

PRACTICAL ADVICE FOR SELLING CRUISE HOLIDAYS

cruise

TRADE NEWS

Media Pack 2019





Cruise Trade News

We are the leading monthly title for UK travel agents selling cruise holidays. The magazine's portfolio of publications includes special supplements on topics such as expedition cruising, luxury cruising, and escorted tours, as well as regular newsletters and annual destination guides for both river and ocean cruising.

Real Response Media, the publisher of *Cruise Trade News*, also organises the **Cruise Challenge**, a travel agent training event with a unique format that takes place all around the country, as well as two annual awards ceremonies: **Cruise Stars Awards** for individuals working in the cruise industry and the **Wave Awards**, aimed at cruise lines, travel agencies, tour operators, cruise ports and port-of-call destinations.

EDITORIAL MISSION

Simply put, our stated aim is to help travel agents sell more cruise holidays in an effective and professional manner – whether they are based at a national chain, a local independent store or work from home.

We believe there is "a cruise for everyone" – it all depends on matching the right person to the right holiday. And, unlike other travel trade titles, we are truly 100% dedicated to the cruise industry .

Staff & testimonials



Colette Doyle is an award-winning magazine editor who has worked on publications in both London and the Gulf in a career spanning almost three decades.

Colette moved into business travel nearly 20 years ago when she was employed at the UK's largest privately owned publishing house, Haymarket, owned by Michael Heseltine.

She was based in Dubai for six years, during which time she helmed *Business Traveller Middle East*, the regional edition of the renowned London franchise, as well as being responsible for relaunching *Dubai Voyager*, the customer publication for leading airport retailer Dubai Duty Free.

Immediately prior to joining Real Response Media, Colette worked at Metropolis International where she headed up the travel retail channel's longest-established title, *Frontier*.

The thing she loves most about cruising is not having to carry her luggage around with her and the fabulous service.

colette.doyle@realresponsemedia.com

Gary Peters is an experienced journalist and editor who has written for a range of publications spanning a diverse set of subjects. Gary worked as co-editor on the official magazine for the Isle of Wight music festival and as an online sports reporter.

Prior to joining Real Response Media as deputy editor on *Cruise Trade News*, Gary was features editor at a monthly engineering magazine, managing a team of in-house and freelance writers.

He particularly loves how there is something different to enjoy on board each ship and is especially looking forward to sampling the drag cabaret on Virgin Voyages' *Scarlet Lady*.

gary.peters@realresponsemedia.com



"*Cruise Trade News* is a thorough way to get in-depth news, launches, promotions and sales messaging out to travel agent partners who specialise in our sector, since it is dedicated to – and focused on – all things cruise."

**Carly Perkins, marketing manager
HOLLAND AMERICA LINE**

"What I really like about *Cruise Trade News* is the 'physical' paper copy of the magazine – it's nice to flick through a quality magazine as opposed to reading everything online. I love the reviews, and updates on new ships – it's good to have that knowledge since clients like their agents to know about all things cruise. It's a great resource to have."

**Yvonne Allen, sales director,
PONDER'S TRAVEL**

"*Cruise Trade News* is a valued tool for us as agents to stay up to date with all the latest information within our industry. With a friendly and efficient team who understands our brand and what we do, it's a useful publication for us to share our knowledge with the readership and expose our brand further on a professional level."

**Paul Frost, managing director,
CRUISE DIRECTION**

"I like the broad coverage that *Cruise Trade News* delivers, covering all cruise lines across all sectors. I love the personal approach with information on cruise line staff – I'm sure travel agents love reading about the people who visit them. This is a great, well-rounded publication that is insightful and informative."

**Janet Parton, sales director,
AVALON WATERWAYS**

"Publications such as *Cruise Trade News* are an important resource for agents to gain insight and keep up to speed with news, reviews and information about our fast-moving industry."

**Andy Harmer, director,
CLIA UK & IRELAND**



Readership & circulation

CIRCULATION BREAKDOWN

Cruise Trade News reaches travel agents who have a stated interest in selling cruise holidays. Every agent who receives *Cruise Trade News* has gone through a registration process with us, not only requesting the magazine but also telling us how many cruise holidays they sell, who they work for, the type of role they occupy and much more.

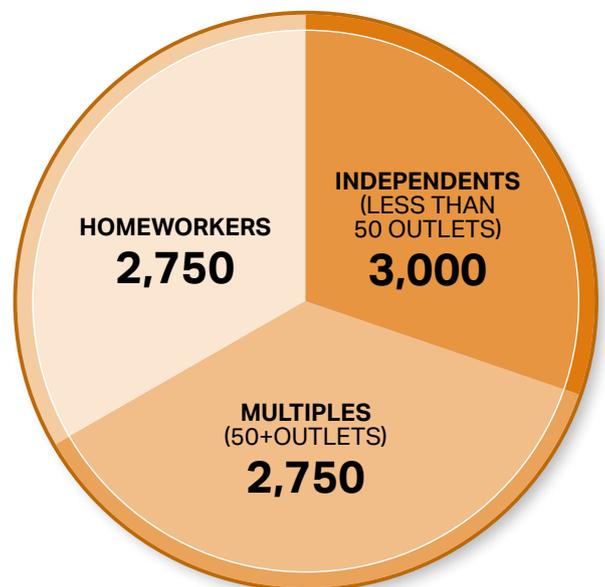
Our core readership are agents currently selling cruise, but we are increasingly receiving registrations from agents and tour operators who are looking to expand their business by selling cruise-based holidays to their customer bases.

Our readership is hungry for information on how best to sell cruise holidays and individual cruise brands more effectively. As a magazine, we produce around five times more content annually on the cruise market than the weekly travel trade press combined, which makes *Cruise Trade News* an essential element to any trade marketing campaign.

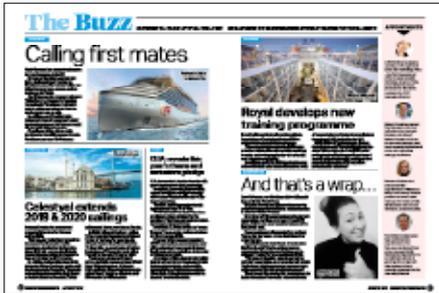
REGISTRATION BREAKDOWN

Cruise Trade News reaches a wide mix of agents, from high street retailers through to those working in independent agents across the country to homeworkers. We also work with all the key consortia to ensure that we deliver to all the key agents in the sector.

UNRIVALLED
COVERAGE FOR
AGENTS LOOKING
TO SELL CRUISE
HOLIDAYS



Editorial content



The Buzz

We bring you all the latest developments in the international cruise sector



Sales inspiration

A comprehensive round-up of offers, incentives and promotions, specially devised to reward travel agents



Making Waves

Advertorial opportunities, written and edited by our in-house team



At a Glance

This regular feature highlights the key elements of the ship profiled



Six of the best

Themed articles homing in on a particular aspect of cruise



River cruising

This hugely popular segment of the market is gaining in popularity every year, so we run a dedicated feature in every single issue



Luxury cruising

Reviews of the newest ships to set sail this season



Destinations

A dedicated eight-page section on the hottest, hippest places on the planet



Trend Watch

Focusing on the prevailing trends and most-talked-about concepts within cruise

Features list

JANUARY

Destination focus
Australia & New Zealand
River cruise focus
Exotic rivers
Six of the best
Music cruises
Focus on
Solo holidays

FEBRUARY

Destination focus
Canada & the Arctic Circle
River cruise focus
Russian waterways
Six of the best
Special occasion cruises
Focus on
Pre and post-cruise tours

MARCH

Destination focus
Atlantic Islands
River cruise focus
The Danube
Six of the best
Sport/activity cruises
Focus on
Brands at sea

APRIL

Destination focus
Alaska
River cruise focus
American Rivers
Six of the best
Expedition cruises
Focus on
Small ships

SPECIAL SUPPLEMENT
Luxury cruising

MAY

Destination focus
Central America
River cruise focus
The Nile
Six of the best
Solo cruises
Focus on
Rail experiences

JUNE

Destination focus
Caribbean
River cruise focus
French waterways
Six of the best
Budget cruises
Focus on
Multigenerational cruises

SPECIAL SUPPLEMENT
Escorted tours

JULY/AUGUST

Destination focus
Mediterranean
River cruise focus
The Rhine
Six of the best
Christmas cruises
Focus on
Luxury cruises

ANNUAL GUIDE
Asian river cruising

SEPTEMBER

Destination focus
Western Canada
River cruise focus
Christmas markets
Six of the best
Technological developments
in cruising
Focus on
Themed cruises

OCTOBER

Destination focus
South America & Antarctica
River cruise focus
The Douro
Six of the best
On-shore itineraries
Focus on
Guest experience technology

ANNUAL GUIDE
Ultimate guide to ocean cruising

NOVEMBER

Destination focus
Southeast Asia
River cruise focus
3G Cruise
Six of the best
Multigenerational cruises
Focus on
Ship design

ANNUAL GUIDE
Ultimate guide to river cruising

DECEMBER

Destination focus
Scandinavia & The Baltic
River focus
The Yangtze & Asia
Six of the best
Themed cruises
Focus on
Private islands

SPECIAL SUPPLEMENT
Expedition cruises

ANNUAL GUIDE
Cruise contacts

Print ratecard & specs

Advertising and promotional rates for **CRUISE TRADE NEWS**
and the **ULTIMATE GUIDE TO OCEAN CRUISING**

DISPLAY

DPS	£5,440	Size: Trim: 420mm (w) x 280mm (h). Bleed: 426mm x 286mm.
Inside/Outside Cover	£4,080	Size: Trim: 210mm (w) x 280mm (h). Bleed: 216mm x 286mm.
Full Page	£3,400	Size: Trim: 210mm (w) x 280mm (h). Bleed: 216mm x 286mm.
Half Page	£2,040	Size: Trim: 174.5mm (w) x 118mm (h).
Quarter Page	£1,075	Size: Trim: 84mm (w) x 118mm (h).

ADVERTORIAL

DPS	£6,750	Please contact us for more information
Full Page	£4,000	Please contact us for more information

SPECIALS

Making Waves	£8,000	Please contact to us for more information
Cover wrap	£7,000	Size: Trim: 420mm (w) x 207mm (h). Bleed: 426mm x 213mm.
Belly-bands	POA	Please contact us for more information
Editorial Sponsorship	POA	Please contact us for more information

INSERTS

Up to 10g	£200 per 1,000	Please contact us for more information
Over 10g	POA	Please contact us for more information

Sending us your advertising copy

- 1 Please name all files as below example:
CTN_ISSUE DATE_NAME OF ADVERTISER
- 2 Please supply as print-ready PDF flattened format, min 300dpi resolution file
- 3 All artwork must be 4 colour process (CMYK), no RGB colour format
- 4 All files must be supplied with trim/crop marks showing

Full technical specifications are from the Ghent workgroup 2015 and available here:
<https://www.gwg.org/gwg-2015-specifications/>

Advertising contacts

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Rochelle Streater

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Digital advertising



Newsletters

The CTN weekly newsletter goes out to our entire database and each issue contains a collection of latest news, incentives and city guides. Other than the website, it is our most engaged platform, with an average open rate of 21% and a CTR that regularly surpasses 20%. Taking a banner on our newsletter is a great way to raise or reinforce your brand awareness at a key time of year, but it is the feature story that we can tie in to newsletter sponsorship that really delivers the engagement. Speak to our sales teams about the options that would work best for you.

Solus emails

If you have a specific message, promotion or set of offers that you would like to share with our audience then our solus emails give you that opportunity. Your voice, your style, your brand and your message. All we do is proof the content, ensure that it will work in the best way possible with each email platform and send it out. Our solus emails go out to 10,000 agents at a time of your choice.

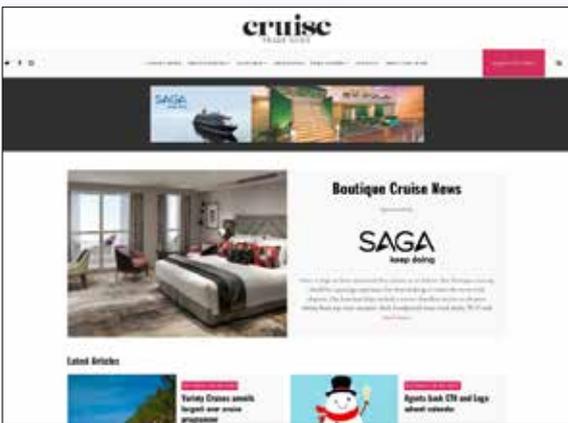


Content hub sponsorship

By sponsoring our content hubs, clients can work with us throughout the year, posting up native content about the brand, as well as enabling year-long advertising and branding opportunities within the hub itself.

Hubs sponsors will also benefit from being promoted in our regular newsletters and across our social media platforms.

Content hub sponsorship is the most comprehensive opportunity to take ownership of a theme or destination that enhances your brand/product USPs and control the narrative by ensuring that a story a month is posted for our travel agents to read and engage with.

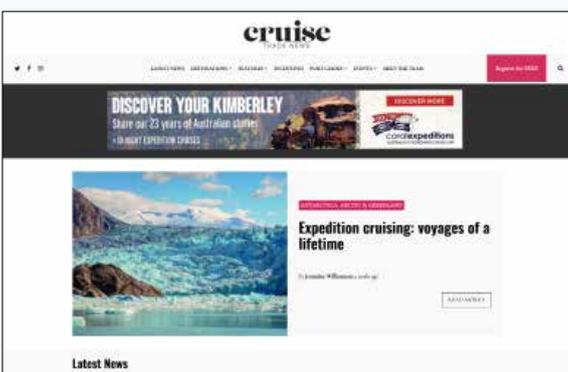


CTN incentives of the week

This regular email gives our advertisers the opportunity to promote their latest incentives to our database of 10,000 agents. Sent out on a Monday, we promote a maximum of six incentives each week. A promotional slot can be booked on a monthly, quarterly or even annual basis and all we require each week is the incentive name, 50 words, images, logo, URL and any other call to action that you want to feature.

Homepage banner

The homepage banner gives you the opportunity to put your brand in front of our entire audience of industry agents, organisations and cruise lines. With a steadily increasing audience that currently stands at 10,000 unique users each month, there is no better way to announce your incentive, offer or product launch to a targeted and engaged audience of cruise professionals.



Digital ratecard & specs

EMAILS

- Solus email
- Solus email with resend to unopens
- Newsletter sponsorship
- Incentives of the week – price per week

PRICE PER EMAIL
£1,200
£1,500
£1,500
1 month = £250
3 months = £200
12 months = £150

For the newsletter sponsorship we will need

- 2 banners 600px x 100px (w x h) for desktop
- 2 banners 600px x 330px (w x h) for mobile (can be same design as above)
- A header image for your story that we can also use on the newsletter – hi-res, around 1MB, 1500px width.
- A 400-word press release or story outline that our editorial team can turn in to a story – these work better alongside an offer

For the solus email we will need

- The HTML needs to be optimised for email broadcast, and ideally responsive as a very large proportion of views will be on a mobile device. If you are going to be hosting your own images in the email, we would only need the HTML file. Alternatively, we can host your email images, in which case we would need the HTML file along with a folder containing all of the images in the email. We can also do a combination of the two, just be sure to make all the images you are hosting publicly accessible online.
- If you are going to be sending us an images folder, it's handy to have all the images located relative to the HTML document. This makes it easier when we have to update the image URLs when they have been uploaded to our server. We can also deal with HTML exported from other platforms like Mailchimp.

SECTION SPONSOR

Content hubs cost per month

PRICE PER MONTH
£1500

For each hub we need

- 1 x banner (pixels - w x h) – 728 x 150 pixels (desktop) and 800 x 800 pixels (mobile).
- An eye catching and relevant image for the header – no bigger than 1MB
- 60 words of text explaining why the client has sponsored their section (our writers can help with this)
- Black vector EPS logo image (no background)
- A URL/link to point to
- One story per month – these will be displayed on the hub page, the news page, the homepage within the newsletter and on social media. We recommend at least one interview with our journalists and inviting them to cover an 'event' that you are looking to promote

FLUID HOMEPAGE BANNER

Homepage sponsor banner

By using this fluid solution, the banner resizes automatically to fit whatever device is being used, always delivering the best solution visually.

For the fluid homepage banner we will need

- An eye catching and relevant image for the background – hi-res, around 1MB, 1500px width
- 20 words of text explaining your pitch/offer/sell
- Black/white (depending on background image colours) vector EPS logo image (no background)
- A URL/link to which the banners can point

PRICE PER CAMPAIGN			
1 Month	3 Months	6 Months	12 Months
£2,500	£6,000	£9,000	£12,000

CONTENT

- Agent competition
- Advertorial/native content
- Social shout out

POA – Includes content, email & social
£1,000 per post
£500 – posts on Instagram, Twitter & Facebook

cruise

TRADE NEWS

Contact us

St Mark's Studios, 14-16 Chillingworth Road, London, N7 8QJ

0208 444 2554

www.cruisetradenews.com

Social Media Accounts

[cruisetradenews](http://cruisetradenews.com)



[@cruisetradenews](https://twitter.com/cruisetradenews)



Cruise Trade News

