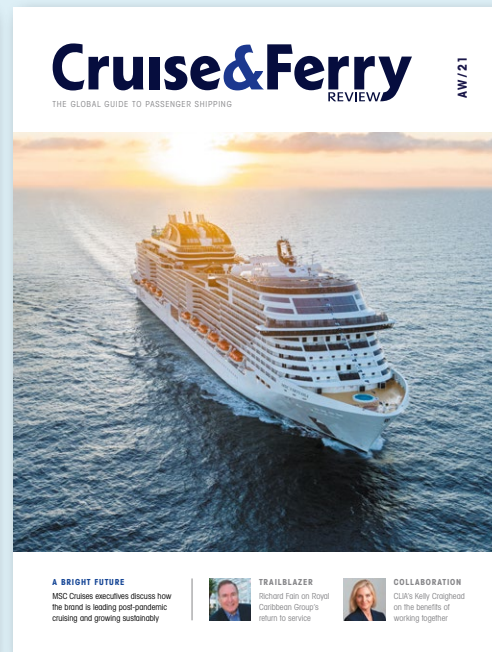
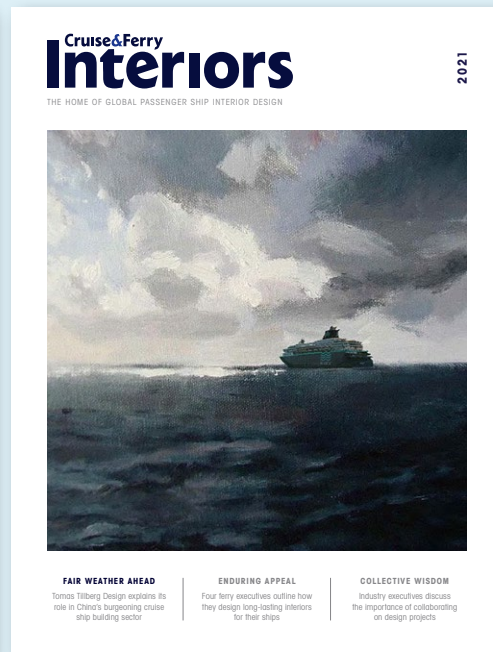
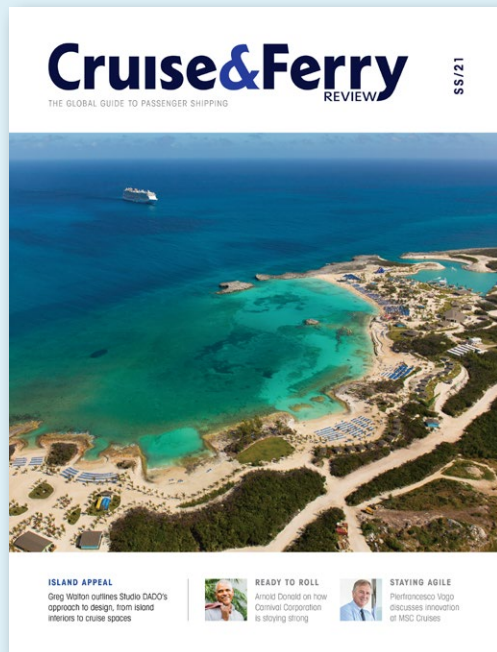


Cruise&Ferry

MEDIA INFORMATION
2022



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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, 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

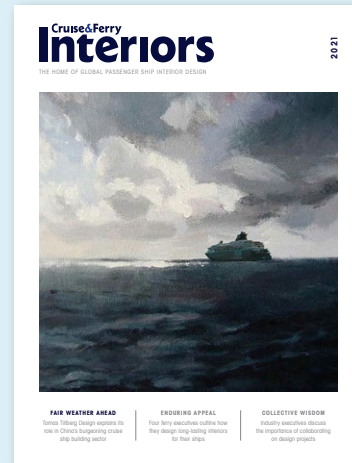
Publications

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

March



June



September

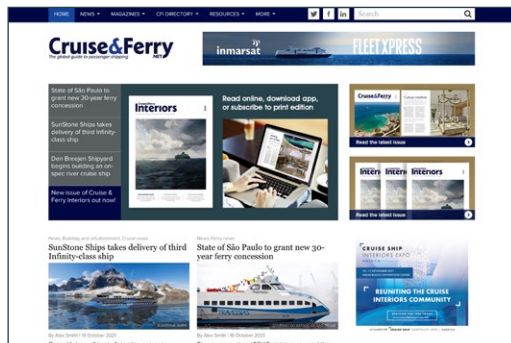


November



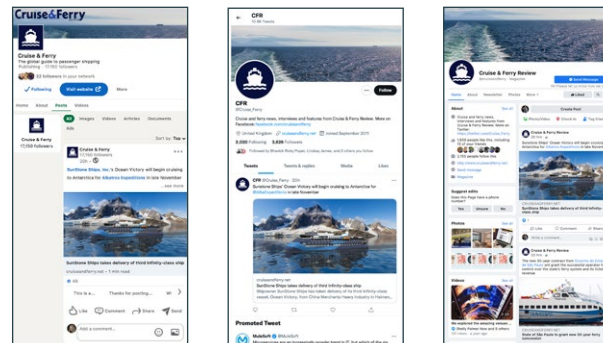
Website

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



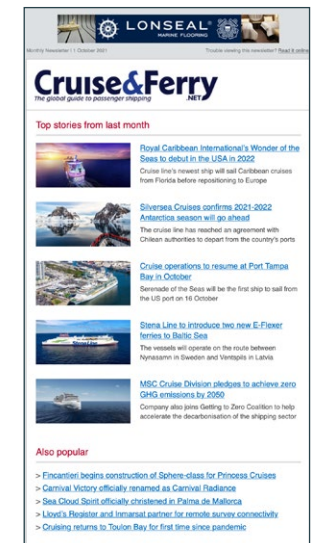
Social media

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.



“Feedback from many past cruisers shows that they’re confident in our ability to deliver safe and enjoyable holidays.”
Arnold Donald, President & CEO
Carnival Corporation



“The health and safety of our guests and crew are of the utmost importance to us.”
Harry Sommer, CEO
Norwegian Cruise Line



“We have learned that you must be flexible and ready to pivot to keep up with the changes.”
Jack Anderson, President & CEO
Crystal Cruises



“Ratings have been off the charts since we resumed operations because people are so thrilled to be back at sea.”
Richard Fain, Chairman & CEO
Royal Caribbean Cruises Ltd



“Every day is an opportunity to learn and improve across all dimensions of our work.”
Jan Swartz, President
Holland America Line



“Our ultimate goal, to create ‘An Epic Sea Change for All’ is still at the core of our value proposition.”
Tom McAlpin, CEO
Virgin Voyages



“The future is positive as we have proven that cruises are possible despite the pandemic.”
Wybcke Meier, CEO
TUI Cruises



“We wanted to continue to provide an immersive experience bringing the essence of the destination to life.”
Carol Cabezas, President
Azamara



“The industry has remained focused on its commitment to responsible tourism and a more sustainable future.”
Kelly Craighead, CEO
CLIA



“Feedback from many past cruisers shows that they’re confident in our ability to deliver safe and enjoyable holidays.”
Pierfrancesco Vago
Executive Chairman, MSC Cruises



“The response to our cruises thus far has been nothing short of sensational. Our guests are excited to be back onboard.”
Christine Duffy, President
Carnival Cruise Line



“At a time of unprecedented crisis, every step towards normal activity is a mark of belief in ultimate recovery.”
Mike Corrigan, CEO
Interferry



“If the onshore infrastructure is not available ferries will continue to be dependent on fossil fuels and older technology.”
Susan Schrempf, Chief Executive
Owen Sound Transportation Company



“We believe that our enhanced operations and safety protocols provide guests with peace of mind when booking a future cruise.”
John Waggoner, Founder & CEO
American Queen Voyages

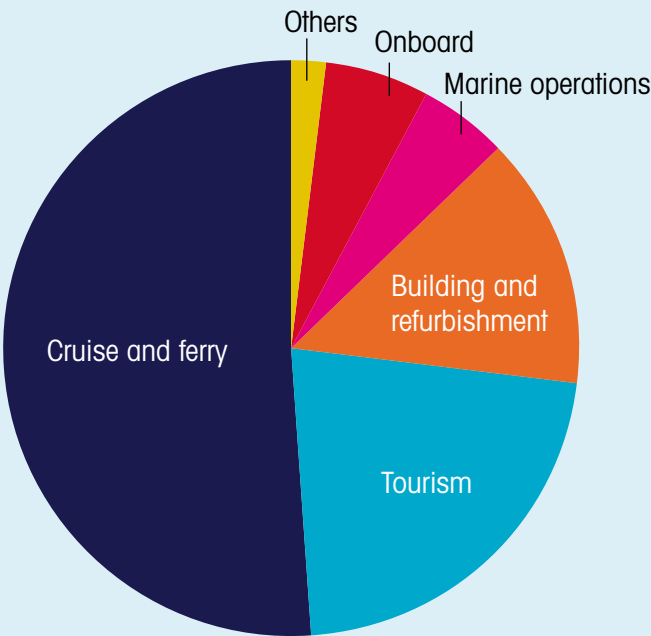


“Brittany Ferries has remained dedicated to delivering the best possible customer experience”
Christophe Mathieu, CEO
Brittany Ferries

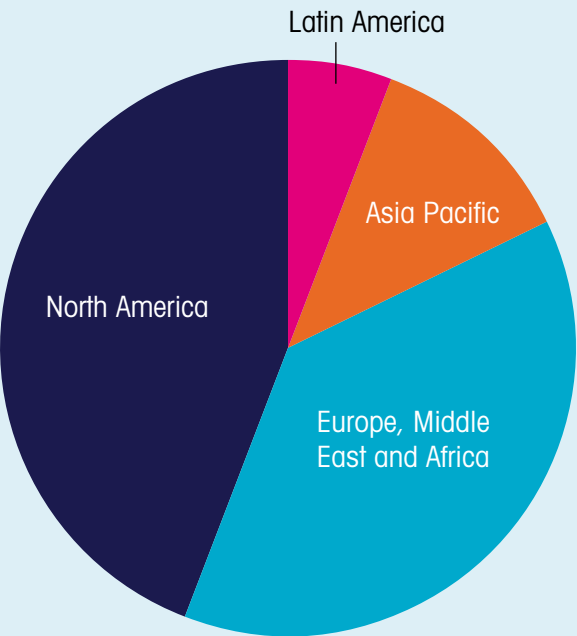
Circulation

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:

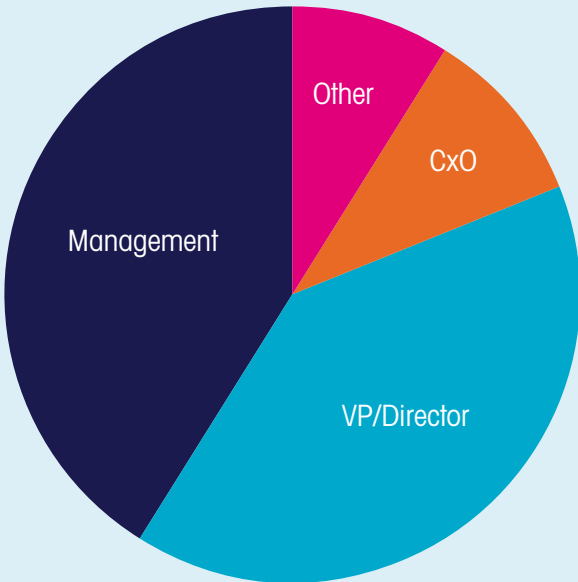
Sector



Geography



Role



Our planned printed magazine circulation in 2022 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: 10,257

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: 199,755 per year

Page views: 667,067 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: 16,909

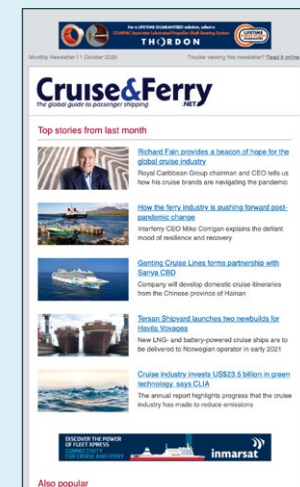
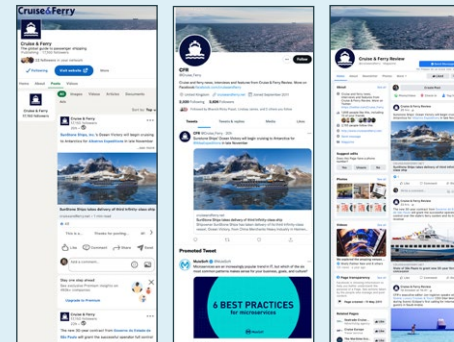
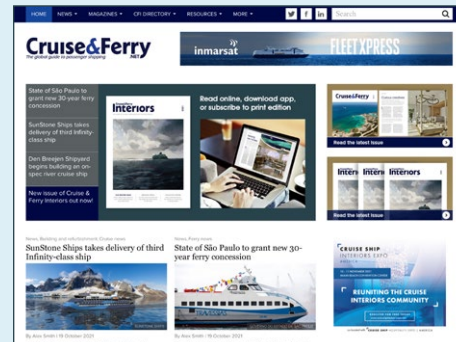
Twitter followers: 3,618

Facebook likes: 2,154

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.



(Digital audience data correct as at 20 October 2020)

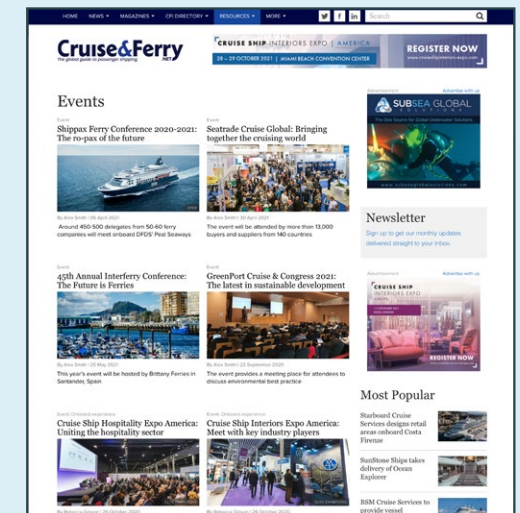
Event partnerships

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 25 years.

Why advertise?

-  **Widely read** – A captive and influential readership developed over the more than 25 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.



Rates

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

				
Cover story	£10,000	£12,000	£10,000	Site sponsor £1,500/month
Sponsor	Bespoke	Bespoke	Bespoke	Banner £750/month
Double page	£8,000	£8,000	£8,000	Box banner £650/month
Full page	£5,000	£5,000	£5,000	Online directory £250/year
Half page	£3,500	£3,500	£3,500	Embedded video £500 each
Quarter page	£2,000	£2,000	£2,000	Newsletter banner £500/month
Profile	n/a	£500	£500	Sponsored message £750/month

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.

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, P&O Australia

"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, AD Associates

"*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."

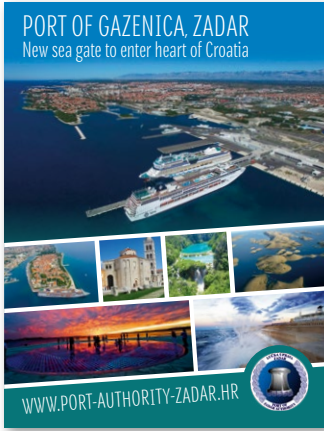
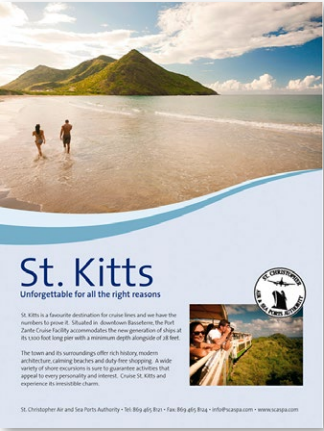
David Grey, Morson Projects

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**

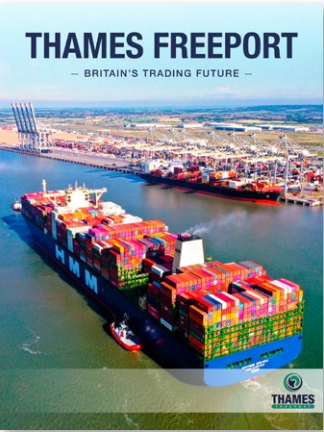
Marketing services

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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Rebecca Gibson, Editor

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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.

