Seatrade Cruise

Media Kit 2020

@SeatradeGlobal @Seatrade Seatrade Maritime

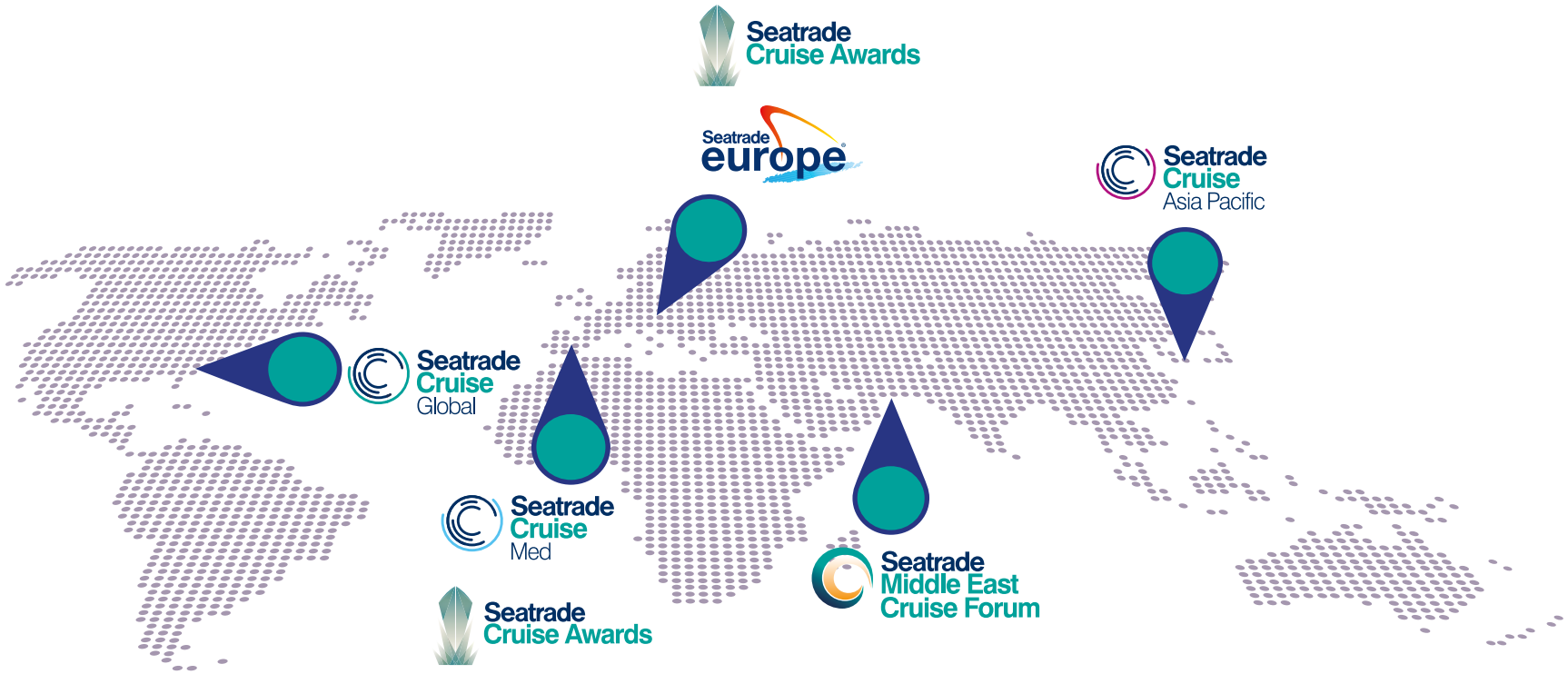
informa markets

SeatradeCruise

Maximise your reach within the global cruise community

SeatradeCruise

Cruise portfolio



Seatrade Cruise Review

Seatrade Cruise News

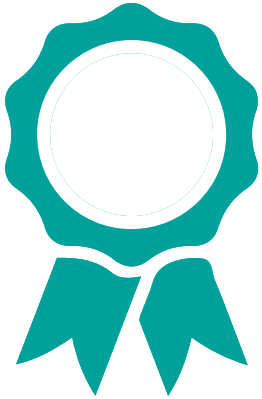
For more information about our global cruise events, go to: www.seatradecruiseevents.com

SeatradeCruise

1.44 million+
website visits*

4,400+
opt-in newsletter subscribers

55%
of magazine readers work at c-suite director level



*annually

SeatradeCruise

Our mission

It is our mission to connect, inform, educate and inspire those that are involved in the global cruise community. Through our portfolio of publications and events, Seatrade Cruise seeks to bring together and serve the needs of the global cruise community.

Our reputation

For almost 50 years, Seatrade has provided unrivalled coverage on the topics, trends and talking points affecting every part of the cruise sector. The journalistic reputation and editorial independence of Seatrade Cruise is globally recognised, making it one of the most trusted names within the industry.

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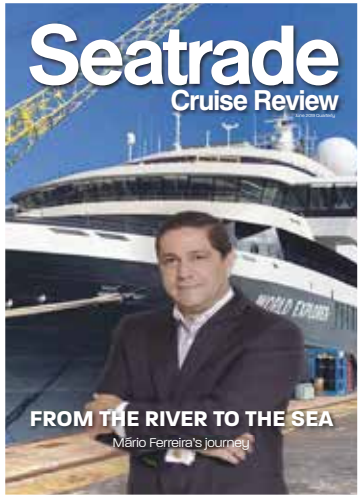
Seatrade Cruise Review

In a crowded marketplace, packed with cruise news, data and statistical information, Seatrade Cruise Review is identified as a sophisticated, highly respected and analytical publication that delivers fresh insight and supreme market analysis.

Recognised for its long-standing position within the market and its editorial excellence, Seatrade Cruise Review has continued to grow its reach year-on-year since 1970. Relied on by senior-level professionals from across the world, the magazine partners 50 years of experience with a continual drive for innovation to meet the demands of the ever-growing cruise sector.



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Some of our top clients

SeatradeCruise

Editorial programme

Seatrade Cruise Review Issue 1

Publishing March 2020

Regional reports
Caribbean, US East Coast Ports, German Ports & Destinations, Italy, Middle East & Red Sea, Australasia, UK & Ireland Ports & Destinations

Special features
Technical: Crew & Passenger Communications

Green cruising: Waste & Ballast Water Management, Refurbs & Interiors

The Global Ports Directory

Distribution
Seatrade Cruise Global, Miami

Seatrade Cruise Review Issue 2

Publishing June 2020

Regional reports
Asia, Latin America, West Coast North America Ports, Northern Europe, Seatrade Cruise Med Preview

Special features
Technical: IT & Digital in Cruise

Green cruising: LNG for the Cruise Market, Passenger Ship Management, Refurbs & Interiors

Cruise Line Directory

Distribution
Subscribers only

Seatrade Cruise Review Issue 3

Publishing September 2020

Regional reports
US Gulf & Mexico, Atlantic Canada, Germany, Caribbean Mediterranean & its joining seas, Africa & Indian Ocean

Special features
Technical: F&B Technology and Supply

Green Cruising: Propulsion & Emissions solutions, Refurbs & Interiors, Cruise Fleet List

Distribution
Seatrade Med
Seatrade Cruise Asia Pacific
FCCA

Seatrade Cruise Review Issue 4

Digital edition December2020

Annual review
Annual Review of Cruise Market

Ports and Destination Developments

Regional market reports
Top Stories of 2020
Movers and Shakers of 2020

Stats
Cruise industry statistical analysis & commentary

Looking forward
The outlook for 2021

For more information, please get in touch.

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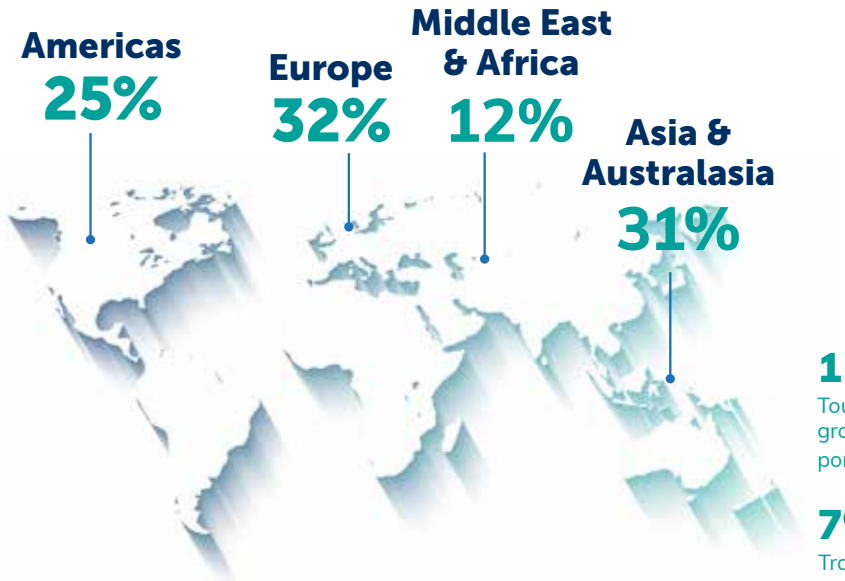
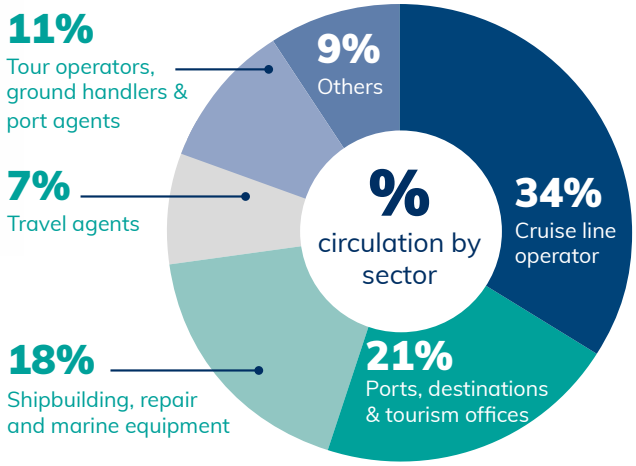
Demographics & distribution

In 2020, Seatrade Cruise Review will be seen by over 12,000 cruise professionals, due to our unrivalled distribution at key industry events and exclusive access to the industry's important decision-makers.





2020 Event distribution:

Seatrade Cruise is the official media partner at the key cruise networking events worldwide. Its unique event distribution proposition places the magazine at the core of our clients' advertising strategies. The magazine will be shared with the delegates via: delegate bags VIP packs, speaker packs, exhibitor packs and will be placed upon the paid-for conference seats at the following shows...

Seatrade Cruise Global
11,000+
expected visitors
Miami Beach Convention Centre, April 2020

Seatrade Cruise Med
4,000+
expected visitors
Malaga, September 2020

Seatrade Cruise Asia Pacific
1,000+
expected visitors

Also distributed at:
The Florida Caribbean Cruise Association

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Rate card

Cover positions

	US $
Inside front cover	7,550
Inside back cover	7,370
Outside back cover	7,900

Double page spread

Standard Position	US $
1 insertion	9,440
2-3 insertions	8,320
4+ insertions	7,080

Full page

Standard Position	US $
1 insertion	5,880
2-3 insertions	5,620
4+ insertions	4,420

Half page

Standard Position	US $
1 insertion	4,035
2-3 insertions	3,870
4+ insertions	2,970

Quarter page

Standard Position	US $
1 insertion	3,085
2-3 insertions	3,010
4+ insertions	2,210

Loose insert

A4	US $
Single or double sided	4,800

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Rate card

Cover positions

	£
Inside front cover	5,395
Inside back cover	5,265
Outside back cover	5,655

Double page spread

Standard Position	£
1 insertion	6,745
2-3 insertions	5,945
4+ insertions	6,205

Full page

Standard Position	£
1 insertion	4,200
2-3 insertions	4,015
4+ insertions	3,160

Half page

Standard Position	£
1 insertion	2,885
2-3 insertions	2,765
4+ insertions	2,120

Quarter page

Standard Position	£
1 insertion	2,205
2-3 insertions	2,150
4+ insertions	1,580

Loose insert

A4	£
Single or double sided	3,575

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Rate card

Cover positions

	€
Inside front cover	6,470
Inside back cover	6,320
Outside back cover	6,785

Double page spread

Standard Position	€
1 insertion	8,095
2-3 insertions	7,455
4+ insertions	7,135

Full page

Standard Position	€
1 insertion	5,040
2-3 insertions	4,810
4+ insertions	3,790

Half page

Standard Position	€
1 insertion	3,460
2-3 insertions	3,320
4+ insertions	2,525

Quarter page

Standard Position €	
1 insertion	2,645
2-3 insertions	2,580
4+ insertions	1,895

Loose insert

A4	€
Single or double sided	4,290

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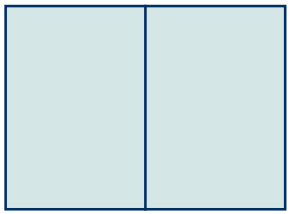
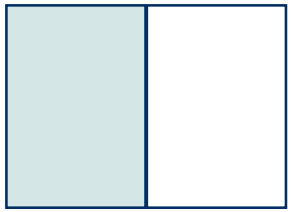
Specifications

Double page spread



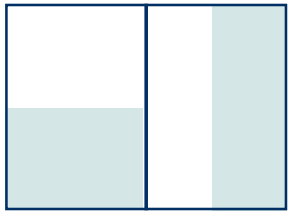
297mm (h) x 420mm (w)*
11¾in (h) x 16½in (w)*

Full page



297mm (h) x 210mm (w)*
11¾in (h) x 8¼in (w)*

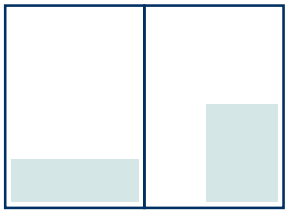
Half page



Horizontal
124mm (h) x 178mm (w)
4⅞in (h) x 7in (w)

Vertical
254mm (h) x 86mm (w)
10in (h) x 3⅜in (w)

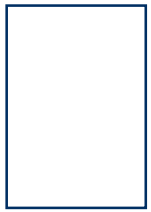
Quarter page



Horizontal
62mm (h) x 178mm (w)
2½in (h) x 7in (w)

Vertical
124mm (h) x 86mm (w)
4⅞in (h) x 3⅜in (w)

Loose insert



290mm (h) x 205mm (w)*
11⅜in (h) x 8in (w)

File Formats

Preferred: • PDF - PDF/X-1a: 2001, pass4press or equivalent press ready PDF.
(Allow 3mm bleed where appropriate).

Acceptable:
• JPG, TIFF, Bitmap EPS or PDF - 300dpi min, CMYK, flattened files (ie. no transparency).
• Vector EPS - Embed or outline all type matter, flatten files (ie. no transparency), CMYK.
•Mac Application Files - QuarkXpress - Photoshop, Illustrator, Indesign
(All high-res graphics etc. must also be supplied).

All artwork must be supplied as finished artwork or a charge may be applicable.

*Trimmed size, please add minimum of 3mm bleed on all edges for trimming allowance.
Recommended non-bleed full page advert size: 254mm (h) x 178mm (w).
All critical matter should be at least 7mm inside trimmed edges.

SeatradeCruise

Seatrade Cruise News

See positive returns

We offer the most cost-effective advertising solutions on the n
Low prices, unlimited engagement. No cost-per-click model!

Gain epic exposure to an engaged audienc

Over 110,000 monthly website hits, more than 4,400 active op
newsletter subscribers. Get your business seen by a network th
openly registered interest.

A trusted partnership

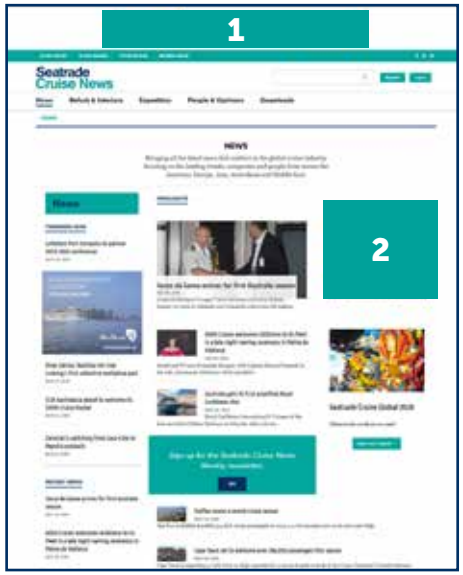
The unrivalled real-time reporting executed by a team of highl
experienced correspondents from across the world makes
Seatrade-cruise.com one of the industry's most credible and
valued news sources.

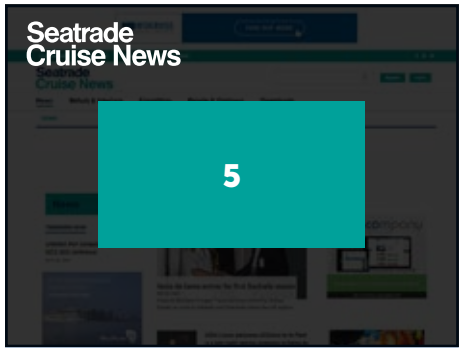
SeatradeCruise

Homepage Advertising

As an advertiser on Seatrade Cruise news you can showcase your product or service in front of our audience with run-of-network, run-of-site and contextual targeting positions. Our sites have a responsive design so ads will adapt to mobile devices

ADVERTISING OPTIONS			
No.	Name	Desktop size	Mobile size
1	**Top/bottom Leaderboard**	728x90	320x50
2	**MPU**	300x250	300x250
3	**Floor Ad**	1200x90 / 1200x410 (expanded)	
4	**Skin**	1510x750 (low res) / 1920x1080 (high res)	
5	**Welcome Ad**	640x480	300x416



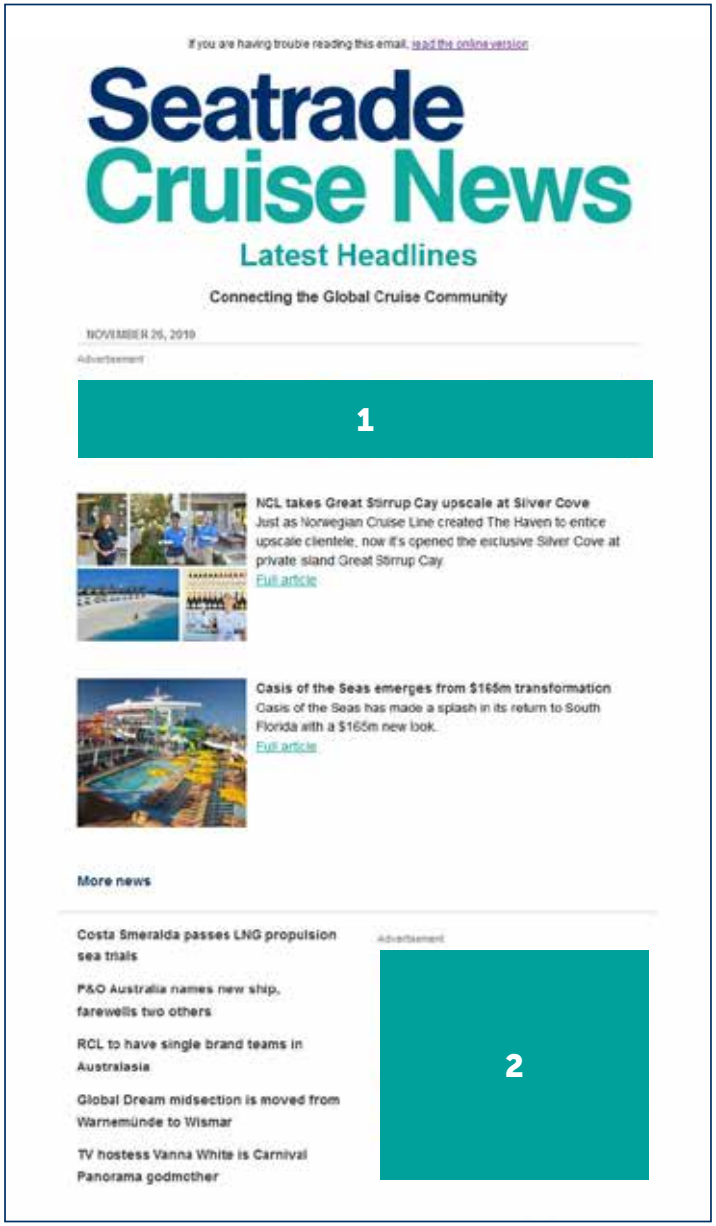


Seatrade Cruise

Digital Advertising

Seatrade Cruise News has 4,400+ engaged newsletter subscribers. As an advertiser you can choose to promote your advertisement on our twice weekly or breaking newsletters.

NEWSLETTER BANNERS			
No	Name	Desktop size	Mobile size
1	**Leaderboard**	728x90	320x50
2	**MPU**	300x250	300x250



SeatradeCruise

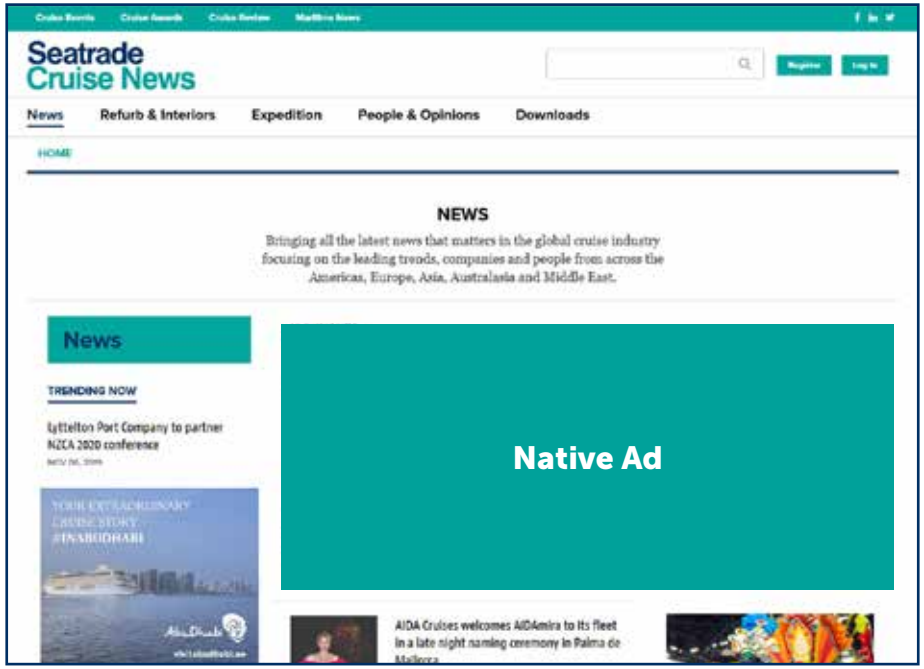
Content Marketing: Native Ads

Native ads are assimilated into Seatrade Cruise News; your highlighted content (white paper, video, or product announcement) looks cohesive within our trusted editorial environment.

Native Ad units are designed for marketers who want to make their content discoverable while driving brand awareness with our engaged audience.

Location: Home Page, Categories and Feeds

- Content marketing can be published to Seatrade Cruise News, tagged and organized into appropriate categories.
- The content is flagged as advertising and gets the appropriate labelling when published
- When published, that content is then pushed out to the content channels, recent headline feeds, search results, related content, etc.
- That content can also be "pinned" to stay in a fixed location on related channel pages and as related content where appropriate
- The native ad promotion is what drives traffic and engagement to the piece of native content on the content platform



SPONSORED CONTENT

Are you ready for the IMO climate strategy?

SeatradeCruise

Contact us

For more information or to secure your advertising space, please get in touch with your local representative today!

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Cundinamarca, COLOMBIA

Thanks to our breadth of publications, we are happy to tailor an advertising package that will best support your campaign.