


Cruise&Ferry

Media information
2025

Cruise&Ferry
REVIEW
THE GLOBAL GUIDE TO PASSENGER SHIPPING
SS/24




CONNECTED CRUISING
Greg Martin of SES explains how technology can deliver smart ship operations and satisfy guests

NEW LOVE
John Padgett of Princess Cruises talks Sun Princess

SUSTAINABILITY
Kelly Craighead of CLIA discusses cruise decarbonisation

Cruise&Ferry
Interiors
THE HOME OF GLOBAL PASSENGER SHIP INTERIOR DESIGN
2024




STELLAR VOYAGE
Interior designer Liz Schneider shares highlights of her journey in the cruise business

MASTER SHIPBUILDER
Marco Pastorello reflects on the end of an era at the helm of Independent Maritime Advisors

DESIGNED TO LAST
Shipowners are prioritising products that combine aesthetic appeal with sustainability

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REVIEW
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AW/24




LUXURY LINE
Achille Stalano and Koray Savas of Explora Journeys discuss boutique ships and exclusive excursions

PARTNERSHIPS
Andrea DeMarco on Regent Seven Seas Cruises' growth

GREEN VISION
Pierfrancesco Vago of MSC Cruises talks sustainable cruising

Cruise&Ferry
Itinerary Planning
THE ESSENTIAL GUIDE TO CRUISE ROUTE DESIGN
2024



RECLAIMING THE CROWN
How Hong Kong is charting a return to its position as Asia's premier cruise hub

A NEW STRATEGY
Jan Swartz explains how Carnival Corporation's restructuring will empower its nine brands

NATURALLY APPEALING
Ports and destinations highlight the outstanding natural experiences drawing in cruise guests

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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. Consequently, we produce a total of four publications over the course of each year. All are available in print and digital format 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 you need to make an informed decision about how best to promote your business within *Cruise & Ferry*-branded publications 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, whose details you will find on the final page of this document.

Jon Ingleton
Executive Editor

Cruise & Ferry is proud to partner with:

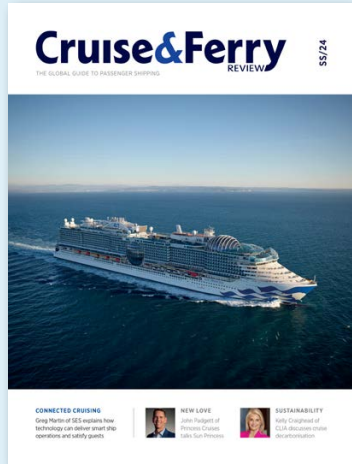


Schedule

Publications

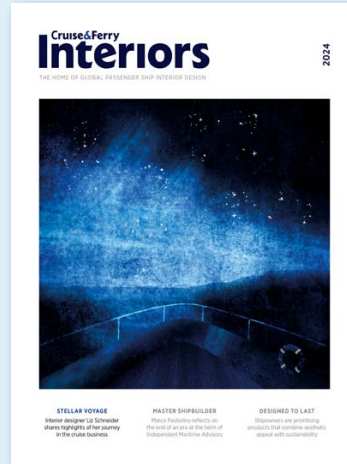
Each year we release four issues of *Cruise & Ferry* publications, available in both printed and digital format.

Q1



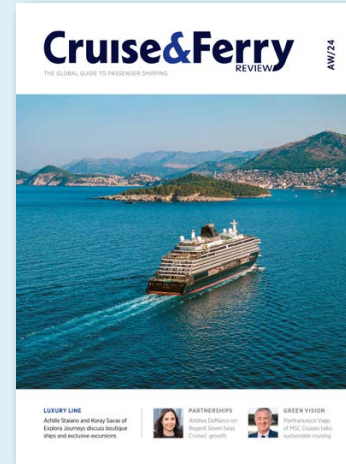
Cruise & Ferry Review, bi-annual

Q2



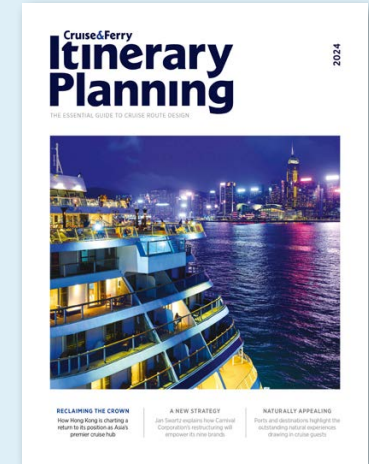
Cruise & Ferry Interiors, annual

Q3



Cruise & Ferry Review, bi-annual

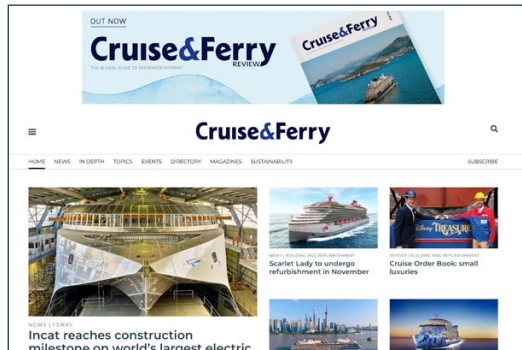
Q4



Cruise & Ferry Itinerary Planning, annual

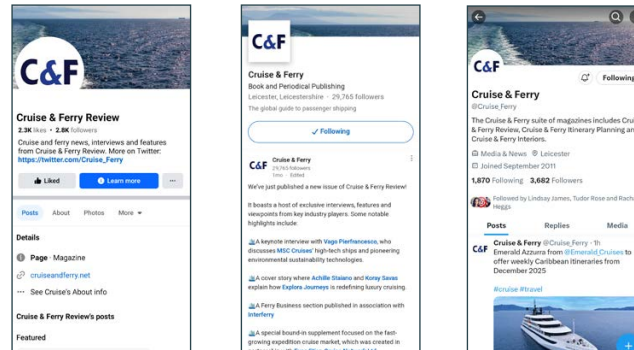
Website

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



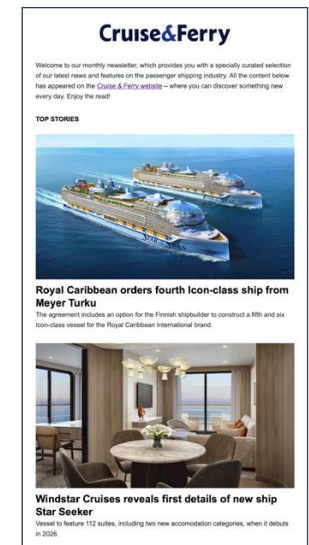
Social media

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



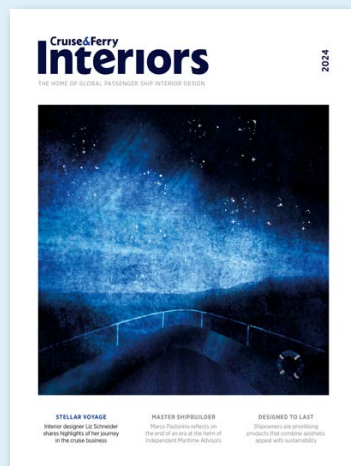
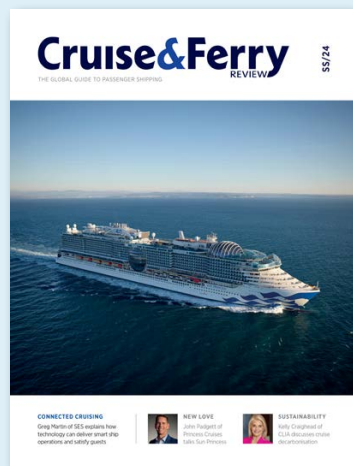
Newsletter

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

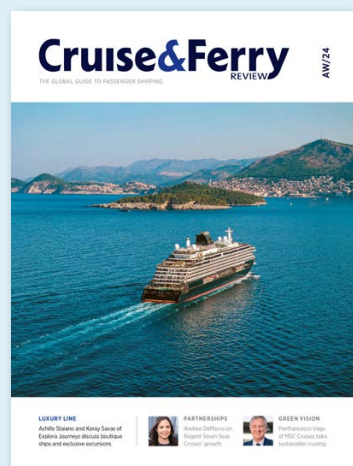
Each of the *Cruise & Ferry* publications includes a range of topical and insightful content from our experienced writers, industry leaders and passenger shipping experts.



For more than 30 years, our *Cruise & Ferry*-branded publications have provided an unparalleled insight into passenger shipping successes, business issues and innovation through stories told by the senior executives who individually and collectively shape this dynamic industry.

Our content covers both the cruise and ferry sectors, providing our audience with insight into building and refurbishment, marine operations, onboard experience, interior design, ports and destinations, itinerary planning, and more.

Cruise & Ferry Review is the flagship publication in the *Cruise & Ferry* media brand, published bi-annually in March and September since 1992. The magazine is supported by two annual sector-specific publications, *Cruise & Ferry Interiors* and *Cruise & Ferry Itinerary Planning*, a monthly newsletter and social media pages. The brand has its online home at www.cruiseandferry.net, which provides daily news and insights, as well as free access to digital editions of all the printed publications.



Cruise & Ferry is the definitive resource for news and insights into passenger shipping and through the pages of our magazines, and via our digital channels, we provide an unparalleled perspective on the successes and challenges faced by this vibrant industry. We are proud to partner with industry expert organisations, including: Cruise Lines International Association, Caribbean Tourism Organization, Expedition Cruise Network, Interferry, IFI, United Nations Global Compact, World Ocean Council and World Tourism Cities Federation.

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



“When I first started talking about building large LNG-powered cruise ships for long itineraries 10 years ago, people looked at me like I was insane.”
Pierfrancesco Vago, Executive Chairman, MSC Cruises



“At their core, expedition cruises have always been about exploring unique destinations. There is a destination for everyone.”
Akvile Marozaitė, CEO, Expedition Cruise Network



“We will continue to enhance and develop our services, making them even more smooth and seamless, more digital, sustainable and personalised.”
Paavo Nõgene, CEO, Tallink Group



“Even before the new Excel-class ships arrive, our fleet will expand further with two new additions next year.”
Christine Duffy, President, Carnival Cruise Line



“We know that the variety of immersive programmes we offer is why guests keep sailing with us.”
Dondra Ritzenthaler, CEO, Azamara Cruises



“We really leaned into the idea of the words ‘bold’ and ‘radiant’ and what it means to explore destinations that embody both.”
Nirmal Saverimuttu, CEO, Virgin Voyages



“When you build a good reputation over a long period of time you build trust.”
Gus Antorcha, President, Holland America Line



“Seven Seas Prestige, debuting in 2026, will be part of our first new ship class in 10 years. It will once again set a new standard for luxury cruising.”
Andrea DeMarco, President, Regent Seven Seas Cruises



“We’re quite unique at Brittany Ferries in having such a strong link between the crew and the ships they sail on.”
Joëlle Croc, Director of Customer Experience, Brittany Ferries



“Our focus on innovative design and sustainable technologies showcases our commitment to raising the experiential bar.”
John Padgett, President, Princess Cruises



“Diversity is about having employees with a range of thoughts, perspectives and backgrounds.”
Margareta Jensen Dickson, Chief People & Communications Officer, Stena Line



“We aren’t resting on our laurels in our relentless efforts to remain the voice of the global ferry industry.”
Mike Corrigan, CEO, Interferry



“Our focus on innovative design and sustainable technologies showcases our commitment to raising the experiential bar.”
Michael Goh, President, Resorts World Cruises



“We embrace our environmental stewardship of the lands and seas that are our workplaces, we do so as custodians for future generations.”
Nicolas Jimenez, CEO, BC Ferries

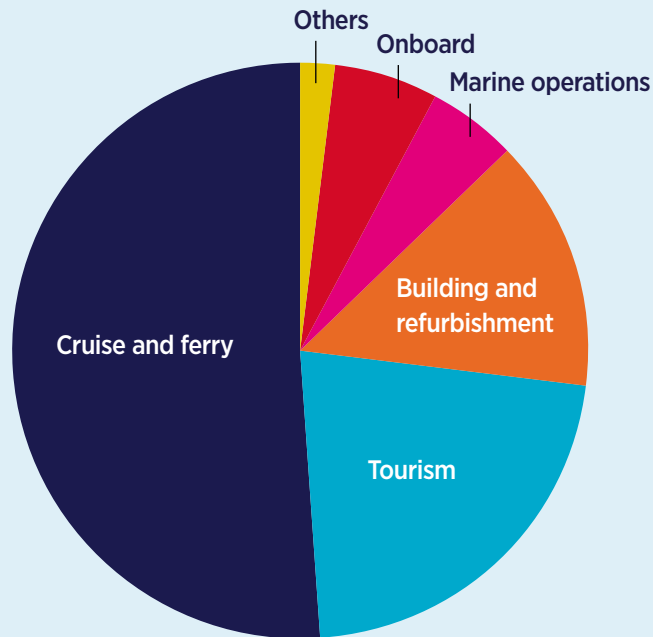


“CLIA will continue to support policies and practices that foster safe, secure, healthy and sustainable cruise operations.”
Kelly Craighead, President and CEO, CLIA

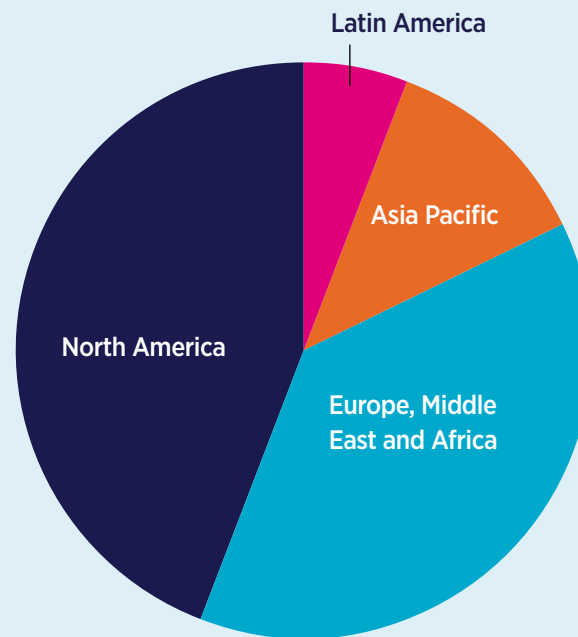
Circulation

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 roles.

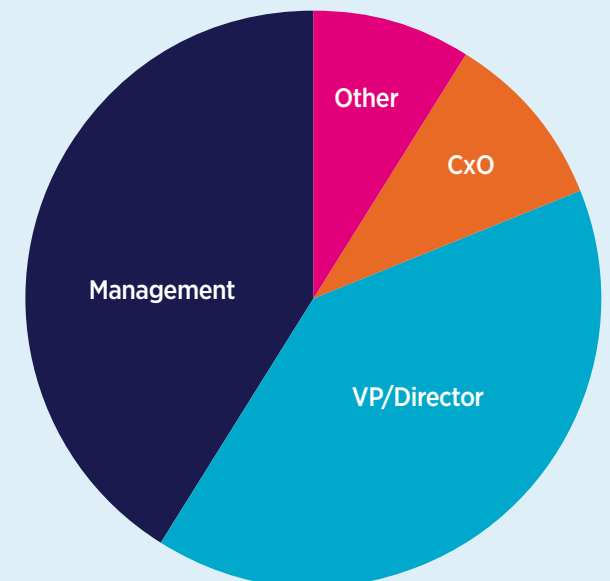
Sector



Geography



Role



Our planned printed magazine circulation in 2025 is as follows:

Cruise & Ferry Review: **6,200** copies (per issue) | *Cruise & Ferry Interiors*: **5,000** copies | *Cruise & Ferry Itinerary Planning*: **4,500** copies

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 issue is available to read online or download.

Digital subscribers: 15,000+

Digital edition page views:
400,000+ per year

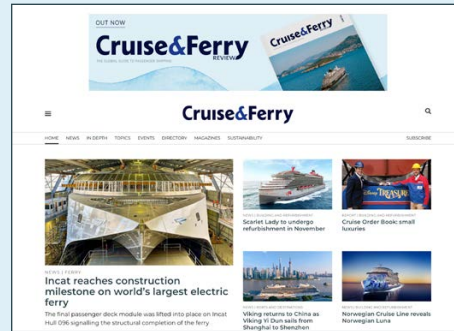


Website

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 our publications.

Unique users: 250,000 per year

Page views: 400,000+ per year



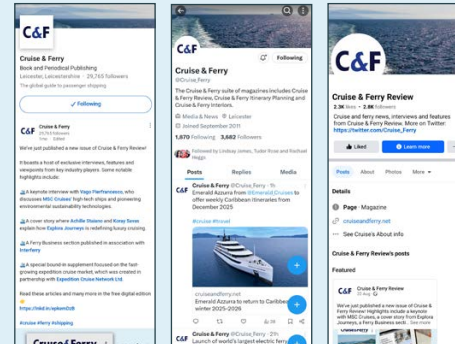
Social media

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: 30k

X followers: 3.6k

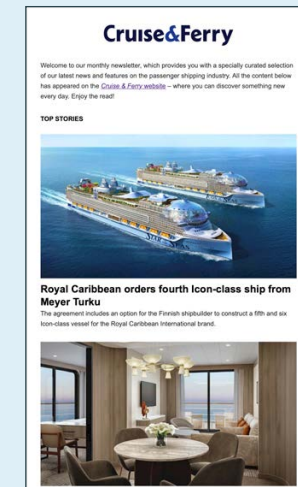
Facebook followers: 2.8k



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.



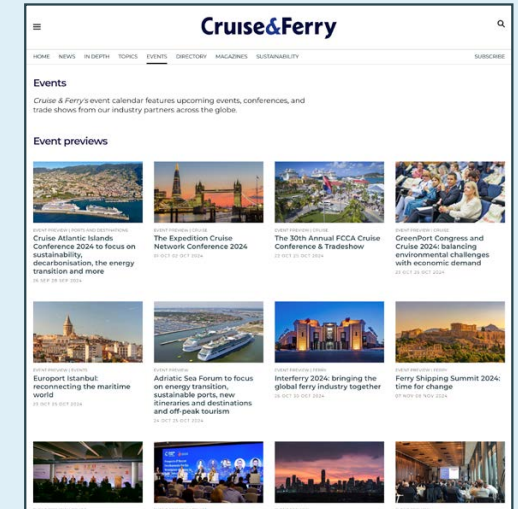
Event partnerships

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 in the year ahead.



Event news

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 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:



Sophia Brinkley
sophia.brinkley@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.



Content marketing

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

Two pages **£7,750**

One page **£4,650**



Promotional packages for all publications

Premium: Double page advertisement and two-page story **£9,800**

Enhanced: One page advertisement and one-page story **£6,400**

Standard: Half page advert and one-page story **£5,400**



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.

Website advertising rates

Our advertising options represent excellent value for money.



Home page banner £900/month

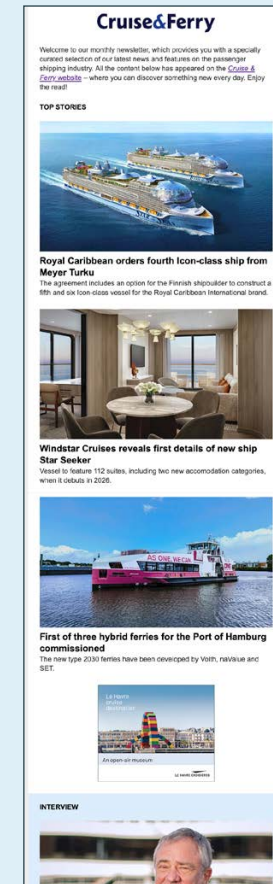
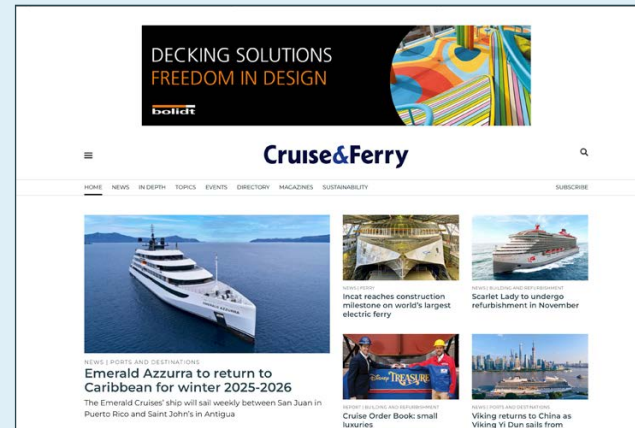
Article page banner £900/month

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. Alternatively, contact 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* 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* is an invaluable resource for our industry, providing essential updates and high-quality content. It keeps us well-informed about the latest trends and developments, making it a true benchmark for cruise professionals. Thank you for your excellent work!”

Davide Truscello, Pricing, Itinerary & Revenue Planning Director, Costa

“*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

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

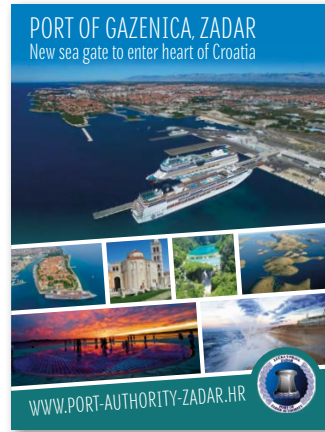
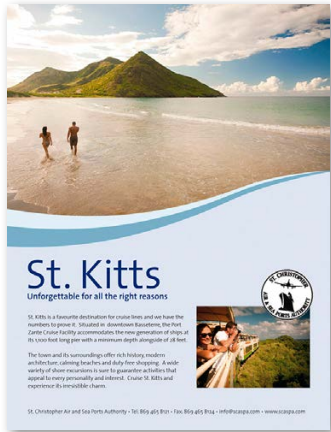
David Grey, Morson Projects

“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

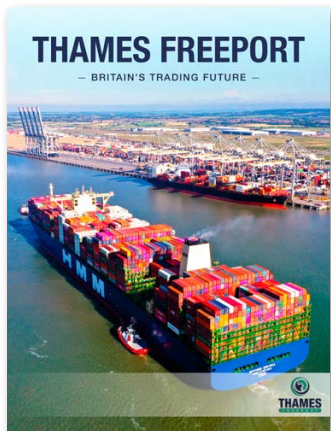
Marketing services

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. We can help meet your objectives for anything from branding to brochures and websites to social media.



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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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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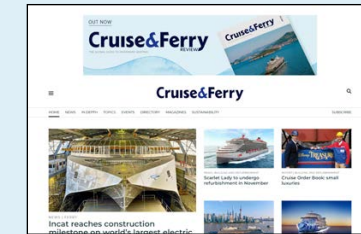
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Engage



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

X

Facebook

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

