

SeatradeCruise

An Ocean of Opportunity

Seatrade Cruise Media Pack 2022

    @SeatradeCruise
[seatradcruise.com](https://www.seatradcruise.com)

 **informa**markets

Contents

Why Seatrade Cruise

New Media Packages

Online Advertising

Publications

Marketing Services



Charting the Cruise Industry for over 50 years

For the vast majority of the 50 plus years of Seatrade's cruise coverage, it has been my privilege to both witness and participate in its evolution.

What started as an idea by a handful of passionate people to launch a magazine covering all aspects of the shipping business (including the nascent US-based cruise market) grew and developed into the cruise industry's leading print, digital and event platform for collaboration, innovation, and business expansion – Seatrade Cruise.

Guided by a commitment to journalistic integrity from the outset, the reputation and editorial independence of Seatrade Cruise has been globally recognised for providing unrivalled coverage on the topics and trends affecting every part of the industry.

Through our expanding portfolio of publications and events, we have facilitated the cruise community's ability to come together and move forward – capitalising on shared opportunities and adapting to global challenges alike.

While current circumstances may feel unpredictable, one thing has become more certain than ever – the cruise industry is truly resilient, and its future is bright. I encourage you to play a part in that journey.

Please feel to reach out to us to discuss any opportunities or questions you may have.



Mary Bond
Group Director
Seatrade Cruise

A Trusted Institution

For over 50 years, Seatrade Cruise has guided the cruise sector through both unprecedented obstacles and explosive growth. Industry professionals rely on our publications and events to share insights, discover solutions and pursue partnerships to drive their businesses forward.

Seatrade Cruise is the ideal platform for solution providers seeking to spread brand awareness and develop powerful business relationships in one of the most resilient industries operating today.

**Seatrade
Cruise News**

**Seatrade
Cruise
Talks**

**Seatrade
Cruise Review**

**Seatrade
Cruise
Global**

**Seatrade
Cruise
Med**

**Seatrade
Cruise
Asia Pacific**

**Seatrade
europe**

**Seatrade
Cruise
Awards**

**Seatrade
Cruise Forum**

The Landscape is Evolving

As new global challenges arise and technology accelerates, the entire world is seeking actionable insights with unprecedented urgency.

In the search for innovative solutions and productive relationships, cruise professionals turn to Seatrade Cruise to help them chart a course forward.

For media partners, this means more ways than ever to drive brand engagement, collect leads, and measure results.



An Audience of Engaged Decision-Makers

Seatrade Cruise attracts an industry-wide readership unmatched in scale, purchasing power, intent and engagement – and our audience just keeps growing.

Seatrade Cruise News



1.4m annual site visits
Read in **230+** countries

And in uncertain times, our audience has turned to Seatrade Cruise for credible news and insights to an unprecedented degree:

2021 saw a **86%** increase in direct traffic and **40%** more page views

Seatrade Cruise Review



60% of readers are c-suite director level

CIRCULATION BY SECTOR

- **36%** Cruise line operators
- **21%** Ports, destinations & tourism offices
- **18%** Shipbuilding, repair and marine equipment
- **11%** Tour operators, ground handlers and port agents
- **7%** Travel agents
- **7%** Others



25k newsletter subscribers
300 registrations per session average
3,300+ playlist views on YouTube

Cruise professionals can't get enough of new Talks content:

Seatrade Cruise Talks receives **95%** of all YouTube channel viewing time

NEW – Seatrade Cruise Media Packages

By placing targeted messaging across print, digital, and content, these comprehensive packages offer your brand unparalleled reach and engagement across the entire Seatrade Cruise media ecosystem, speaking directly your preferred audience.

Choose from à la carte options or work with us to create a custom solution. Examples include but aren't limited to:

- Ads in editions of Seatrade Cruise Review
- Mid Page Unit ads (MPUs) in newsletters
- Content features on Seatrade Cruise News site
- Seatrade Cruise News 5 Minute Update Sponsorship
- Seatrade Cruise Talks Sponsorship

Contact Us for Packages and Pricing



Touchpoints

It takes at least 5 touchpoints for a consumer to remember your brand. **Our media packages guarantee it**

Online Advertising

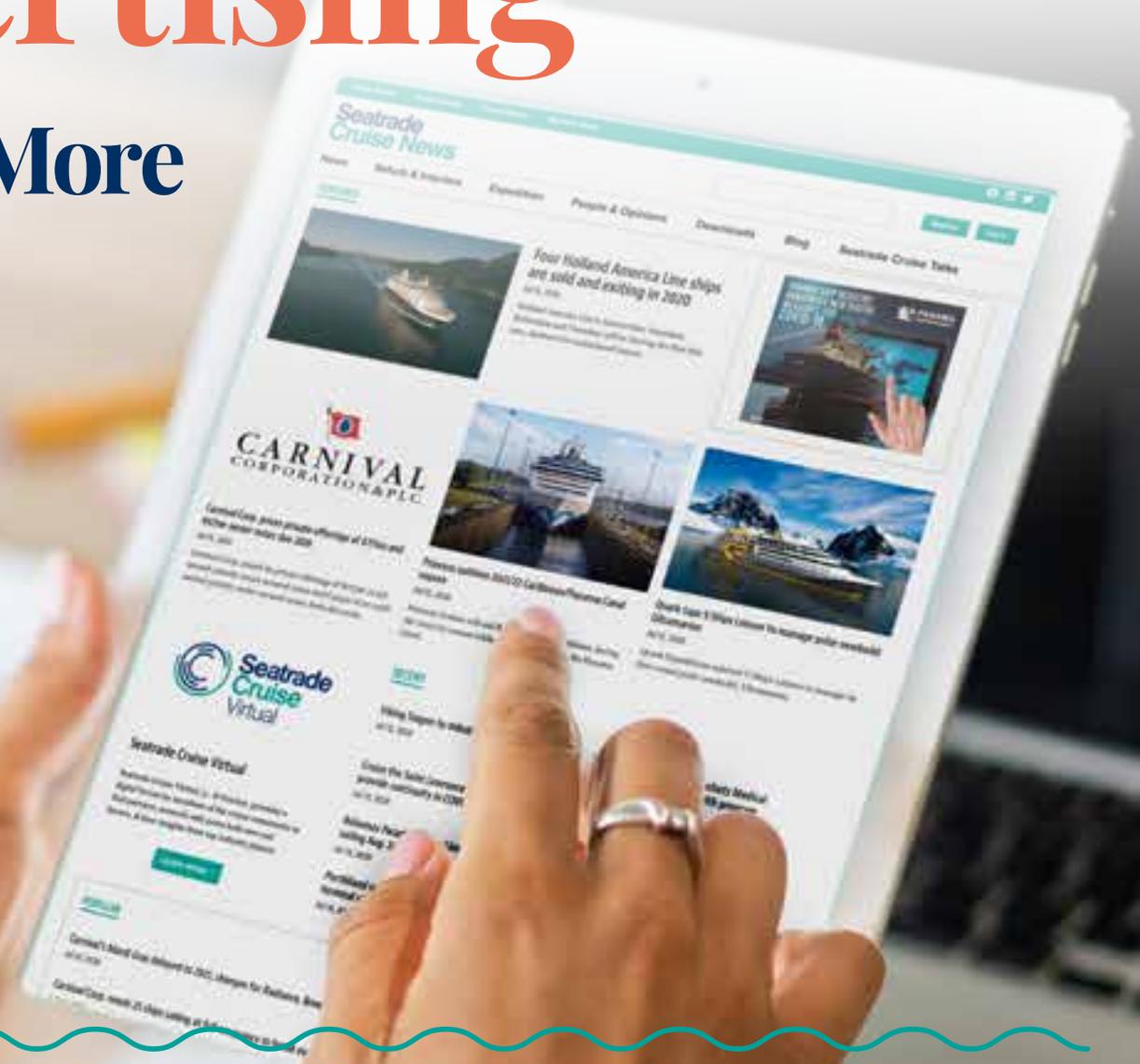
Seatrade Cruise News & More

Massive Exposure & Engagement

With **over 100,000 monthly website visits**, get your business seen by a network that has openly registered interest.

The Trust of the Industry

The **unrivalled real-time reporting** executed by a team of highly experienced correspondents from across the world makes **seatrade-cruise.com** one of the industry's most credible and valued news sources.



Seatrade Cruise News

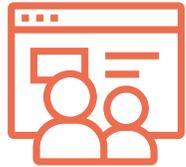
Seatrade Cruise News

70,000
Avg Monthly
Visitors



6000+
newsletter
subscribers

100,000
Avg Monthly
Page Views



Read in
230+
countries

In 2021, our audience has deepened their engagement,
turning to Seatrade Cruise for timely answers
to critical questions:

86% increase in direct traffic and
40% more page views since 2020

The majority readers are in global cruise hubs...

TOP CITIES

- Miami
- Los Angeles
- London
- Houston
- Sydney
- Seattle
- New York
- Paris
- Toronto
- Mumbai
- Singapore



from **diverse sectors:**

TOP VISITOR CATEGORIES



Travel & Leisure



News & Politics



Health & Wellness



Finance & Investors



Food & Dining



Arts & Entertainment



Law & Government

5 Minute Updates

Hosted weekly by **Seatrade Cruise Deputy Editor Holly Payne**, these short video updates provide viewers with a digestible and highly engaging overview of the top cruise stories of the week.

Sponsors may provide their logo and messaging in both pre-roll and post-roll placements, delivered by the host as a part of the video itself.

5 Minutes *with* Seatrade Cruise News

RATE: Contact Us

▶ WATCH A PREVIEW HERE



Host-read ads produce an average **50% increase in purchase and recommendation intent** compared to traditional ads.*

*Source: Nielsen



Hosted weekly by
**Seatrade Cruise
Deputy Editor
Holly Payne**

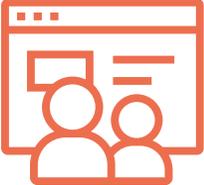
Digital Packages

Take full advantage of our relationship with the Seatrade Cruise News community to **massively boost your thought-leadership status** and brand awareness.



Facts & Figures

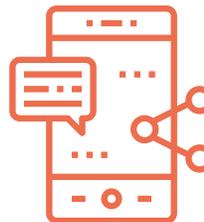
70k+
Seatrade
Cruise News
monthly
readers



6k+
Seatrade
Cruise News
eNewsletter
subscribers



37.5k
Social
Media
Followers



Content
features
yield a **53%**
higher
purchase
intent



Pick the Tier Right For You ▶	Tier 1	Tier 2
Sponsored article with content assistance (500-800 words) and visual media including images and YouTube video link	1 of Each	Up to 3 images or videos
Week-long "Featured Content" promotion in Sponsored Content section	✓	✓
Inclusion in the Seatrade Cruise News eNewsletter	1 Edition	2 Editions
Promotion of the article via Seatrade Cruise News social media channels	✓	✓
Mention leading up to event on Seatrade Cruise Events' social media channels	1 Mention	3 Mentions
Measurable reporting on article page views	✓	✓
Featured content promotion placed in Sponsored Content section index	✓	✓
	6	9
	\$3,500	\$4,600

Best Value

 **Total Consumer Touchpoints**

Digital Advertising

Showcase your product or service in front of our audience with run-of-network, run-of-site and contextual targeting positions. Ads will automatically adapt to mobile devices.

Advertising Options

1 Leaderboard (top/bottom)

■ Desktop size: **728x90** Mobile size: **320 x 50**

2 MPU

■ Desktop & Mobile size: **300x250**

3 Floor Ad

■ Desktop size: **1200 x 90** Mobile size: **320 x 50**

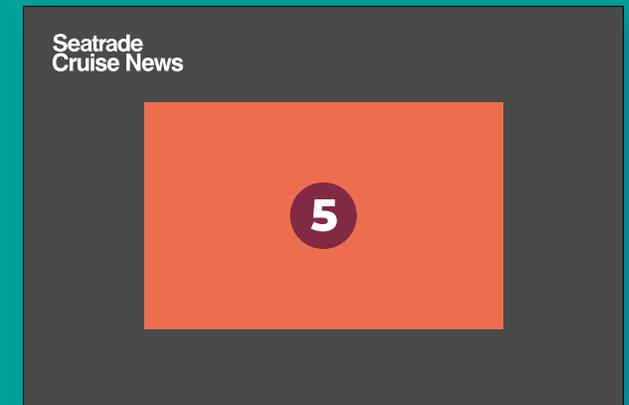
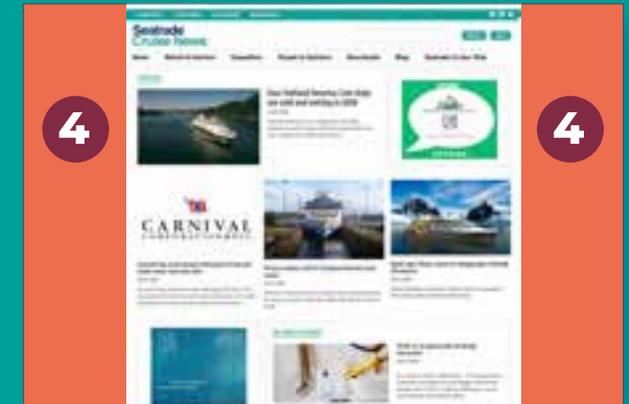
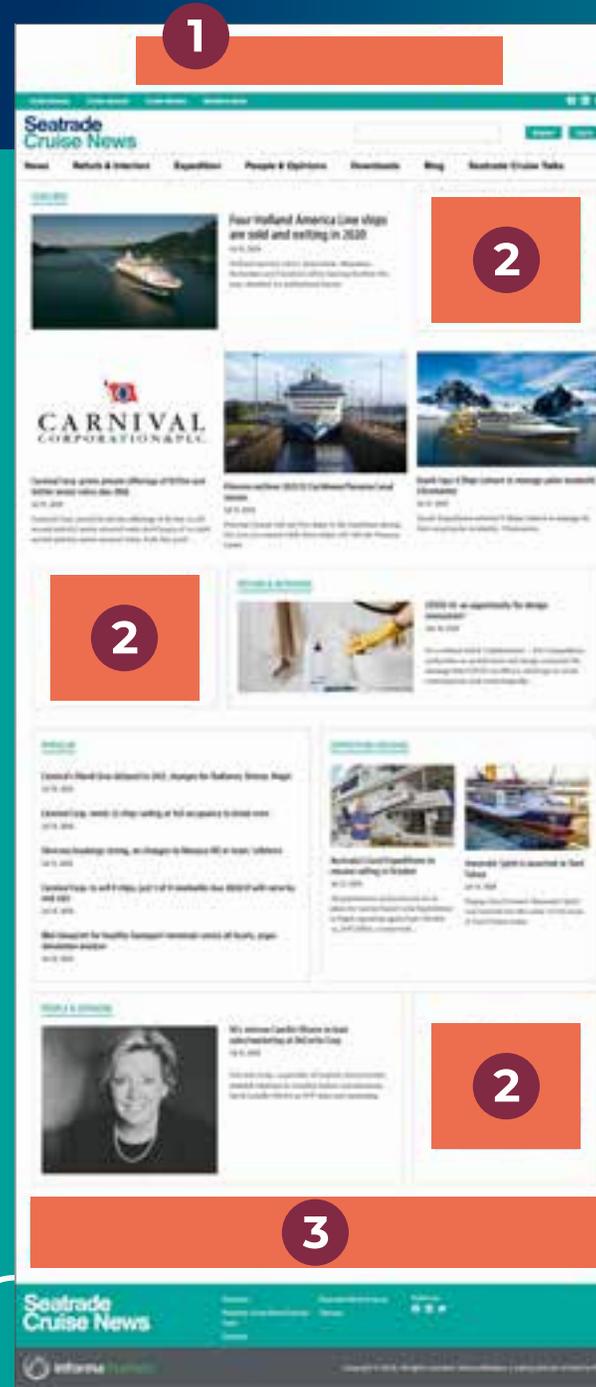
4 Skin

■ Desktop size:
1510x750 (low res) and **1920x1080** (high res)

5 Welcome Ad

■ Desktop size: **640x480** ■ Mobile size: **300x416**

RATE: Contact Us

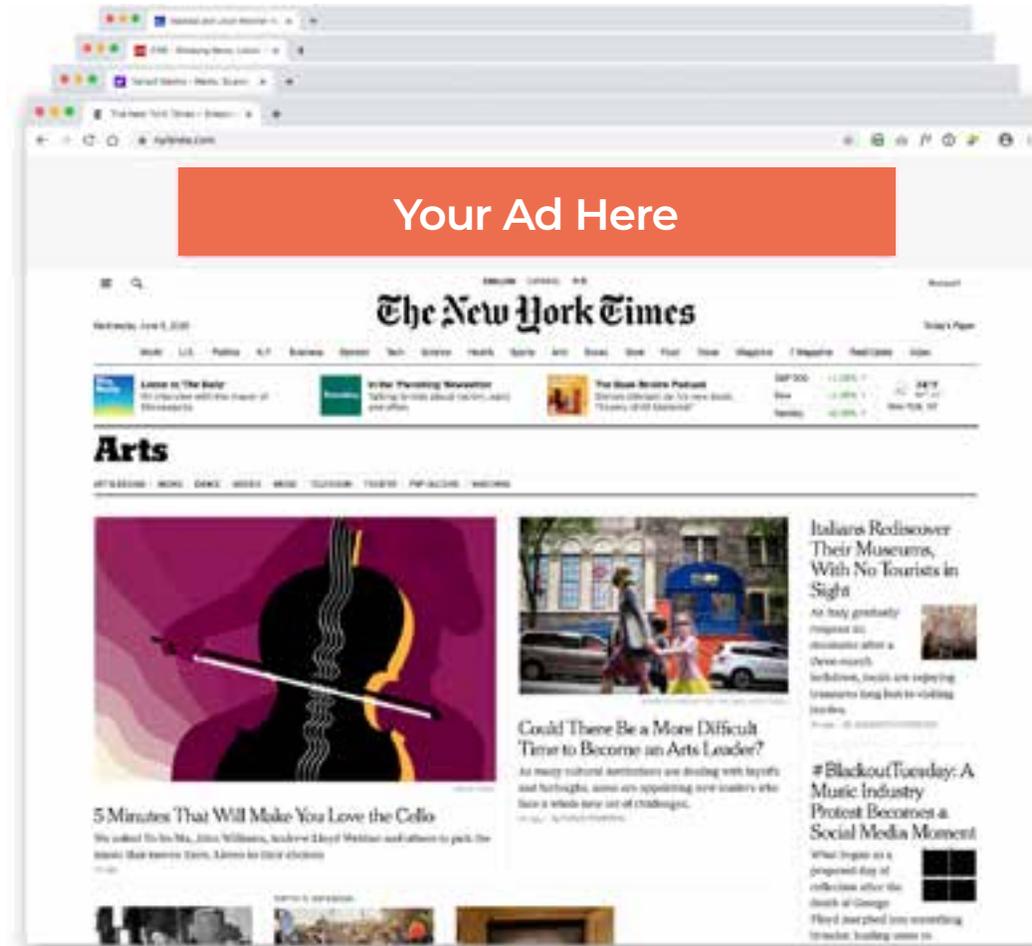
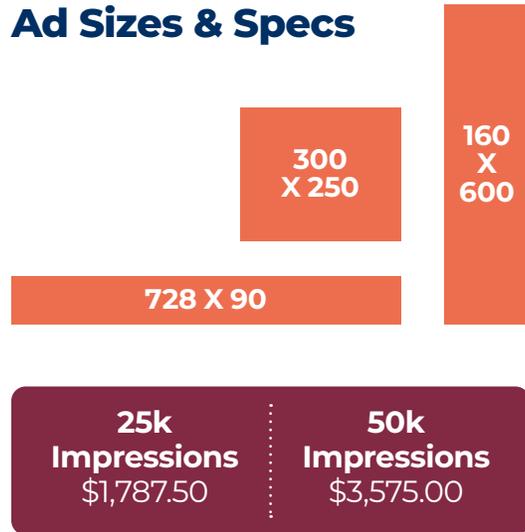


Retargeting Ads

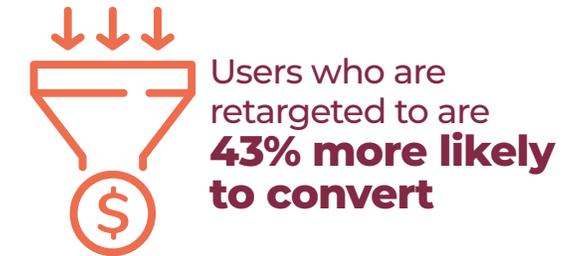
When someone visits our website, retargeting tracks them and shows them your ads as they continue to browse the internet.

Use your own customized, eye-catching visuals and text to attract the attention of our online visitors, **during and long after they visit our website!**

Ad Sizes & Specs



Facts & Figures



Retargeting ads are **10x more effective** than traditional display ads



3 out of 5 viewers notice and consider ads showing products they previously viewed



Seatrade Cruise Newsletter

Seatrade Cruise News has **6,000+ engaged newsletter subscribers**. As an advertiser you can choose to embed your content in our twice weekly or breaking newsletter.

Newsletter Banner Sizes

1 Leaderboard

■ Desktop size

728 X 90

■ Mobile size

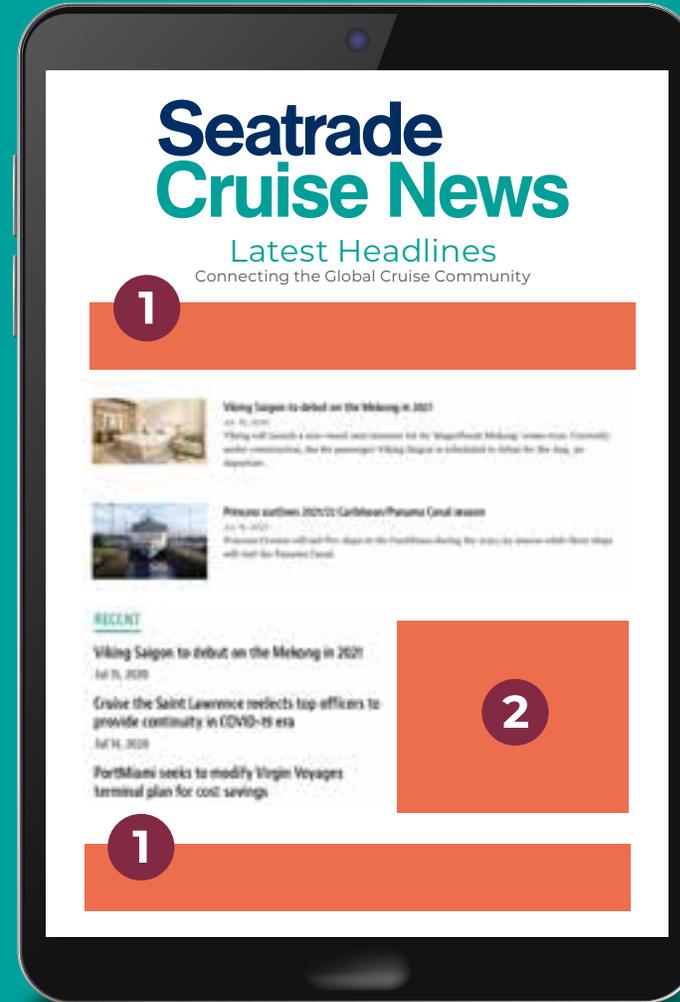
320 X 50

2 MPU

■ Desktop & Mobile size

300
X 250

RATE: Contact Us



Publications

Seatrade Cruise Review

High Quality Content & Clientele

Recognized for its long-standing position within the market and editorial excellence, **senior-level professionals** rely on Seatrade Cruise Review for fresh insights and supreme market analysis.

A True Growth Mindset

Partnering 50+ years of experience with continuously seeking fresh perspective, Seatrade Cruise Review has **continued to grow its reach year-on-year since 1970.**

A Captive Audience

The only official publication of the world's largest cruise events, the magazine is sent to not just subscribers but also **all cruise lines who attend our events.**



Audience Demographics

Seatrade Cruise is the only official media partner of the largest and longest-running cruise community gatherings worldwide, distributed to thousands of senior level cruise attendees.

As the only magazine delivered directly to decision makers at industry events, **many clients rely on Seatrade Cruise Review to guide their entire advertising strategies.**

With quadruple exposure, the magazine has been shared via:

- Seats at the conference opening keynote
- Delegate bags
- VIP & speaker packs
- Exhibitor packs



60% of readers are c-suite director level

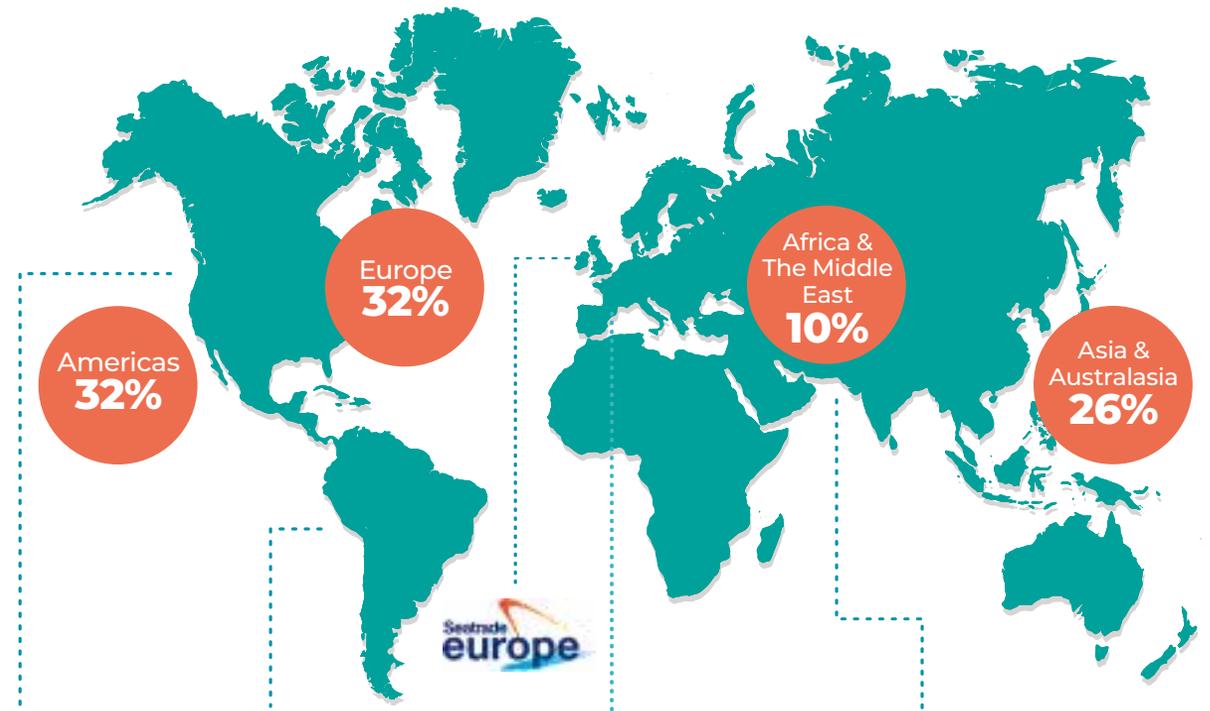


Average Print and Digital Distribution **9,500** per issue

As the world adapts to new circumstances, we've taken our digital edition to the next level, expanding both your distribution and advertising capabilities to accommodate our growing audience.

SEE MORE ON NEXT PAGE!

GLOBAL DISTRIBUTION



Editorial Highlights

Seatrade Cruise Review *Issue 1*

PUBLISHING APRIL 2022

- Major Cruise Ports Directory
- Caribbean
- Plus regular sections: Ports & Destinations, Refurb & Design, Products & Services, Technical
- Features and news in Environmental, Health & Safety

Seatrade Cruise Review *Issue 2*

PUBLISHING JUNE 2022

- Ship Management
- Plus regular sections: Ports & Destinations, Refurb & Design, Products & Services, Technical
- Features and news in Onboard Entertainment
- Cruise Line Directory

Seatrade Cruise Review *Issue 3*

PUBLISHING SEPTEMBER 2022

- Mediterranean
- Middle East and Red Sea Caribbean
- Plus regular sections: Ports & Destinations, Refurb & Design, Products & Services, Technical
- Features and news in IT & Communications
- Cruise Fleet List

Seatrade Cruise Review *Issue 4*

DIGITAL EDITION DECEMBER 2022

- Annual Review of Cruise Market
- The Outlook for 2023
- Ports & Destination Developments
- Top Stories of 2022
- Movers & Shakers of 2022
- Cruise Industry Statistical Analysis & Commentary

Digital Capabilities & Expanded Distribution

Capabilities:

Alongside the print version of the magazine, the enhanced, media-rich digital version of Seatrade Cruise Review allows you to **show off your best collateral in greater detail across a variety of formats.**

Enhance your messaging with:

- Image Galleries
- Videos
- Rotating Gifs
- Audio clips



Distribution:

PRINT:

Your ad will appear in the printed edition mailed to all C-Suite Cruise Line Executives registered for:

- Seatrade Cruise Virtual
- Seatrade Cruise Global
- Seatrade Europe
- Seatrade Cruise Asia Pacific
- Seatrade Cruise Med

DIGITAL:

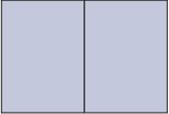
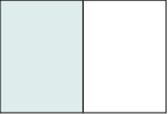
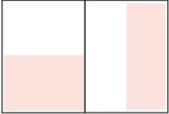
The digital magazine is sent electronically to all the above contacts (roughly 2,500 C-Suite executives) 6,000+ Seatrade Cruise News subscribers and available for download via our social media channels.



Rate Card Specifications

Seatrade
Cruise Review

Cover	\$USD	£GBP	€EUR	Loose Insert	\$USD	£GBP	€EUR
	297mm (h) x 210mm (w)* 11.75in (h) x 8.25in (w)			Single or Double Sided	290mm (h) x 205mm (w)* 11.375in (h) x 8in (w)		
Inside front cover	7,550	5,395	6,470		4,800	3,575	4,290
Inside back cover	7,370	5,265	6,320				
Outside back cover	7,900	5,655	6,785				

Spread	Double Page			Full Page			Half Page			Quarter Page		
	 297mm (h) x 420mm (w)* 11.75in (h) x 16.5in (w)*			 297mm (h) x 210mm (w)* 11.75in (h) x 8.25in (w)*			 Horizontal 124mm (h) x 178mm (w) 4.875in (h) x 7in (w) Vertical 254mm (h) x 86mm (w) 10in (h) x 3.375in (w)			 Horizontal 62mm (h) x 178mm (w) 2.5in (h) x 7in (w) Vertical 124mm (h) x 86mm (w) 4.875in (h) x 3.375in (w)		
Currency	\$USD	£GBP	€EUR	\$USD	£GBP	€EUR	\$USD	£GBP	€EUR	\$USD	£GBP	€EUR
1 Insertion	9,440	6,745	8,095	5,880	4,200	5,040	4,035	2,885	3,460	3,085	2,205	2,645
2-3 Insertions	8,320	6,205	7,455	5,620	4,015	4,810	3,870	2,765	3,320	3,010	2,150	2,580
4+ Insertions	7,080	5,945	7,135	4,420	3,160	3,790	2,970	2,120	2,525	2,210	1,580	1,895

Marketing Services

Showcase your vertical industry knowledge with custom content that attracts and engages target buyers.

Content Creation

Provide solutions to industry issues, make recommendations for using emerging technologies or expand on research results through custom whitepapers, infographics, surveys, reports and more!

By working with our team of digital experts, you can create engaging and effective content campaigns to generate high quality leads and increase your brand awareness.

RATE: Contact Us

Video & Digital Products

Extend the reach of your onsite investment to create videos and digital assets that can be used in your future marketing efforts.

RATE: Contact Us

Seatrade Cruise Talks

A new series of virtual conversations, webinars, podcasts and more with cruise professionals and industry leaders discussing the challenges of the current – and future – climate.



Sponsors can select from a variety of formats in order to optimize for the objectives and audiences that most fit their needs.



CONTENT



Content marketing generates **over three times as many leads** as outbound marketing and **costs 62% less!***

PODCASTS



Over half of B2B buyers consider podcasts a valuable source in the early stage of the buying journey.*

WEBINARS



Our webinar engagement rate is **16% higher than the industry average!**

* Source: Demandmetric.com

Live Webinars

Elevate Your Expertise

Position your brand as an expert on a key topic through powerful, engaging content that generates high-volume, targeted leads.

Recent Webinars Include:

- How **COVID19 Will Affect the Future of Entertainment & Attractions**
- Impact on **Food and Beverage or Hotel Operations/Concessions** during COVID-19
- Strategies for the **Manufacturer and Supplier Community** during COVID-19



Our webinar engagement rate is **16% above** the industry average!

Seatrade Cruise Talks Webinar

RATE: \$7,000

PRE-WEBINAR DELIVERABLES

Sponsorship recognition on the Webinar Registration Page on the Seatrade Cruise website

- Sponsorship recognition on all promotional efforts including:
 - Registration emails sent to Seatrade Cruise database
 - Marketing communication emails that references the webinar (i.e. press releases)
 - Social Media posts via Seatrade Cruise social channels (i.e. LinkedIn, Twitter)
- Sponsor blog post (up to 400 words and 2 images) about to be uploaded to Seatrade Cruise Blog

LIVE WEBINAR DELIVERABLES

- Sponsor multimedia assets to be featured during webinar (i.e. PowerPoints, promo video, graphics)
- Sponsor will be given recognition and thanks at the beginning and at the end of the webinar
- Sponsor logo to be displayed on the virtual platform during the webinar

POST-WEBINAR DELIVERABLES

- Receive all registration leads including contact information
- Receive event traffic metrics (delivered 24 hours post-webinar)
- Sponsor recognition in post-webinar marketing emails
- Webinar archived for one year with link provided for on-demand viewing on Seatrade Cruise website

Custom Webinar

RATE: \$10,000

Our content team will collaborate with you to develop a topic, produce the webinar and market the program to our audience. **Includes all of the above benefits, plus:**

- Opportunity to speak on session as a moderator or panelist, to be determined with Seatrade Cruise Content Team

Podcasts

Speak to the Right People



Podcasts have exploded in popularity due to easy on-demand accessibility, portability, and targeted content.

Our audience will actively listen to your brand message during conversations with the cruise industry's most sought-after thought leaders. **There's no better way to "speak" directly to our audience.**

Monthly podcast listeners have grown by 54% in the last three years*



*Source: Edison Research and Triton Digital

Seatrade Cruise Talks Podcast

RATE: \$2,000

Sponsor a podcast hosted by a Seatrade Cruise News editor on topics that are relevant to the cruising community.

- Pre-roll soundbite to be read mid-interview by podcast host (up to 15 seconds)
- Pre- and post-roll sponsor thank you mention
- Sponsor listed on podcast listing page on Seatrade Cruise News site
- Multiple distribution points (seatrade-cruise.com, Apple iTunes, Google Play Music, Spotify, and other relevant sources)
- Podcast can be featured/embedded on sponsor's digital outlets
- Blog post (up to 400 words and 2 images) about webinar topic to be uploaded to Seatrade Cruise Blog

Custom Podcast

RATE: \$3,000

Our content team will collaborate with you to develop a topic, produce the podcast and market the program to our audience. **Includes all of the above benefits plus:**

- Pre-roll soundbite to be read mid-interview by podcast host (up to 30 seconds)
- Opportunity to be interviewed on podcast by Seatrade Cruise News editor, to be determined with Seatrade Cruise Content Team

Curated Conversations

The Heart of the Matter



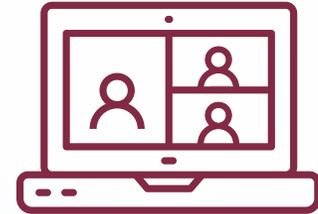
Similar to webinars, these Curated Conversations will dive deep into some of the most pressing topics today.

These recorded, and hard-hitting interviews take a variety of formats including 1-2-1 interviews, destination-clips, video packages and more!

RATE: Contact Us

Roundtables

Lead the Discussion



Join up to 20 hand-selected cruise professionals on a topic of your choice for a closed-room conversation.

The Seatrade Cruise team will work with you to understand who to invite, who you want to connect with most to this virtual meeting of the minds.

As a sponsor, you can lead the conversation and position your brand as a preferred solution provider.

RATE: Contact Us

If you don't have a presence here, the competition will

Top Clients Include



Plus many more key businesses in the marketplace!

Looking for Another Way to Showcase Your Products & Services?

We are happy to develop customized sponsorship opportunities that will fit every budget and directly engage with your target audience.



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Cahen**

**Senior Account Manager
The Americas**

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