

# 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: \$2–3bn is invested annually on new technologies and refitting alone, while 75 new cruise liners & expedition ships are on order between now and 2028 at a total value of approx. \$ 45 bn. 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 and 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.

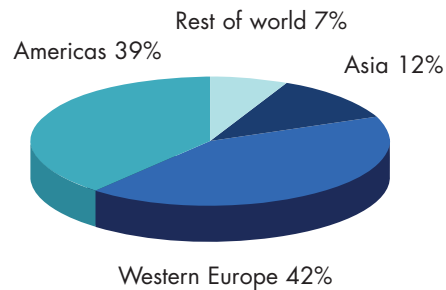


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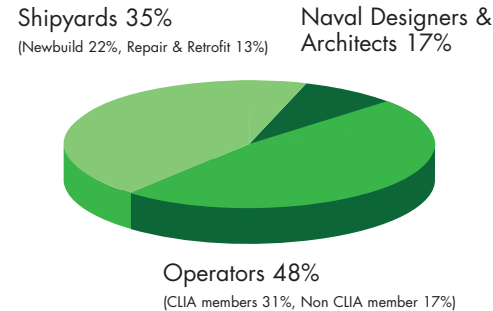
## Readership & Distribution

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 45,000 digital copies of each issue to decision makers in the cruise industry, generating a projected readership of over 50,000, 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 2023 volume 1

### CLIA

- Industry comment from CLIA.

### Big Interview

- After playing a critical role in Carnival Cruise Line's response to the pandemic, Josh Weinstein assumed the role of president, CEO and CCO in 2022. With over ten years at the company, WCR speaks to Weinstein to find about his career in the industry and goals for the cruise line going forward.

### Shipbuilding, maintenance & repair

- With 300 years in the business of sailing, MSC Cruises passion for the sea is unlike any other. As one of the largest cruise brands in the world, the group has set its sights on North America to expand its presence. WCR speaks to Rubén A. Rodríguez, president, MSC Cruises USA, to find out more.
- After 500 days at a standstill, the first ship to set sail for NCL was *Norwegian Jade* back in the summer of 2021. Now the cruise line's comeback is finally complete with *Norwegian Spirit* back in service, the 17th and final ship. This 500-day standstill, however, led to what NCL called its most extensive renovation in its history. WCR speaks to Harry Sommer, CEO at NCL to find out more.

### Design

- The average cruise passenger expects the very latest technology, and cruise lines need to keep up. Technology not only offers more precise navigation and safety but can also make the cabin experience more comfortable. WCR speaks to John Padgett, president at Princess Cruise; Lisa Lutoff Perlo, president & CEO of Celebrity Cruises; and designer of Celebrity Edge series staterooms Kelly Hoppen, to find out how they are adapting cabins for a smarter experience.

### Environment

- The topic on everyone's radar is sustainability, not least the cruise industry as pressure mount to become more environmentally friendly. WCR speaks to Martin Henriksen, head of sustainability at Hurtigruten Norway, as they strive for the first emission-free ship by 2030, and Ponant's CEO Herve Gastinel on its *Le Commandant Charcot*, as the first luxury hybrid hailed as the epitome of responsible and sustainable sailing.

### Fuels

- Due to come into force next year, all ships will need to fulfil the operation index CII. Primarily focused on distance travelled, a disadvantage for cruise ships that spend more time at ports and have shorter voyages, many have been calling for the current calculations to be reviewed. WCR speaks to Nick Smith, environmental officer at Disney Cruise Line, and Captain Minas Myrtilidis, vice-president environmental operations & compliance at MSC Cruises, to find out more.

### Safety at sea

- Recently approved by Lloyds Register, NAPA Stability – its new stability management software for passenger vessels – will enable ships to share and view stability data with onshore teams in real time, while also helping to balance safety and decarbonisation at the same time. WCR speaks to Esa Henttinen, EVP of NAPA Safety Solutions, and Iain McConnachie, senior manager, Nautical & Marine Safety at Carnival UK, for their insight.

### Operations

- There has been an influx of solo travelling as more people are not afraid to venture out and try new experiences on their own, and where better so go than a cruise? While in the past solo cruising has been weighed down due to a lack of options for those travelling alone, cruise ships are increasingly looking for ways to entice the solo traveller on board. WCR speaks to Gus Antorcha, president at Holland America Line, and David Dingle, CEO at Cunard, to find out what they offer for the solo cruiser.

### On-board services

- Gaming is now a major business – according to one recent study, the online portion alone is worth \$26bn. It is little wonder that cruise operators are getting in on the action, equipping their vessels with the most advanced systems. *World Cruise Industry Review* talks to Maureen Landry-Mancini at Disney Cruise Line, and Andru Fratarcangeli of GACUCON, to learn more.

### Luxury Cruising

- The ultra-luxury market is on the rise as the cruise industry sees a triumphant return to the seas for eager travellers. While established cruising companies are constantly looking for ways to up their game, luxury-hotel groups are also taking increasing interest in the cruise business. WCR speaks to Christopher Prelog, president of Windstar Cruises, and Luigi Matarazzo, GM of the Merchant Ships Division at Fincantieri, to find out more.

### Food and Beverage

- Food and beverages have been an integral part of any guest experience, often making or breaking the cruise experience. As the industry is moving away from traditional buffet dining, cruises are looking to wow with fine dining. With its food heroes headlining its food and beverages, P&O is setting a precedence for dining in their upcoming cruises. WCR speaks to P&O Cruises president Paul Ludlow, and Tami Blanco, vice-president strategic sourcing & site services at Carnival Cruise Line, to find out more.

### Ports and destinations

- Viking Cruises recently announced a number of new itineraries taking in both Greenland and Iceland, while P&O announced new Iceland-centric trips from 2024. This enthusiasm is not hard to understand, from volcanoes to fjords to a culture shaped by centuries of isolation, the Nordic fringe is a draw for nature lovers and adventurers alike. Not that any of this is straightforward: from environmental challenges to the safety risks of icebergs, there is much to consider. *World Cruise Industry Review* talks to Michael Ungerer, CEO at MSC spinoff Explora Journey, and Pablo Moles at Viking Cruises, to learn more.

# 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.

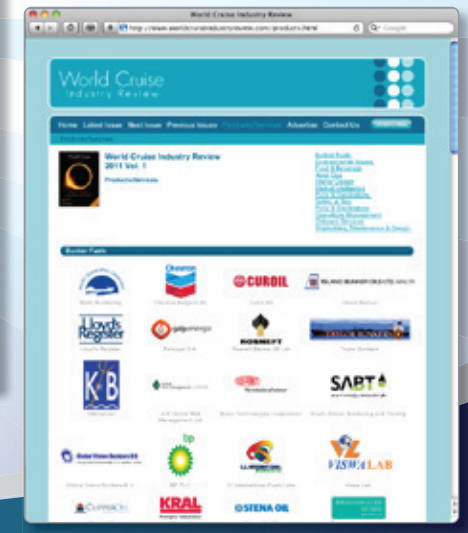
**Our key clients promote their targeted message through specifically designed profiles.**

### 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

45,000 digital copies will be sent via email to senior decision makers who buy, specify and recommend products at major companies world wide.

Your publication print advert 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 past 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

	<b>Colour</b>	<b>Spot</b>	<b>Mono</b>
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:

**Richard Hunter**

**Senior Account Manager**

**T +44 20 7406 6704**

**E [Richard.Hunter@progressivemediainternational.com](mailto:Richard.Hunter@progressivemediainternational.com)**

## Online advertising, digital edition

Advert sizes

- **Banner (468x60 pixels)**
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Production details

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## Eur€ Rates

	<b>Colour</b>	<b>Spot</b>	<b>Mono</b>
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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