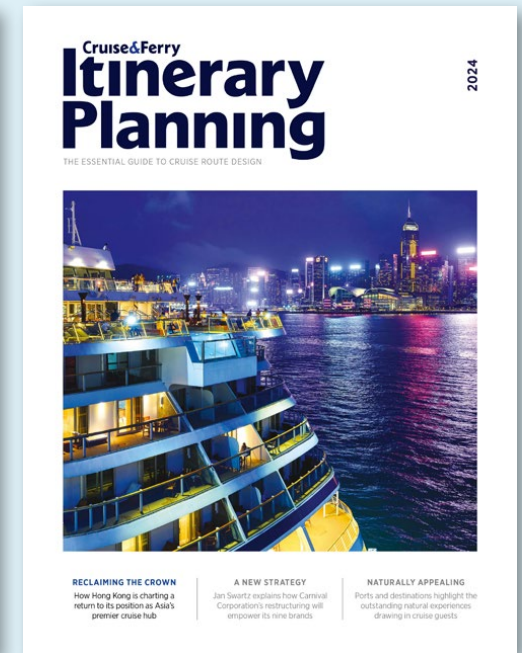
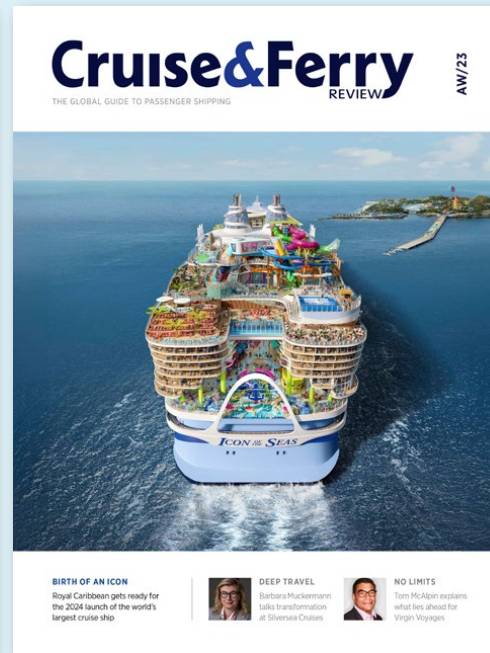
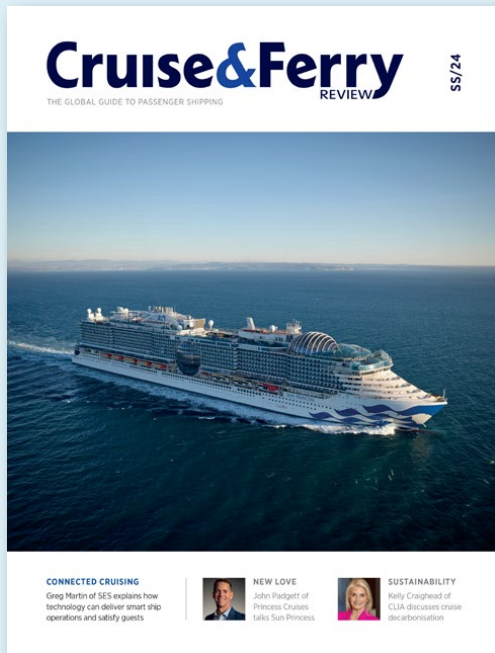


# Cruise&Ferry

MEDIA INFORMATION  
2024



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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 Q1 and Q3, while its sister publications *Cruise & Ferry Interiors* and *Cruise & Ferry Itinerary Planning* are published in Q2 and Q4 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:

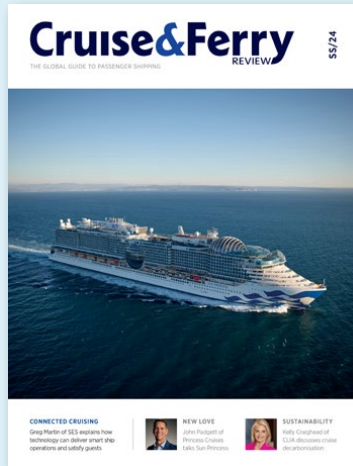


# Schedule

## Publications

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

Q1



*Cruise & Ferry Review*, bi-annual

Q2



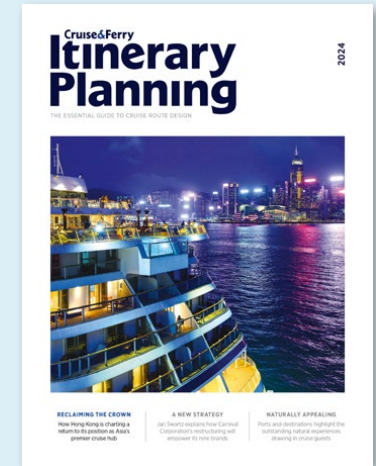
*Cruise & Ferry Interiors*, annual

Q3



*Cruise & Ferry Review*, bi-annual

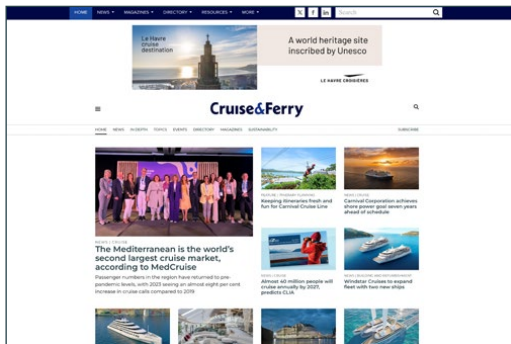
Q4



*Cruise & Ferry Itinerary Planning*, annual

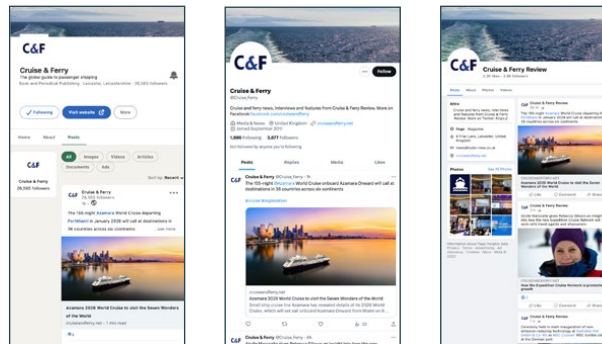
## Website

Our website – [cruiseandferry.net](http://cruiseandferry.net) – is updated daily with news, features and content from our publications.



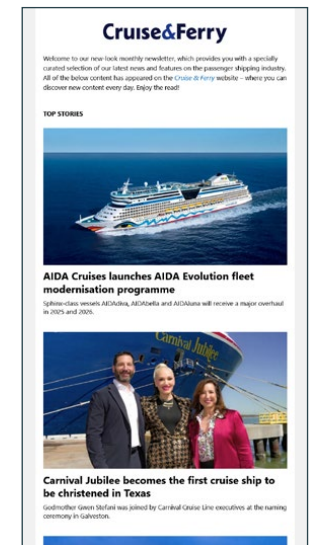
## Social media

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



“Everyone deserves to have their voice heard, so it’s crucial that we’re an open and inclusive organisation.”  
**Josh Weinstein, President & CEO, Carnival Corporation**



“Our mission is to grow and promote the expedition cruise sector to travellers worldwide and become its voice in the wider industry.”  
**Akvile Marozaitė, CEO, Expedition Cruise Network**



“The ultimate goal is to develop a fully autonomous Smart Coastal Ferry.”  
**Yasuo Iritani, Group President, SHK Line**



“This ship will be the most profitable, highest returning ship for the brand, the company and the industry.”  
**Jason Liberty, President & CEO, Royal Caribbean Group**



“Getting the opportunity to shepherd this amazing brand is fantastic, and the premium nature of what we do is spectacular.”  
**Laura Hodges Bethge, President, Celebrity Cruises**



“I’m proud of our crew and the brand we’ve built, which is being recognised by sailors, travel editors and travel advisors alike.”  
**Tom McAlpin, CEO, Virgin Voyages**



“We will always listen carefully to our guests to innovate and remain firmly at the forefront of the industry.”  
**Barbara Muckermann, President, Silversea Cruises**



“The smaller size of our company gives us more scope to develop in key areas, such as sustainability, and to ensure our team is environmentally aware.”  
**Peter Deer, Managing Director, Fred. Olsen Cruise Lines**



“Hydrogen is best to use on longer ferry stretches where batteries cannot be charged regularly.”  
**Heidi Wolden, CEO, Norled**



“We have undertaken a variety of initiatives across the fleet underscoring our commitment to the environment.”  
**John Padgett, President, Princess Cruises**



“It’s important for us to create these special opportunities to inspire the next generation.”  
**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**



“Even with all the new brands entering the market, there’s room for everyone and together we’ll make it better.”  
**Michael Ungerer, CEO, Explora Journeys**



“We are exploring how friction reduction solutions can further enhance our hull efficiency to cut emissions.”  
**Andrew Sheen, Managing Director, Irish Ferries**

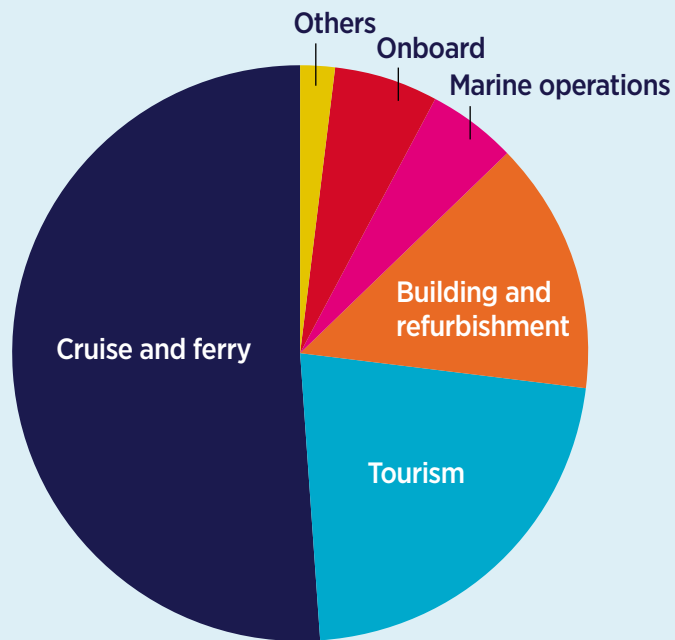


“Ferry operators must provide a seamless experience that makes passengers feel valued and understood”  
**Matteo Della Valle, Commercial Director, Grandi Navi Veloci**

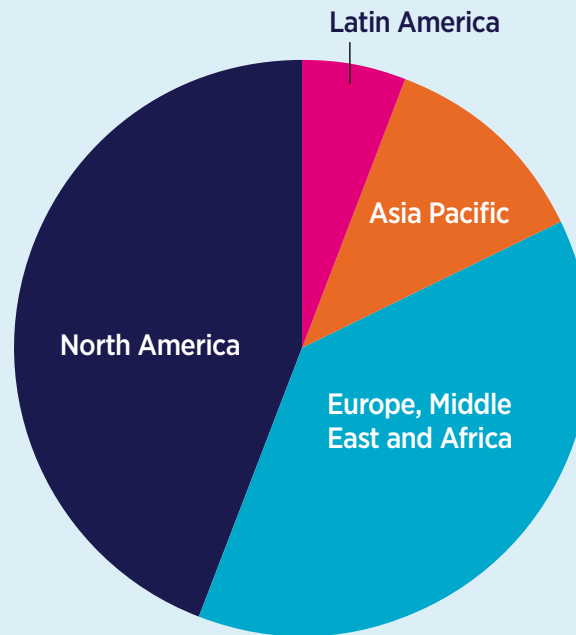
# Circulation

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.

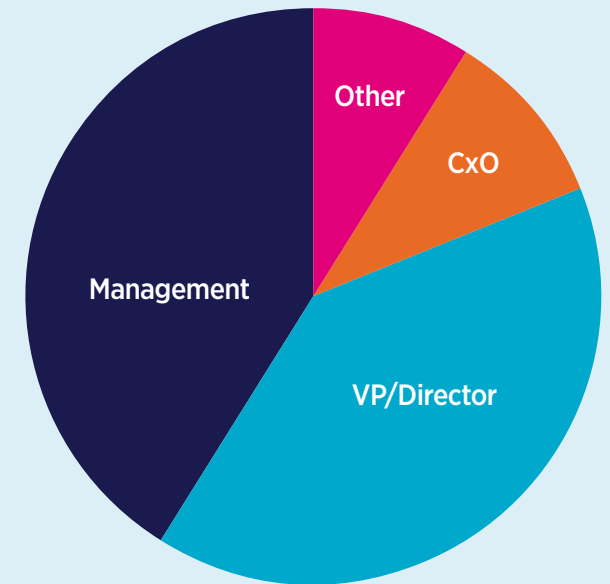
## Sector



## Geography



## Role



Our planned printed magazine circulation in 2024 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 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 issues is available to read online or download.

**Digital subscribers:** 17,133

**Digital edition page views:** 389,351 per year

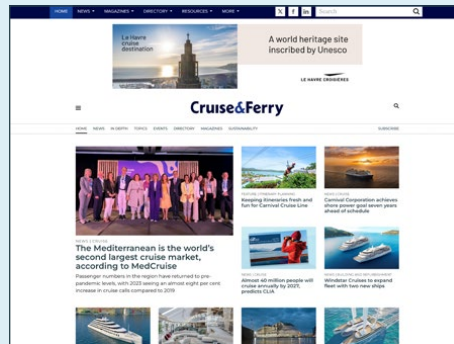


## Website

Our website – [www.cruiseandferry.net](http://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



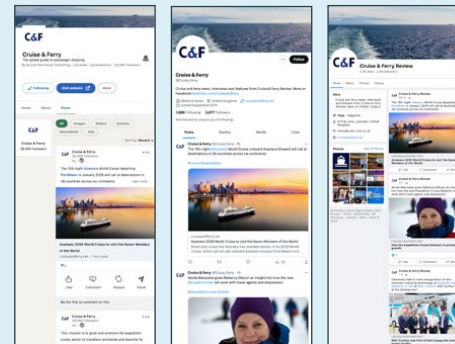
## Social media

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

**LinkedIn followers:** 28k

**X followers:** 3.6k

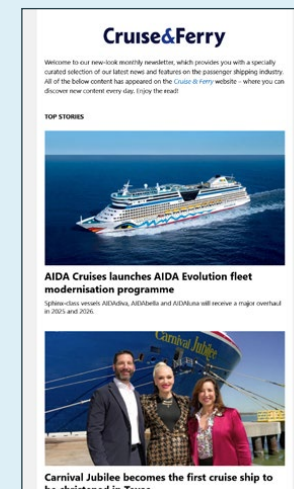
**Facebook followers:** 2.8k



## 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 December 2022)



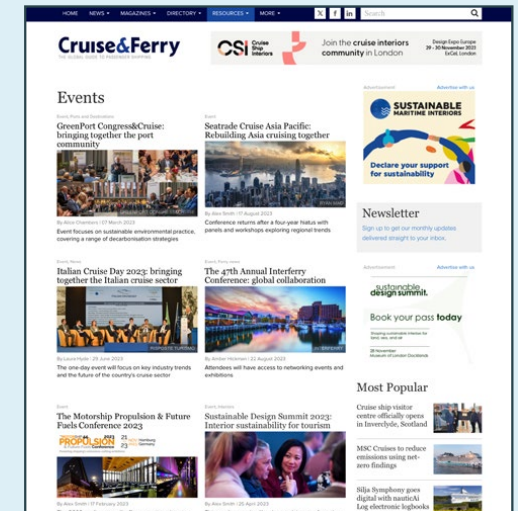
# Event partnerships

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/events](http://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 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 Toby Ingleton, on: [toby.ingleton@tudor-rose.co.uk](mailto:toby.ingleton@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 more than 100 prestigious brands that have promoted their businesses in *Cruise & Ferry* publications since 2020.



# Magazine 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
Half page vertical	£3,250
Quarter page	£1,750
Profile	£500

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

**COVER STORY**

## A new Royal era

Jason Liberty, the new president and CEO of Royal Caribbean Group's global cruise brands, has overseen a smooth return to cruise in his new role. He tells Anthony Pearce how he is preparing the company's brands for an exciting and sustainable future.

**D**uring the 17 years that Richard Branson spent at the helm of Virgin Atlantic GlobalFlyer, he was a pioneer in the world of aviation. Now, as CEO of Royal Caribbean Group, he is leading the world's largest cruise line. Liberty joined Royal Caribbean Group in 2019 and served as Executive Vice President and General Manager of the company's Cruise & Shipbuilding division. He is now the CEO of the company's Cruise & Shipbuilding division. Liberty is a former CEO of Virgin Atlantic GlobalFlyer and a former CEO of Virgin Atlantic GlobalFlyer. He is a former CEO of Virgin Atlantic GlobalFlyer and a former CEO of Virgin Atlantic GlobalFlyer.

"We look to wake up every day and deliver the best vacation experiences on Earth responsibly"




# Time and space

**CRUISE THE SAINT LAWRENCE**  
PEOPLE. PLACES. PASSIONS.

**WATCH VIDEO**

The world's third largest river is a historic wonder of nature. Featuring magnificent landscapes, incredible wildlife, and 18th-century architecture, the Saint Lawrence is a unique experience. Cruise the Saint Lawrence and enjoy the best of both worlds.

Now your guests can sail the Saint Lawrence in their own way. The Saint Lawrence is a unique experience. Cruise the Saint Lawrence and enjoy the best of both worlds.

**CRUISE THE SAINT LAWRENCE**  
PEOPLE. PLACES. PASSIONS.

cruiresaintlawrence.com

**MARKETWATCH**

## Port of Toronto celebrates a record-breaking cruise season

Part of Toronto welcomed a record-breaking 1930th passenger aboard 45 ships at its cruise ship terminal throughout the 2023 season. Toronto's port authority, the Port of Toronto, celebrated a record-breaking cruise season. The port authority welcomed a record-breaking 1930th passenger aboard 45 ships at its cruise ship terminal throughout the 2023 season.

## Valencia to develop more sustainable tourism experiences

The city of Valencia in Spain is set to launch a series of new sustainable tourism experiences. The city is set to launch a series of new sustainable tourism experiences. The city is set to launch a series of new sustainable tourism experiences.

## Cruise bookings grow by 40 per cent in Plymouth

The English city of Plymouth reports a 40 per cent increase in cruise bookings for 2023. The city reports a 40 per cent increase in cruise bookings for 2023. The city reports a 40 per cent increase in cruise bookings for 2023.





## THE TURNAROUND THAT TURNS HEADS

**BEST OF THE WORLD**

**PORT OF MILWAUKEE**

**PORT OF TORONTO**  
Your urban gateway to the Great Lakes.

**NEXT STOP TORONTO**

## Falkland Islands


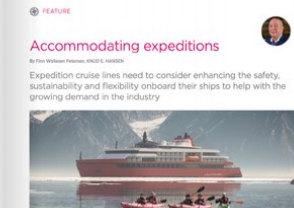

**Accommodating expeditions**

Expedition cruise lines need to consider enhancing the safety, sustainability and flexibility onboard their ships to help with the growing demand in the industry.

**FEATURE**

By Tim Wadhvani, Director, ANZ & APAC

Expedition cruise lines need to consider enhancing the safety, sustainability and flexibility onboard their ships to help with the growing demand in the industry.

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.

# Website advertising rates

Our advertising options represent excellent value for money.

## CruiseandFerry.NET

Home page banner £900/month

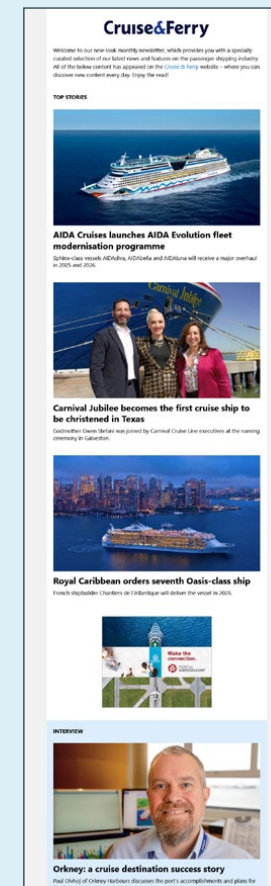
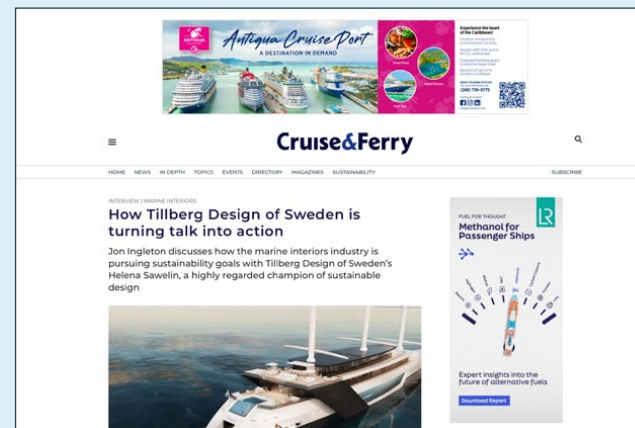
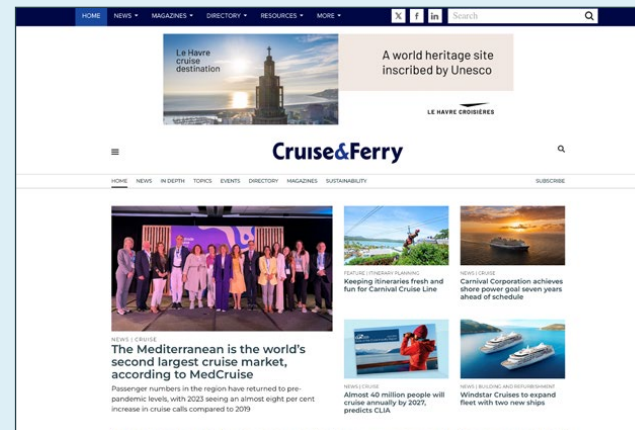
Article page banner £900/month

Article page sticky banner £1,250/month

Site sponsor POA

Newsletter banner from £750/month

Sponsored message £800/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.

# Content marketing

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

Two pages

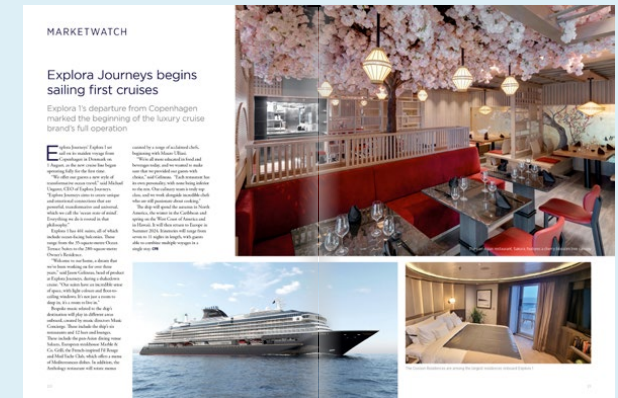
£7,500

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.



# 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**

“*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’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**

“It’s one of my staple industry magazines.”

**Timothy Littley, 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,  
Royal Caribbean Group**

“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* is a great information source for the cruise industry.”

**Neil Duncan, Marella Cruises**

“*Cruise & Ferry* magazines – great content, great reading.”

**Matthew Rutherford,  
Carnival Australia**

“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**

“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, Bolidt**

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

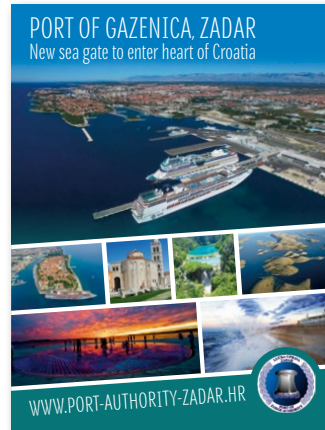
**David Grey, Morson Projects**

“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**

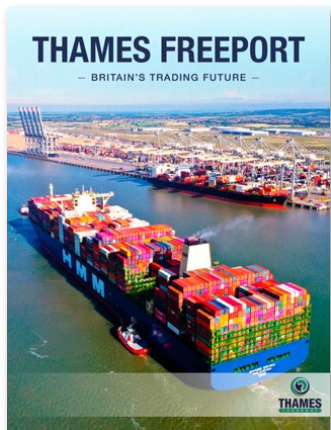
# Marketing services

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](http://www.tudor-rose.co.uk).

To discuss a new marketing services project, please contact:



**Toby Ingleton**  
[toby.ingleton@tudor-rose.co.uk](mailto: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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**Alex Smith, Editor**  
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# Engage



**Keep up-to-date** with the latest news from the cruise and ferry industries at [www.cruiseandferry.net](http://www.cruiseandferry.net)

**Become a digital subscriber** to receive our magazines and newsletters for free at [www.cruiseandferry.net/subscriptions](http://www.cruiseandferry.net/subscriptions)

Follow *Cruise & Ferry* on social media:

- LinkedIn
- X
- Facebook

Add [news@cruiseandferry.net](mailto:news@cruiseandferry.net) to your PR mailing list to ensure that we're in the loop with news about your organisation.

