

World Cruise Industry Review

World Cruise Industry Review is an associate partner of the Cruise Lines International Association, Inc (CLIA)



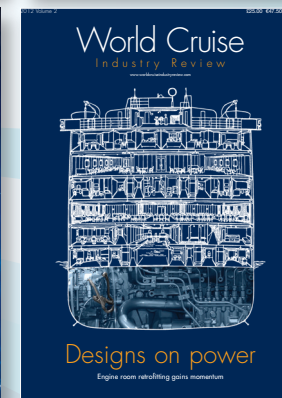
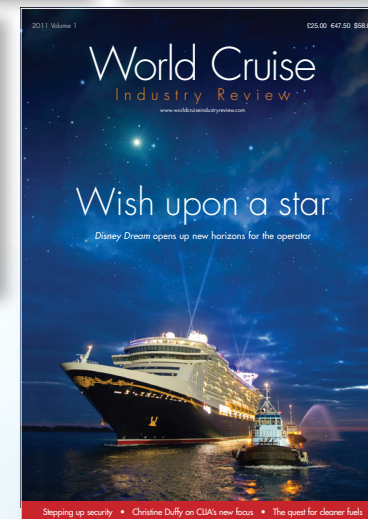
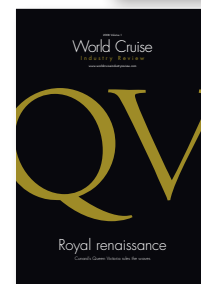
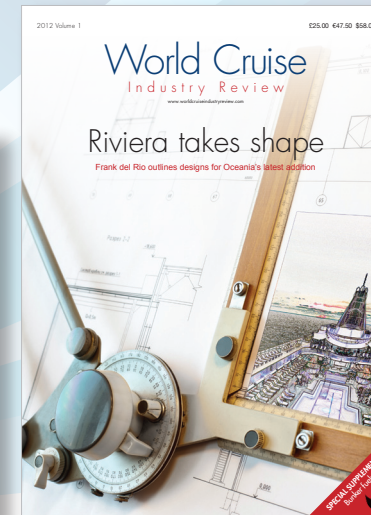
Why is World Cruise Industry Review essential reading?

The cruise industry continues to experience extensive growth: \$1.2 billion is invested annually on new technologies and refitting alone and 20 new cruise liners are on order between now and 2016. In this climate of rapid change, accurate information and informed comment are essential for business success.

Compelling content is at the heart of **World Cruise Industry Review**. Each edition boasts a line up of leading industry professionals covering the major themes and cutting through to the key issues shaping this dynamic market.

World Cruise Industry Review allows you to reach the most influential decision-makers at the major cruise operators, shipyards and designers worldwide. Your message will feature in a section that focuses specifically on your product area, identifying you clearly as a leading solution provider.

This service is supported by having the full book online as a digital and interactive version, ensuring coverage through all of today's available media & technology. We strive to expose your products and services to those who need them most. Through our assortment of media channels we not only make sure that you gain the breadth and depth of exposure you require but also that you can pinpoint directly your future partners at the right time.

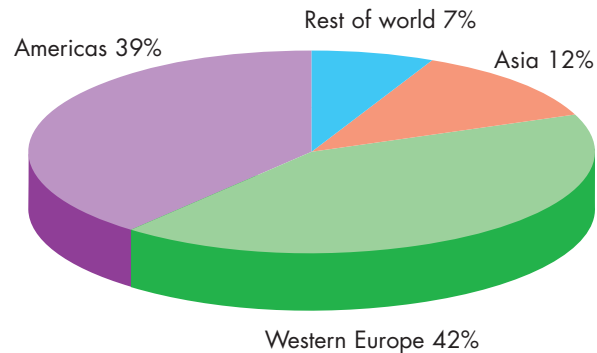


World Cruise Industry Review

Readership & Distribution

We continue to make a massive investment in the circulation of **World Cruise Industry Review** and have created the most exciting database available. We distribute over 5,000 copies of each issue are distributed to decision makers in the cruise industry, generating a projected readership of 23,000, according to the most recent publisher's survey. This accounts for virtually all of the purchasing activity made by the world's cruise lines. The publication is audited by the ABC after publication in March and September of each year.

Geographical Distribution



Reader Response

Quality content combined with a first-class approach to circulation will ensure that advertisers are able to reach and impress the buyers they need to influence.

Direct responses to advertisements, together with category responses, are sent to advertisers at regular intervals for up to a year after publication.

Readers of World Cruise Industry Review include individuals from the following organisations:

CLIA member cruise lines:

- AMAWATERWAYS
- Azamara Club Cruises
- Costa Cruises
- Disney Cruise Line
- Louis Cruises
- Oceania Cruises
- Princess Cruises
- Seabourn Cruise Line
- Windstar Cruises
- American Cruise Lines
- Carnival Cruise Lines
- Crystal Cruises
- Holland America Line
- MSC Cruises
- Paul Gauguin Cruises
- Regent Seven Seas Cruises
- SeaDream Yacht Club
- Uniworld Grand River Cruises
- Avalon Waterways
- Celebrity Cruises
- Cunard Line
- Hurtigruten
- Norwegian Cruise Line
- Pearl Seas Cruises
- Royal Caribbean Int.
- Silversea Cruises

Non-CLIA member cruise lines:

- Aida Cruises
- Color Line
- Easy Cruise
- Grimaldi Group
- Hebridean Island Cruises
- Windstar Cruises
- Pullmantur Cruises
- Sea Cloud Cruises
- Sun Cruises
- TUI Cruises
- Voyages of Discovery
- Birka Line
- Cruise West
- Finnlines
- Fred Olsen
- Imperial Majesty Cruise Line
- Orient Lines
- ResidenSea of the World
- Star Cruises
- Thomson Cruises
- Viking River Cruises
- Compagnie du Ponant Yacht Cruises
- Clipper Cruises
- Fred Olsen Cruise Lines
- Hapag-Lloyd
- Lindblad Expeditions
- P&O Ferry
- Saga Cruises
- Stena Line
- Tallink Cruises (AS Tallink Group)
- Norwegian Coastal Voyage Inc.

Leading shipyards, including:

- Meyer Werft
- Fincantieri
- Grand Bahama Shipyard
- Navantia
- Daewoo Heavy Industries
- Keppel
- STX Finland
- Lloyd Werft
- Blohm + Voss Repair
- Gibdock
- Hyundai Heavy Industries
- Sembawang Shipyard
- STX France
- T Mariotti
- BAE Systems Ship Repair.
- Union Naval Barcelona
- Mitsubishi Heavy Industries
- Victoria Shipyards

Designers and naval architects, including:

- Il By IV Design Associates
- Knud E Hansen
- Studio ACHT
- Partner-Ship-Design
- Three Blind Mice
- Mivan
- AMK
- SMC Design
- Semermar
- Studio de Jorio Srl
- Joseph Farcus Architects PA
- Peter Yran & Bjorn Storbraaten
- GEM
- Tillberg Design
- Stirling Design Int
- Njal R.Eide
- Danish Interior
- Designteam

Editorial **March 2013**

Market intelligence

- Despite the flurry of hype surrounding comparatively young cruise destinations such as Europe, South-East Asia and Australia, the Caribbean remains the dominant force within the industry. President of the Florida-Caribbean Cruise Association Michelle Paige discusses current market performance and efforts being made across ports, tour operations, safety and security to maintain and build upon its position as the destination of choice.

Big interview

- Elevated to CEO of Celebrity Cruises in July following Dan Hanrahan's sudden departure, Michael Bayley has big shoes to fill. He discusses his first six months in the role, new ships, future plans for growing the brand and lessons learnt in more than three decades spent with Royal Caribbean.

Shipbuilding maintenance & repair

- The 4,000-passenger Norwegian Breakaway will be the first of NCL's two Project Breakaway launches and the largest cruise vessel to homeport in New York City. Christer Karlson, the operator's VP for newbuilding, takes us on an exclusive tour prior to its April launch, discusses innovations across the build process and the hopes and aspirations of this entirely new class of ship.
- The Energy Efficiency Design Index for new ships aims to promote the use of more energy-efficient equipment and engines, requiring a minimum energy-efficiency level per capacity mile. How is this transforming the newbuild environment and what new technologies are already being incorporated into the build process as a result? Corrado Antonini, honorary chairman, Community of European Shipyards; Robert C Spicer, VP of energy conservation for Carnival Cruise Lines; and Costa Crociere VP technical operations Soren Krosgaard discuss.

Design

- As part of Royal Caribbean's Royal Advantage refurbishment programme, *Serenade of the Seas* enters a month-long dry dock in December 2012. Fabien Teissonniere, associate VP, facilities and refurbishment, outlines the design upgrades found across the ship and provides an update on RCI's ambitious fleet-wide revitalisation process.

Safety at sea

- We look into the latest developments emerging from the Cruise Industry Operational Safety Review, talking to Robin Lindsay, EVP vessel operations for Oceania Cruises, and two of its four-member panel, charged with assessing recommendations from CIA member lines, former head of the European Maritime Safety Agency Willem de Ruyter and retired Royal Navy commander Stephen Meyer.

Environmental issues

- In assessing how best to meet the International Maritime Organization's Ballast Water Management Convention demands, Carnival Corporation has been trialling ballast treatment technologies on Costa, Cunard and Princess ships. Carnival's Mike Kaczmarek, VP corporate shipbuilding, and Tor Holm, director, project and development at Royal Caribbean International, discuss how impending legislation might drive the mass retrofitting of vessels across the industry.

Bunker fuels

- We meet IBIA's new chief executive Captain Cliff Brand, charged with leading interests from across the entire marine fuels industry at the highest level, and hear his vision of the future – for the organisation itself and the bunker fuels sector as a whole.
- Poor quality marine fuels pose a growing danger to operators seeking to expand their itineraries into new markets. Carnival Corporation's head of fuel procurement Eric Evans and Royal

Caribbean's AVP for global fuel supply Michael McNamara outline the importance of having the right fuel testing strategy in place.

- Efforts being made to ensure compliance in emissions control areas have seen operators seek out new partners and trial alternative operating systems. Antoine Gurrey, director of Norwegian Cruise Line's fuel budgeting and energy conservation, and Thomas Bogler, VP nautical and technical operations for Viking River Cruises, outline some of the options.

Hotel operations

- Fitness centres and basic spa offerings are now the bare minimum for a growing number of guests demanding a more integrated wellness programme as part of the cruise experience, with the destination spa fast becoming de rigueur onboard. John Chernesky, director of spa operations at Princess Cruises, and Bert van Middendorp, AVP hotel operations at Azamara Club Cruises, discuss.

Operations management

- Technology is playing an increasingly central role in the recruitment and training of staff, helping cruise lines maintain consistent levels of service and quality. We explore the latest innovations in the field with Disney Cruise Line's director of HR services Avis Lewis and Nico Corbijn, VP of fleet personnel at NCL.
- From back office e-systems to long-range strategic purchase planning, how are operators developing strategies for transactional efficiencies? Ken Anderson, director technical purchasing, Princess Cruises, and Artur Pankowski, director global logistics and warehousing at Royal Caribbean International, provide their insights.

Food & beverage

- With an increasingly savvy guest demographic demanding choice, expertise

and creativity, operators have to raise the bar when it comes to devising onboard drink options. Ken Taylor, associate vice-president of food and beverage operations at Royal Caribbean International, and Paul Shea, Carnival's director of bar operations, discuss creating the requisite fizz.

Ports & destinations

- As past CEO of Seabourn, Sea Dream Yacht Club and Cunard, Larry Pimentel has helmed some of the most storied names in cruising. Lured out of retirement in 2009 to launch RCI's Azamara Club Cruises, he demanded carte blanche to create a cruise line with a very different approach to port operations: longer stays, more overnight stops and unusual itineraries that include those destinations other cruise ships pass by. Pimentel outlines the rationale behind daring to be different.
- Tim Marking, secretary-general of the European Cruise Council and Stavros Hatzakos, president of the Association of Mediterranean Cruise Ports, discuss how Southern Europe is looking to overcome the financial difficulties being suffered by the region and entice a growing number of operators, ships and guests to the Med.

Onboard services

- The meetings, incentives, conferencing, exhibitions (MICE) segment is a growing area of focus for operators, with an increasing number of ships becoming floating conference centres, equipped with the capacity, gadgets and gizmos to host large-scale conferences and conventions. MSC Cruises MD Giulio Libutti and John Tercek, VP for commercial development at Celebrity, outline how best to bring the business buck onboard.

World Cruise Industry Review

Online connection: worldcruiseindustryreview.com

Our expertise, contacts and community ensure that your message reaches the right people in the cruise line community, and with maximum impact.

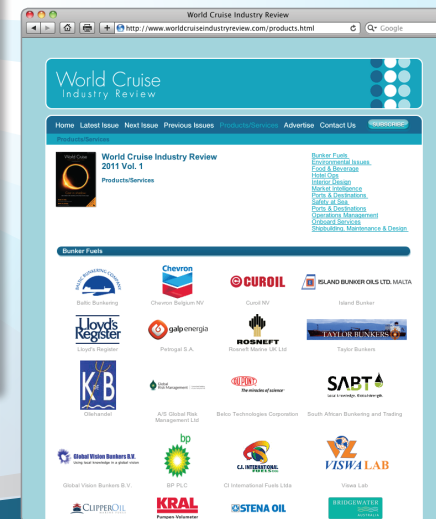
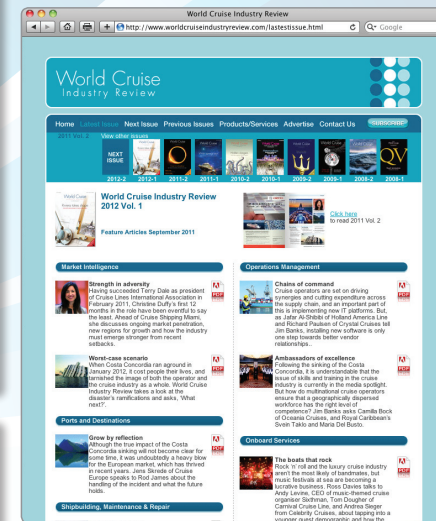
Our key clients promote their targeted message through specifically designed profiles.

Each profile consists of:

- 600 words of optimised, product or service-specific content
- Five expandable images with captions
- Contact information
- Corporate URL

Optional profile additions include:

- Up to 12 press releases linked to your profile and included in the worldcruiseindustryreview.com monthly newsletter
- Downloadable white papers linked to your profile and housed in the white paper archive
- Exclusive lead banners, strategically positioned, at the head of an appropriate page within worldcruiseindustryreview.com to divert traffic back to clients' corporate homepage
- Advanced, industry-leading marketing statistics by WebTrends, providing exhaustive, real-time data on user sessions to confirm our clients' return on marketing spend



World Cruise Industry Review

Digital Edition

5,000 copies will be sent via email to senior decision makers who buy, specify and recommend products at major companies world wide.

Your magazine ad will also appear in our interactive digital edition, further broadening its exposure and impact. Having it placed in an environment where the reader is already interested in the subject matter will stimulate an impulse to research further and to decide to buy.

Take your ad to another level by adding a link to your website for instant access, or enhance it with animation or video to make it even more engaging for readers.

If you'd like to show that you support **World Cruise Industry Review**, consider becoming a Featured Sponsor on our website so that readers can see your brand alongside ours.

To communicate your brand the most effectively, we can create an entire microsite for your brand. In this dedicated online area, you can use the 400-word profile to tell our readers about your services alongside your logo, links to your website and your contact details. Use this option when you have a complex message to broadcast.

Online advertising, digital edition

Advert sizes

Banner (468x60 pixels)

Mini Tower (120x300 pixels)

Spotlight (120x60 pixels)

Production details

All ads must be supplied in either JPG, GIF, animated GIF, HTML or SWF file formats



World Cruise Industry Review

Marketing Options

Our range of executive products offers one of the most varied and competitive price plans on offer today. Select from an array of creative and flexible solutions across a range of media to meet your specific needs. Please feel free to contact your relevant sales representative to find out how we can tailor a package that matches your requirements to reach your target audience.

In Print

- We ensure your messages and your brands are placed in front of key decision-makers, providing you with invaluable exposure for your business.
- Strategic placement allows your advertisement to be positioned in the section that focuses specifically on your product area, highlighting you as a primary solution provider.

Online

- We exploit the dedicated readership that our own data centre has developed over the last two years.
- Our innovative projects and news sections are regularly updated, bringing industry professionals back day after day.
- Each section of worldcruiseindustryreview.com is fully optimised to attract relevant traffic from all the world's major search engines.

Account Management

- Our dedicated account management service provides a truly personal touch, with each client assigned an individual account manager.



World Cruise Industry Review

US\$ Rates

	Colour	Spot	Mono
Double-Page Spread (DPS)	€15,260	€14,420	€13,790
Single Page	€9,660	€8,540	€8,120
Half Page	€5,740	€5,040	€4,760
Island	€6,300	€5,600	€5,320

	Special Positions		
Outside back cover	€14,420	-	-
Inside front cover	€13,720	-	-
Opposite contents	€12,180	-	-

Online options

The package includes:

- **Optimised 600-word solutions and services showcase**
- **Exclusive lead banner position**
- **Special white paper service**

Advertising Package

The package includes:

- **Your advertisement placed within the relevant editorial section**
- **Highly targeted and audited circulation**
- **A products and services listing for the Supplier Index**
- **A reader response system**
- **Search engine optimisation**



For further information on joining the world cruise community and for customised and bespoke publishing options please contact your:

Richard Hunter
Senior Account Manager
T +44 20 7936 6732
E richardhunter@globaltrademedia.com

Online advertising, digital edition

Advert sizes

- **Banner (468x60 pixels)**
- **Mini Tower (120x300 pixels)**
- **Spotlight (120x60 pixels)**

Production details

- **All ads must be supplied in either JPG, GIF, animated GIF, HTML or SWF file formats**

World Cruise Industry Review

Eur€ Rates

	Colour	Spot	Mono
Double-Page Spread (DPS)	€15,260	€14,420	€13,790
Single Page	€9,660	€8,540	€8,120
Half Page	€5,740	€5,040	€4,760
Island	€6,300	€5,600	€5,320

	Special Positions		
Outside back cover	€14,420	-	-
Inside front cover	€13,720	-	-
Opposite contents	€12,180	-	-

Online options

The package includes:

- **Optimised 600-word solutions and services showcase**
- **Exclusive lead banner position**
- **Special white paper service**

Advertising Package

The package includes:

- **Your advertisement placed within the relevant editorial section**
- **Highly targeted and audited circulation**
- **A products and services listing for the Supplier Index**
- **A reader response system**
- **Search engine optimisation**



For further information on joining the world cruise community and for customised and bespoke publishing options please contact your:

Richard Hunter
Senior Account Manager
T +44 20 7936 6732
E richardhunter@globaltrademedia.com

Online advertising, digital edition

Advert sizes

- **Banner (468x60 pixels)**
- **Mini Tower (120x300 pixels)**
- **Spotlight (120x60 pixels)**

Production details

- **All ads must be supplied in either JPG, GIF, animated GIF, HTML or SWF file formats**

World Cruise Industry Review

UK£ Rates

	Colour	Spot	Mono
Double-Page Spread (DPS)	£10,900	£10,300	£9,850
Single Page	£6,900	£6,100	£5,800
Half Page	£4,100	£3,600	£3,400
Island	£4,500	£4,000	£3,800

	Special Positions		
Outside back cover	£10,300	-	-
Inside front cover	£9,800	-	-
Opposite contents	£8,700	-	-

Online options

The package includes:

- **Optimised 600-word solutions and services showcase**
- **Exclusive lead banner position**
- **Special white paper service**

Advertising Package

The package includes:

- **Your advertisement placed within the relevant editorial section**
- **Highly targeted and audited circulation**
- **A products and services listing for the Supplier Index**
- **A reader response system**
- **Search engine optimisation**



For further information on joining the world cruise community and for customised and bespoke publishing options please contact your:

Richard Hunter
Senior Account Manager
T +44 20 7936 6732
E richardhunter@globaltrademedia.com

Online advertising, digital edition

Advert sizes

- **Banner (468x60 pixels)**
- **Mini Tower (120x300 pixels)**
- **Spotlight (120x60 pixels)**

Production details

- **All ads must be supplied in either JPG, GIF, animated GIF, HTML or SWF file formats**