

Cruise & Ferry

PRINT ADVERTISING | E-MEDIA ADVERTISING | CREATIVE SERVICES

Cruise & Ferry Interiors

THE HOME OF GLOBAL PASSENGER SHIP INTERIOR DESIGN



STIRRING THE SENSES

New Studio 340's design expertise is helping Carnival Cruise Line to create the new Mardi Gras

IDEAL INTERIORS

Cristina Babinovic shows the secrets behind Costa Group's interior design strategy

Cruise & Ferry Itinerary Planning

THE GUIDE TO EXPLORING THE WORLD BY CRUISE SHIP



COVERLINE ONE

Costa's di Qualidade qui cruzeiros e sua qualidade nos apresenta o melhor do mundo

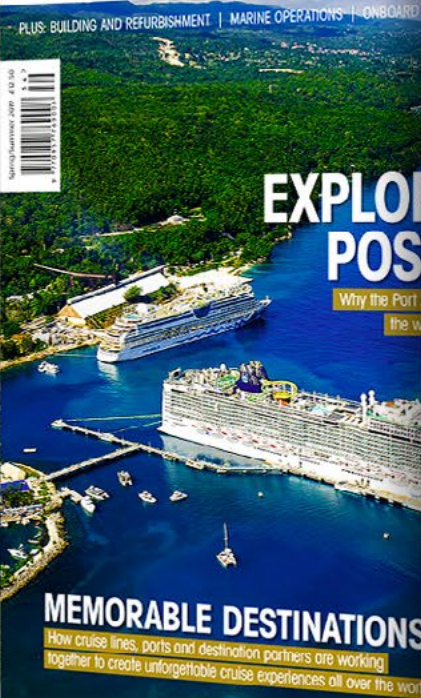
COVERLINE TWO

Quali della avventura cost, che il più alto stile e la più alta esperienza di qualità si unisce per creare un'esperienza

INTERNATIONAL Cruise & Ferry

The global guide to passenger shipping

PLUS: BUILDING AND REFURBISHMENT | MARINE OPERATIONS | ONBOARD



EXPLORE POS

Why the Port is the way

MEMORABLE DESTINATIONS

How cruise lines, ports and destination partners are working together to create unforgettable cruise experiences all over the world

KEYNOTE:

Arnold Donald on taking Carnival Corporation to new heights



NEW TECH:

Four ferry line executives outline their technology strategies



INTERNATIONAL Cruise & Ferry REVIEW

The global guide to passenger shipping

PLUS: BUILDING AND REFURBISHMENT | MARINE OPERATIONS | ONBOARD EXPERIENCE | PORTS AND DESTINATIONS



A MODERN CLASSIC

How SMC Design has showcased British style and excellence on Saga Cruises' new Spirit of Discovery

SHIP OF THE YEAR

ICFR launches a new initiative to celebrate the most creative and innovative cruise ships

KEYNOTE:

Almara Faltus on growing Royal Caribbean's global success



SAFETY

The strictest standards are the key to success



VOICES

Industry leaders share their priorities for the cruise industry



Advertising guidelines

Contents

Print advertising 2

Double-page spread

Full page

Half page

Quarter page

Bellyband

Inserts

Emedia advertising 3

Website

Newsletter

Creative services 4

Artwork delivery

Hard copy proofs, electronic artwork submissions and queries on sizing of material, please contact:

Bruce Graham:
bruce.graham@tudor-rose.co.uk

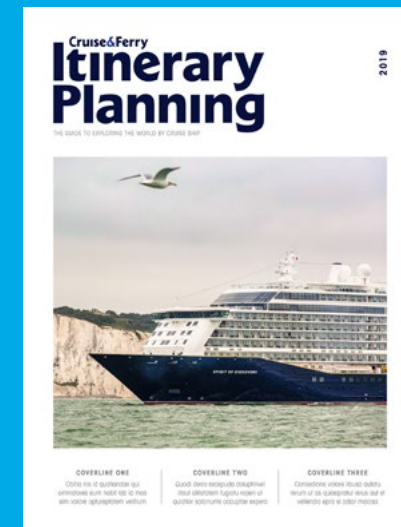
Tudor Rose, 6 Friar Lane,
Leicester, LE1 5RA, UK
+44 116 222 9900



General guidelines

The guidelines below apply to all printed artwork:

- Please supply print advertising material in high resolution PDF format, compatible with Adobe Acrobat v7 or later
- PDFs must contain high resolution – 300dpi at print dimensions – CMYK images. All fonts should be embedded
- Please supply a hard copy colour proof to match your electronic artwork. If no proof is supplied, we cannot guarantee the accuracy of the reproduction in the printed publication.



Print advertising

DOUBLE PAGE

- Material must be supplied as two separate single pages, each at 210mm wide x 280mm high
- Material must be supplied with a minimum of 3mm bleed all round, and must include trim marks

FULL PAGE

- Material must be supplied at 210mm wide x 280mm high
- Material must be supplied with a minimum of 3mm bleed all round, and must include trim marks
- Text should ideally be placed at a minimum of 12mm from left and right edges and 7mm from top and bottom edges to allow for tolerances in the trimming and binding

HALF PAGE

- Material must be supplied at 180mm wide x 117mm high
- No bleed is required but please include trim marks

QUARTER PAGE

- Material must be supplied at 180mm wide x 65mm high
- No bleed is required but please include trim marks

BELLYBAND AND SPREAD MARKER

- Artwork must be supplied at 490mm wide x 80mm high. (210mm front, 210mm back, 5mm spine left side, 5mm spine right side, plus 30mm overlap at each end to glue at back of magazine or to place inside magazine pages)

INSERTS

Can be placed in any of the following ways:

- a) Anywhere in the magazine
- b) At a specified page location
- c) Outside of the magazine, inside the polybag

Please call us for artwork sizing in each case.

DOUBLE PAGE SPREAD

210 x 280mm | 210 x 280mm

3mm bleed required
Include trim marks

3mm bleed required
Include trim marks

FULL PAGE
210 x 280mm

3mm bleed required
Include trim marks

HALF PAGE
180 x 117mm

No bleed required
Include trim marks

QUARTER PAGE
180 x 65mm

No bleed required
Include trim marks

E-media advertising

WEBSITE

- Cruise&Ferry.Net leader board files must be supplied at 728px wide x 90px deep. Plus an additional file 300px wide x 250px deep (for smaller devices)
- MPUs must be supplied at 300px wide x 250px deep
- Leaderboard and MPU files can be GIF (static or animated), JPG or PNG format with click through URL attached
- Maximum file size for website and newsletter banners is 1MB or 1000KB
- Copy can be submitted as a Flash (.swf) file with click tag embedded
- Google's Ad Manager is used to serve all Cruise&Ferry.Net website ad units
- All standard creative should be submitted three business days prior to launch date

NEWSLETTER

- Cruise&Ferry newsletter banners must be supplied at 468px x 60px
- File formats can be GIF, JPG or PNG format
- Maximum file size for banners is 40KB
- All standard creative should be submitted ten business days prior to launch date

DIGITAL EDITION

- For best results, videos should be less than three minutes
- If your video is already hosted on YouTube we can link directly to it, or alternatively we can host it on our own video channel

The screenshot shows the Cruise&Ferry website with a navigation bar at the top containing 'HOME', 'MAGAZINE', 'NEWSLETTER', 'CFI DIRECTORY', and 'RESOURCE'. The main header features the 'Cruise&Ferry' logo and a 'LEADER BOARD: 728x90px' banner. Below the header, there are several news articles with images and headlines, such as 'Trimline completes £13 million refit on Spirit of Tasmania I and II' and 'Carnival Fantasy to homeport in Mobile next November'. A prominent MPU (Medium Product Unit) ad is displayed in the center, with the text 'MPU: 300x250px'. The website also includes sections for 'Newsletters' and 'Most popular' articles.

The screenshot shows a newsletter banner for Cruise&Ferry. The banner features the 'Cruise&Ferry' logo and the text 'NEWSLETTER BANNER: 468x60px'. Below the banner, there are several articles with images and headlines, such as 'Crystal River Cruises reveals more about new river ships' and 'IPS Marine Fabrication refits two Stena Line ro-pax ferries'. The newsletter also includes a 'Coming soon' section with a preview of the 'Autumn/Winter 2015 issue of International Cruise & Ferry Review'.

Creative services

At Tudor Rose we offer a number of service entry points from which we can help you achieve your advertising goals. Services range from a simple artwork review – delivering the assurance that your existing artwork will realise professional reproduction standards – to planning and executing carefully crafted campaigns that raise recognition levels for your products and services.

We have a comprehensive skills set, from creative direction and strategic planning to copywriting and design for print, web and digital media, and we can advise you on the most effective channels through which to build your brand for measurable returns.

For further information please contact:

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

Make it possible

Land-lifts • Drilling equipment • Mast systems • Offshore equipment • Marine and offshore cranes
Deck and mooring equipment • Hoist covers • Equipment for ferries and cruise vessels
Shipyard material handling • Ship construction • Stevedoring systems
Marine storage equipment • Global service solutions

www.ttsgroup.com

St. Kitts
Unforgettable for all the right reasons

St. Kitts is a favourite destination for cruise lines and we have the numbers to prove it. Situated in downtown Basseterre, the Port Jervis Cruise facility accommodates the new generation of ships at its 300-foot-long pier with a maximum depth alongside of 28 feet.

The town and its surroundings offer rich history, modern architecture, relaxing beaches and duty-free shopping. A wide variety of shore excursions is sure to guarantee activities that appeal to every personality and interest. Cruise St. Kitts and experience its irrevocable charm.

St. Christopher Air and Sea Ports Authority • Tel: 869-463-1800 • Fax: 869-463-1800 • info@scpa.com • www.scpa.com

Grand Bahama Shipyard Limited
QUALITY • RELIABILITY • LOCATION

COME AND SEE US AT CRUISE SHIPPING MIAMI BOOTH 2163

Grand Bahama Shipyard Ltd
40 Westwood Drive, Grand Bahama, Bahamas

Services Offered
Construction • Shipbuilding
Steel • Structural • Piping
Shipyard • Shipyard & Shipyard
Engineering • Surveying & Inspection

PO: Box 1422988-11, P.O. Box 1422988, Nassau, Grand Bahama

TEL: 1-242-340-8010
FAX: 1-242-340-8010
www.grandbahamashipyard.com

BERTH	NO. 1	NO. 2	NO. 3
Length	225.0 m (739.8 ft)	200.0 m (656.2 ft)	225.0 m (739.8 ft)
Breadth	25.5 m (83.7 ft)	25.5 m (83.7 ft)	25.5 m (83.7 ft)
Water Depth	8.000 m (26.250 ft)	8.000 m (26.250 ft)	8.000 m (26.250 ft)

Grand Bahama Shipyard
Certification: ISO 9001:2015 • ISO 14001:2015 • ISO 45001:2018 • ISO 13952:2014 • ISO 13953:2014 • ISO 13954:2014

Advertising and marketing campaign

If your advertisement is part of an overall marketing strategy, we have many years of expertise in supporting such campaigns and can add value at every step.

Advertisement, conception, copywriting and design

If you don't already have a concept for your advertisement, we can take you through the entire creative process, delivering a single, finished design from scratch.

Artworking service

Using your supplied images and text and a description of how you would like them arranged, we can provide artworking of your own advertisement idea.

Artwork review

If you've already drafted an advertisement design but would like some suggestions on how it might be improved, then we can provide an artwork review service.