

World Cruise Industry Review

World Cruise Industry Review is an executive 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: \$2-3 billion is invested annually on new technologies and refitting alone, and 117 new cruise liners are on order between now and 2027 at a total value of \$63.7 billion. 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.

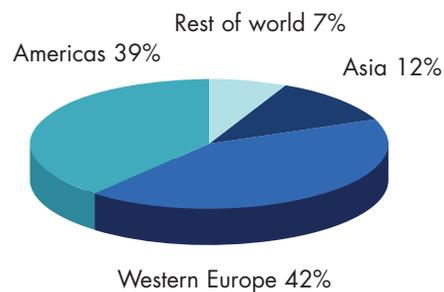


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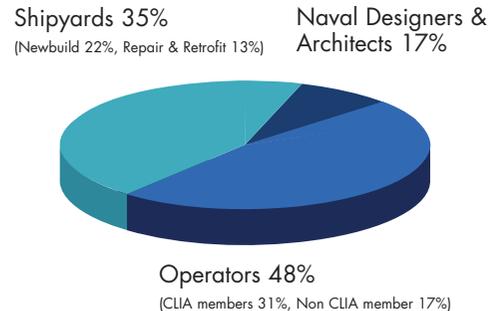
Readership & Distribution

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 5,200 hard copies and over 25,000 digital copies of each issue to decision makers in the cruise industry, generating a projected readership of over 40,000, 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



Breakdown of Readership



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

World Cruise Industry Review

Editorial 2019 volume 1

Big interview

- Last November, CLIA appointed its fourth CEO in four years, Kelly Craighead. Formerly executive director of the National Travel and Tourism Office, this DC insider has a lot of issues on her plate as 2019 gets under way, not least fears that the current economic boom fuelling cruise demand is about to end. World Cruise Industry Review talks to Craighead about her ambitions for the coming year.

Shipbuilding maintenance & repair

- The average cruise ship is designed to last up to 30 years in peak condition. After that, though, its fate is uncertain. Where some are destined for scrap yards in India and Bangladesh, others go on to serve as museums, hotels, or artificial reefs. As the cost of new builds rises, however, more and more operators are choosing to renovate aging vessels. World Cruise Industry Review investigates how and why cruise ships are being kept useful as they age.
- Ponant's ambitions are grand, at least judging from the operator's order book: two new builds next year, with a total of 12 by the year 2021. How will this rapid expansion of the French line's fleet anticipate not only passenger needs, but also increasingly stringent environmental regulations on fuel? World Cruise Industry Review talks to Petiteau Mathieu, newbuilding and R&D director for Ponant, to find out more.

Safety at sea

- Cruise ships are no safe haven when it comes to sexual harassment and assault. As the conduct of all men comes under fresh scrutiny in the #metoo era, World Cruise Industry Review talks to Brett Rivkind, an advocate specialising in sexual assault cases on cruise vessels, and Donald Brown, CLIA's vice-president for maritime policy, about how cruise lines can best police and prevent such behaviour.

Environmental issues

- Cruise ships have long suffered a reputation for being cavalier about their impact on vulnerable ecosystems, from using dirty fuels to dumping grey water indiscriminately. What is the industry doing to safeguard wildlife against the arrival of passenger vessels? World Cruise Industry Review talks to Donald Brown, CLIA's vice-president for maritime policy, Rachel Wang, WWF-Canada's specialist on marine conservation, and Simon Banks, the Great Barrier Reef Marine Park Authority's general manager for reef protection, about what still needs to be done.

Operations management

- It seems like artificial intelligence is reaching into more and more aspects of daily life. Now, cruise operators are joining in with new apps and processes designed to improve passenger experiences and streamline internal operations. World Cruise Industry Review talks to Paul Soulsby, senior vice-president for shared services at Costa Crociere, and Alan B. Buckelew, Carnival's chief information officer, about how AI and big data will help the cruise sector navigate its future.

Food & beverage

- When it officially launches in 2020, passengers aboard Virgin Voyages' Scarlet Lady will be able to enjoy access to over 20 new restaurants, including vegetarian, Korean and Italian outlets. World Cruise Industry Review talks to Frank Weber, senior vice-president for hotel operators for the cruise line, about how the company aims to push variety and passenger satisfaction to the limit with its on-board cuisine.

Design

- Art isn't necessarily something one would associate with a cruise ship, but one organisation is succeeding in making the connection. Hired by Holland America to renovate the Nieuw Statendam, ArtLink have succeeded in turning the 99,500 ton vessel into a floating gallery. World Cruise Industry Review talks to designer Adam D. Tihany about how his previous experience at the cutting edge of interior design influenced his approach to this project.

Onboard services

- How 'instagrammable' can a cruise holiday be? That's the question confronting both social media managers and passengers. World Cruise Industry Review talks to Andrea Diez de Onate, social media manager at Carnival Cruise Line, and Russ Francis, an Instagram 'influencer', to find out how important the app is in promoting and ultimately enjoying a cruise.
- Hobnobbing with famous authors; enjoying high fashion; dancing with the stars: themed cruises offer experiences that would otherwise be out of reach back on land. World Cruise Industry Review chats to Lee Powell, vice-president for brand and product at Cunard, and Bertha Espinosa, vice-president for guest services at Crystal Cruises, about the organising principles behind these once-in-a-lifetime holidays.

Ports & destinations

- The Caribbean is the epicentre of the global cruise industry, with the region predicted to host over a third of all ships alone this year. However, a year of crime warnings, waning interest and a series of high-profile natural disasters might prompt second thoughts about the islands. World Cruise Industry Review talks to Dionisio D'Aguilar, the Bahamian minister of tourism, Gavin Smith, senior vice-president for Royal Caribbean for the region, and Beverly Nicholson-Doty, tourism commissioner for the US Virgin Islands, about how the region can continue to compete against newer destinations.
- Riven by terrorist attacks and economic instability only a few years ago, the Eastern Mediterranean is now bouncing back. World Industry Review talks to Francesco Paradisi, senior business development manager for southern Europe at Norwegian Cruise Lines, Leslie Peden, chief commercial officer at Celestyal Cruises, and Patrick Dahlgren, senior vice-president for global marine operations at Celebrity Cruises, about why interest among operators in the region is reviving.

Fuels

- Last year the International Maritime Organisation (IMO) agreed to cap sulphur emissions from all ships. With just under ten months out from the enforcement of the new rules, however, questions remain about how prepared the cruise industry is to comply. World Cruise Industry Review talks to Tom Strang, senior vice-president for maritime affairs at Carnival, and Bill Hemmings, director for aviation and shipping at Transport and Environment, about the substance of the new rules.

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.

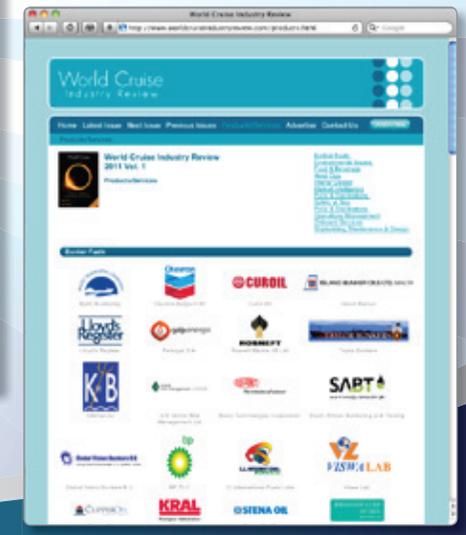
Our key clients promote their targeted message through specifically designed profiles.

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)	\$21,800	\$20,600	\$19,700
Single Page	\$13,800	\$12,200	\$11,600
Half Page	\$8,200	\$7,200	\$6,800
Island	\$9,000	\$8,000	\$7,600

Special Positions

Outside back cover	\$20,600	-	-
Inside front cover	\$19,600	-	-
Opposite contents	\$17,400	-	-

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 richard.hunter@compelo.com

Online advertising, digital edition

Advert sizes

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

Production details

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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	-	-

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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:

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