

Cruise&Ferry Itinerary Planning

MEDIA INFORMATION
2024



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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 and companies to showcase their port, destination or services.



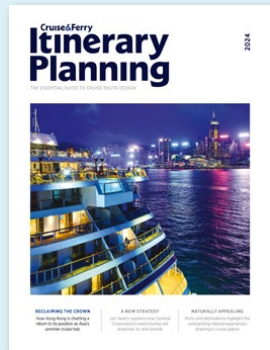
Jon Ingleton
Executive Editor

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

Keeping 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.

Profiles

Reports on a selection of ports and destinations to raise awareness and share local news.

Commentaries

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

Association update

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

Featured ports and destinations

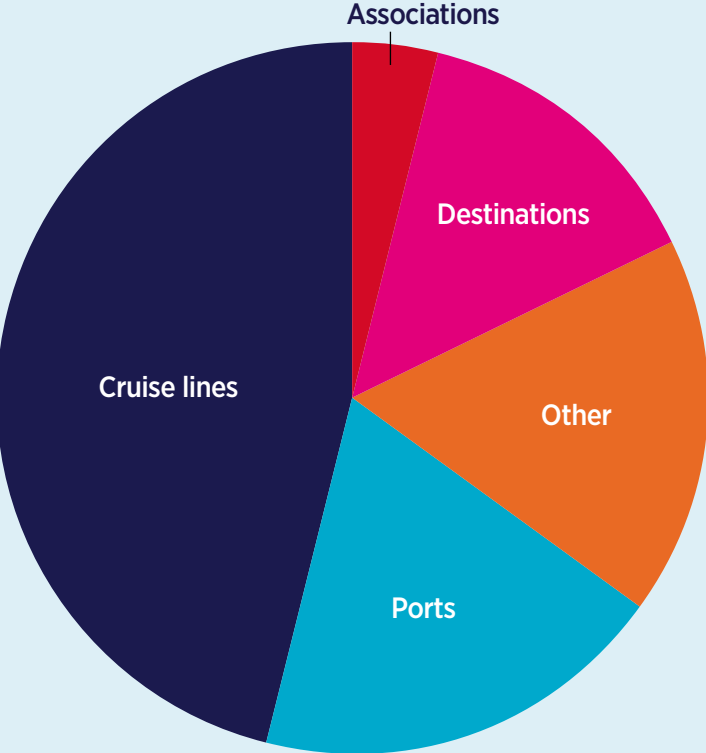
A selection of profiles of destinations that would be an anticipated call on any itinerary.

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

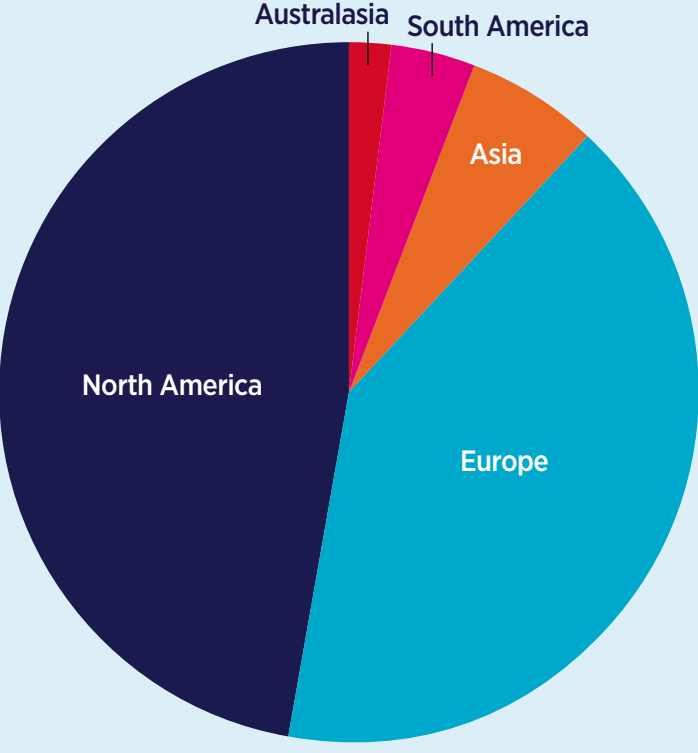
Circulation

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



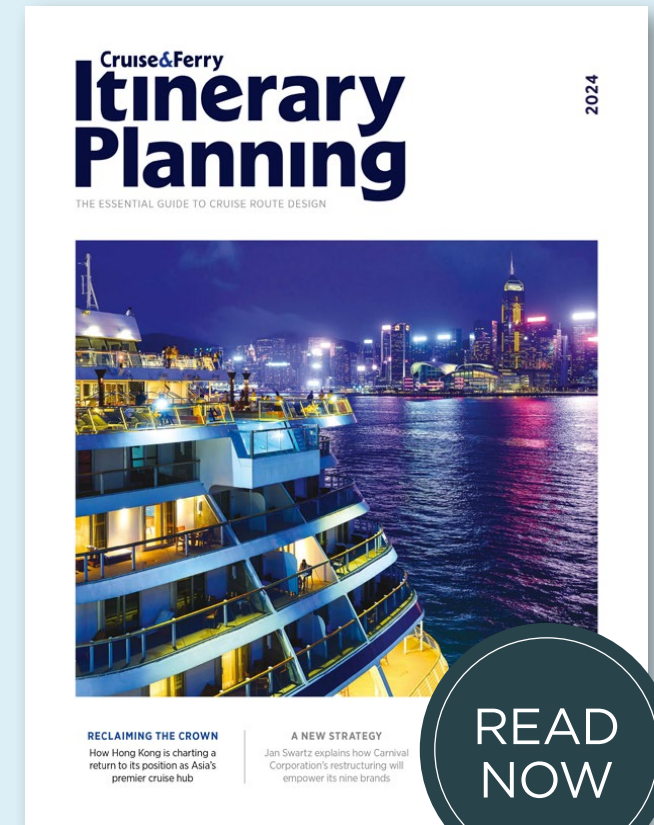
Our planned magazine circulation in 2024 is as follows:

Print run: **4,500** copies (of which **3,150** copies are directly distributed to individuals and **1,350** copies are circulated at events)

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 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 2024 will be sent to over **14,500** digital subscribers

The digital edition of *Cruise & Ferry Itinerary Planning 2023* received **44,121** page views from **1,832** users

(Digital audience data correct as at December 2022)

Advertising rates

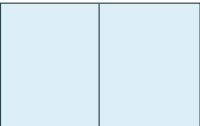

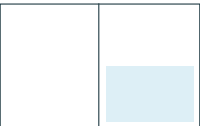
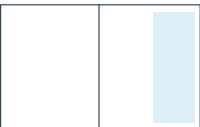
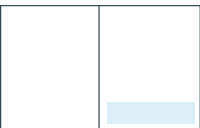
Our promotional packages and advertising options provide a blend of advertising and content marketing and represent excellent value for money.

Cover story £12,000

A complete package of coverage including your design featured on our cover

Sponsor Varies

We can tailor a bespoke sponsorship package to suit your specific requirements

| | | |
|--|----------------------------------|--------|
|  | Double page advertisement | £6,750 |
|  | Full page | £4,000 |
|  | Half page | £2,750 |
|  | Half page vertical | £3,250 |
|  | Quarter page | £1,750 |

Profile £500

Your company profile and logo will appear in both the printed publication and online at www.cruiseandferry.net

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 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

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

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

COVER STORY

Reclaiming the cruise crown

Hong Kong has long been one of the most popular tourism destinations in Asia. With the sector now showing strong post-pandemic recovery, the city is poised to regain its position as the region's premier cruise hub too. Alex Smith reports



Hong Kong is once again the region's premier cruise destination, with the city's cruise sector showing strong post-pandemic recovery. The city is poised to regain its position as the region's premier cruise hub too. Alex Smith reports

... (text continues) ...

ASSOCIATION HIGHLIGHTS: PERSPECTIVE

Time for new Baltic Sea jewels to shine

Interest in Baltic Sea cruises has waned since Russia's former capital Saint Petersburg was removed from itineraries but destinations like Denmark offer an alluring alternative due to an abundance of attractions that suit every guest



Uncover the Secrets of NORTHERN EUROPE

CruiseBaltic
For more secrets visit cruisebaltic.com

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

“*Cruise and 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
Fred. Olsen Cruise Lines

“Thanks to Jon and to *Cruise & Ferry Itinerary Planning*. For us the magazine is a landmark. The articles are always professional, reliable and full of details. Studies and interviews are very interesting and inspirational. It is a pleasure reading *Cruise & Ferry Itinerary Planning*.”

Federico Bartoli
Costa Cruises

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

Matthew Rutherford
Carnival Australia

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

Neil Duncan
Marella Cruises

“Itinerary planning is a fascinating job, somehow you feel like a cartographer tracing navigation routes and discovering new destinations. However, sometimes it is hard to find new ports and new experiences to offer to our well-travelled guests. *Cruise & Ferry Itinerary Planning* is a fantastic tool that allows you rediscover the world again.”

JP Salazar
Ritz Carlton

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

Ugo Savino
Carnival Cruise Line

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

Claudius Docekal
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
Holland America Line

“I’ve been an avid reader of *Cruise & Ferry* magazines ever since I was dreaming of one day working in the industry. It is therefore humbling to have had the chance to work with Jon and his team on a story about sustainability – our core value. Keep up the good work!”

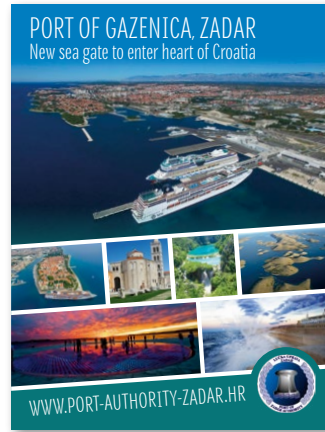
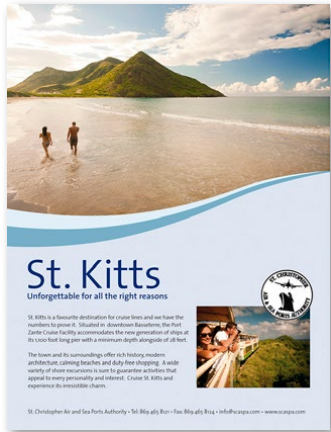
Kris Willassen
Hurtigruten

“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 the itinerary puzzle together as destination information provided is great.”

Juan Trescastro
Virgin Voyages

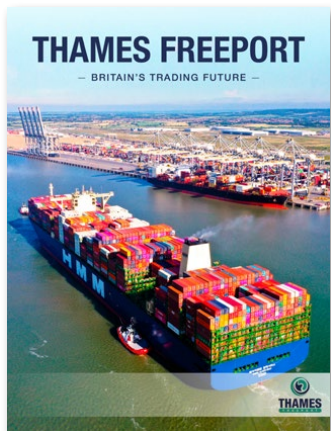
Marketing services

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:



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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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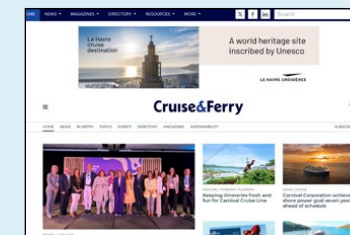


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Engage



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- X
- Facebook

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

