



# SeatradeCruise

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**Media Kit 2019**  
In Print

# Maximise your reach within the global cruise community

 In Print  Online  At Events

## UBM's cruise portfolio

### Connecting customers globally

UBM plc is the largest pure-play B2B Events organiser in the world. In an increasingly digital world, the value of connecting on a meaningful, human level has never been more important. At UBM, our deep knowledge and passion for the industry sectors we serve allow us to create valuable experiences where people can succeed. At our events people build relationships, close deals and grow their businesses. Our 3,750+ people, based in more than 20 countries, serve more than 50 different sectors – from maritime to pharmaceutical ingredients. These global networks, skilled, passionate people and market-leading events provide exciting opportunities for business people to achieve their ambitions.



### Official publications

**Seatrade  
Cruise Review**

**Seatrade  
Cruise News**

For more information about our global maritime events, go to:  
[www.seatradecruiseevents.com](http://www.seatradecruiseevents.com)

**1.4 million+**  
website visits\*



**4,000+**  
opt-in newsletter  
subscribers



**55%**  
of magazine readers  
work at director level



\*annually

## 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.



## Seatrade Cruise Review

In a crowded marketplace, busied of 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 47 years of experience with a continual drive for innovation to meet the demands of the ever-growing cruise sector.



## Some of our top clients



## Editorial programme

### Seatrade Cruise Review Issue 1

Publishing March 2019



#### Regional reports

Caribbean, US East Coast Ports, German Ports & Destinations, Italy, Middle East & Red Sea, Australasia at Seatrade Cruise Global, 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 2019



#### Regional reports

Asia, Latin America, West Coast North America Ports, Northern Europe, Seatrade Europe Preview



#### Special features

Technical: SMART Shipping 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 2019



#### Regional reports

US Gulf & Mexico, Atlantic Canada, Germany, Caribbean Mediterranean & its joining seas, Africa & Indian Ocean, North European Ocean & River Cruise



#### Special features

Technical: F&B Technology and Supply  
Green Cruising: Propulsion & Emissions solutions, Refurbs & Interiors, Cruise Fleet List



#### Distribution

Seatrade Europe  
Seatrade Asia  
FCCA

### Seatrade Cruise Review Issue 4

Publishing December 2019



#### Annual review of

US Gulf & Mexico, Atlantic Cruise Market, Top Stories of 2018, Movers & Shakers of 2019



#### Stats

Cruise industry statistical analysis & commentary



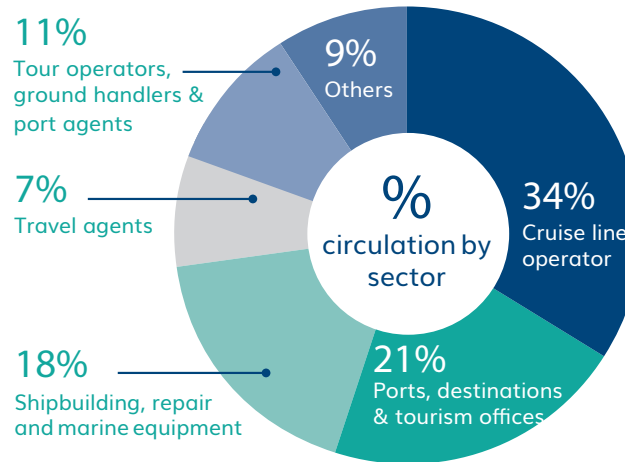
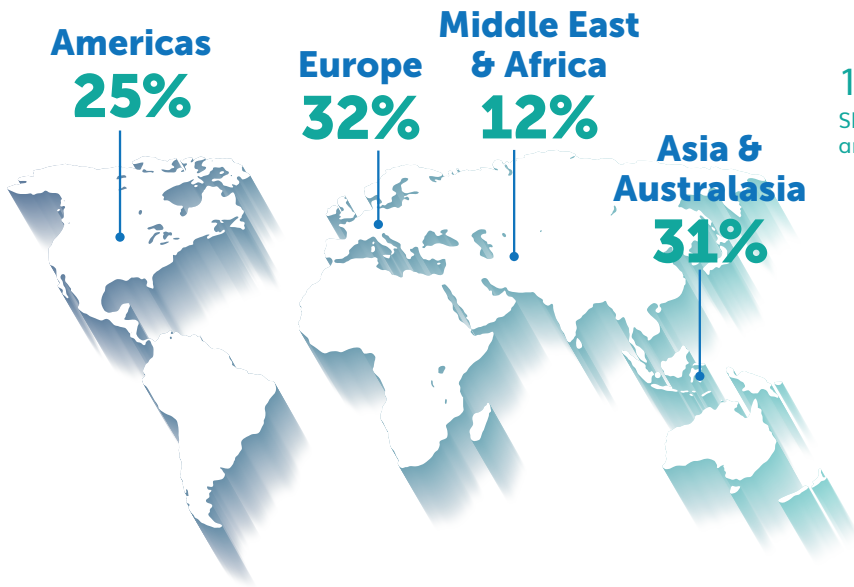
#### Looking forward

The outlook for 2020



# Demographics & distribution

In 2018, 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.



## Top Countries:

- |                |             |
|----------------|-------------|
| United States  | Italy       |
| Germany        | Switzerland |
| United Kingdom | France      |
| Spain          | Australia   |

## 2019 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...



**11,000+**  
expected visitors

Miami Beach Convention Centre,  
April 2019



**5,000+**  
expected visitors

Hamburg, September 2019



**1,000+**  
expected visitors

### Also distributed at:

The Florida Caribbean Cruise Association

## 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



## 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

## 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

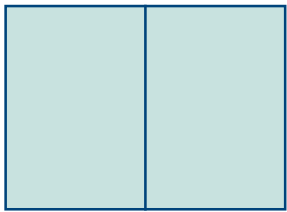
Standard Position	€
1 insertion	2,645
2-3 insertions	2,580
4+ insertions	1,895

### Loose insert

A4	€
Single or double sided	4,290

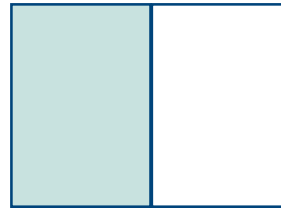
## Specifications

### Double page spread



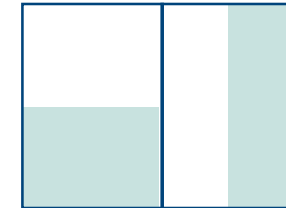
297mm (h) x 420mm (w)\*  
11¾in (h) x 16½in (w)\*

### Full page



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

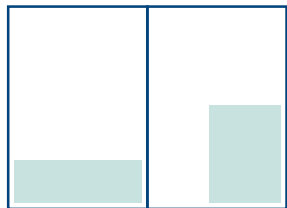
### Half page



**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)\*  
11⅝in (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.

## Contact us

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



### Europe, Middle East & Asia

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

