

CRUISE & TRAVEL

UK'S BESTSELLING CRUISE AND TRAVEL MAGAZINE

**MEDIA PACK
2023**

cruiseandtravel.co.uk





FROM THE EDITOR

WELCOME TO THE NEW-LOOK CRUISE & TRAVEL, the highest-selling cruise magazine on UK newsstands, offering a wealth of advice, inspiration and information for new-to-cruise readers and experienced cruise travellers alike.

Combining high-quality photography and award-winning editorial, this glossy, bimonthly magazine celebrates the very best of holidays on the water, with unrivalled distribution via high-street outlets, supermarkets, luxury retailers and independent newsagents throughout the UK and beyond.

Cruise & Travel's unique cross-platform approach also incorporates a recently upgraded website, weekly newsletter, social media platforms and an online-only magazine, along with opportunities to target the databases of our 16 sister titles at The Chelsea Magazine Company.

We can help you connect with a sought-after audience of affluent, 45-plus cruise travellers to forge loyal, long-lasting relationships between our readers and the best travel brands in the world.

Katie

KATIE MCGONAGLE
EDITOR

COMBINED
REACH IN PRINT
AND ONLINE
280,000

"A fantastic publication that's both informative and inspirational with a superb understanding of the intricacies of the cruise industry."

EDWINA LONSDALE, MANAGING DIRECTOR, MUNDY CRUISING

CRUISE & TRAVEL

The Chelsea Magazine Company is pleased to reveal a comprehensive redesign and rebrand of *Cruise International* following extensive reader research, market feedback and industry insight.

The new-look *Cruise & Travel* magazine retains a glossy, high-end feel and captivating photography, now with contemporary design and new features for new-to-cruise travellers and experienced cruisers alike. Readers can now enjoy:

- **More destination content**, including shorter reads about exciting experiences ashore, an expanded city guide highlighting a popular cruise port, and a destination feature focusing on pre or post-cruise stays.
- **More for cruise newcomers**, including an Insider's Guide to break down common areas of confusion for new-to-cruise travellers, plus Q&As and bite-sized advice offering jargon-free insight into the cruise world.



OUR AUDIENCE

Cruise & Travel is officially the bestselling specialist cruise magazine in the UK, selling more copies on the newsstand than its closest rival and with more than three times as many subscribers.

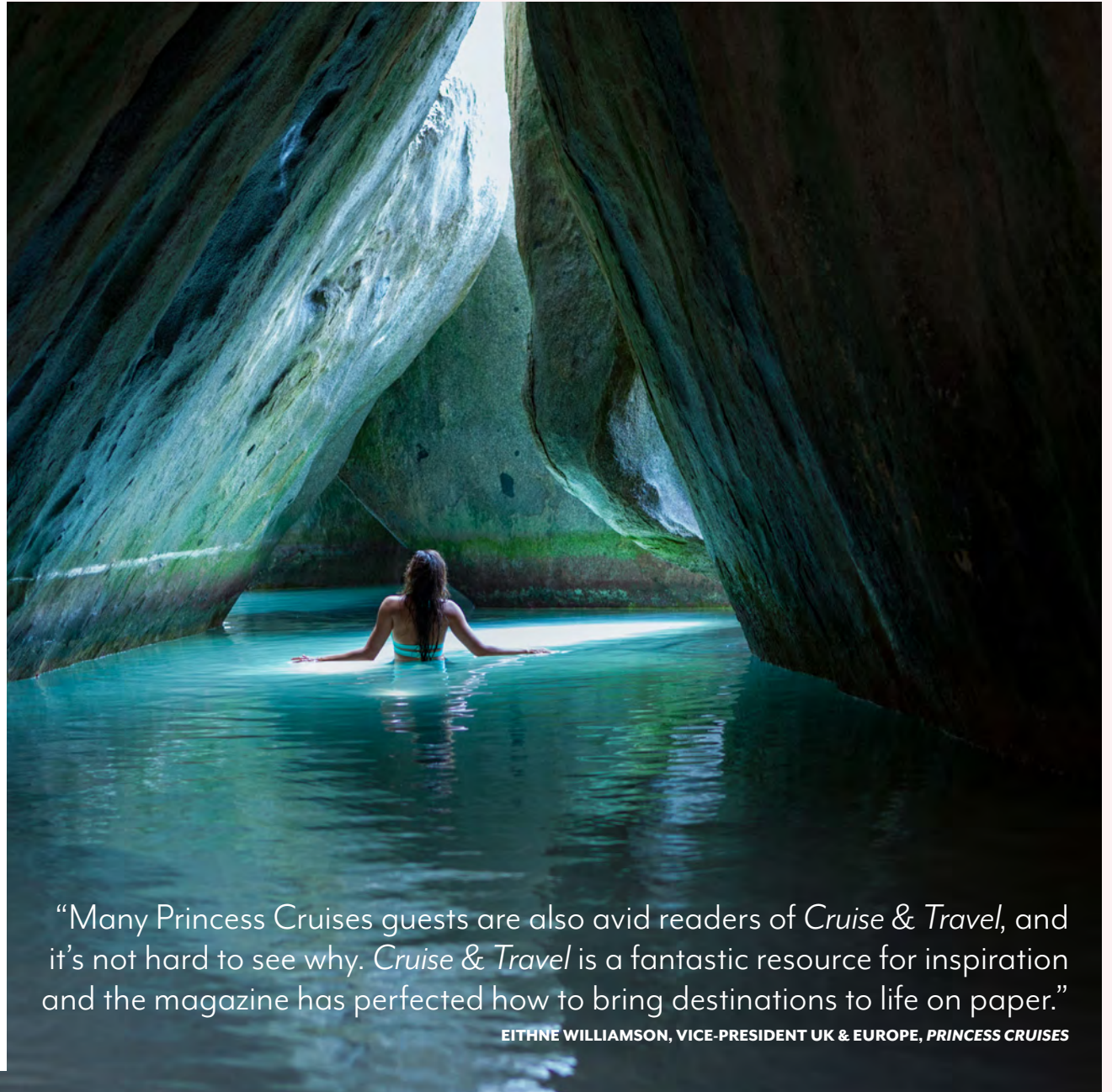
Our readers are keen cruise travellers, using *Cruise & Travel* and cruiseandtravel.co.uk to plan their next trip. The audience is passionate, affluent and engaged, with most readers taking at least one cruise each year.

OUR REACH

- 7 UK editions
- 80,000 Print readership
- 170,000 Website users
- 78,000 Foleon readers
- 25,000 Email subscribers
- 19,000 Social media followers

DISTRIBUTION

- Strategically promoted at key newsstands including Waitrose & Partners, M&S, WHSmith, Sainsbury's and Tesco.
- Leading independent newsagents in the UK.
- Targeted distribution to specialist travel agents, all major port terminals, on board ocean and river cruise ships and carefully selected hotels, airport lounges and railway hubs.



“Many Princess Cruises guests are also avid readers of *Cruise & Travel*, and it’s not hard to see why. *Cruise & Travel* is a fantastic resource for inspiration and the magazine has perfected how to bring destinations to life on paper.”

EITHNE WILLIAMSON, VICE-PRESIDENT UK & EUROPE, PRINCESS CRUISES

AUDIENCE INSIGHT

75% of readers are female

60% of readers are over 50

2 in 3 cruise travellers extend their stay on land

60% of cruise travellers return to a destination they first visited by ship

WHY DO READERS CHOOSE CRUISE?

83% cite visiting new destinations

46% say value for money

42% travel for food and drink

WHO DO READERS TRAVEL WITH?

10% solo travellers

70% travel as a couple

9% travel with a friend

12% travel with children or grandchildren

WHAT DO READERS ENJOY MOST?

City guides / cruise-and-stay ideas

Lesser-known destinations

History and culture

Wellness and spa

Wildlife and nature

Sources: Cruise International reader survey, 795 respondents, Oct 2022;
CLIA international survey, Sep 2022, 4,000 respondents



“Working with *Cruise & Travel* is a real pleasure. The expertise, flexibility and responsiveness of the team has enabled us to deliver strong results and connect with engaged audiences.”

INGRID HUNT, SENIOR MARKETING MANAGER, NORWEGIAN CRUISE LINE

ENGAGE

Promoting your brand through our omni-channel offering – across print, digital and social – offers a truly effective and integrated approach.

- UK/international edition (print & digital)
- Cruise Planner bonus edition
- New-to-cruise supplement (June/July)
- Themed issues and special guides
- Advertorials and sponsored content
- New-look website
- Weekly newsletter and solus emails
- Foleon digital magazine

CREATIVE PARTNERSHIPS

We are delighted to work with key partners to create high-quality content that will resonate with our readership and deliver maximum brand engagement. These include promotional features, bespoke supplements in print and on our innovative Foleon digital platform, competitions (data capture available) and more. Please contact us directly to discuss bespoke creative solutions.

Annual Cruise Planner

Digital channels



Supplements



Promotions

ADVERTISING RATE CARD

Cruise & Travel provides the perfect vehicle to promote high-quality, premium brands, products, and services to an affluent and discerning audience.

Promoting your brand through our omni-channel offering – across print, digital and social – offers a truly effective and integrated approach.

DISPLAY, INSERTS & CLASSIFIED

Double-page spread	£5,300
Outside back cover	£4,240
Inside front cover DPS	£6,360
Inside front cover	£4,240
Inside back cover	£3,710
Full page	£3,180
Half page	£1,908
Quarter page	£1,145
Double-page spread advertorial	£5,840
Full-page advertorial	£3,498
Inserts (per thousand)	POA

ADVERTISING CONTACT

SALES MANAGER

Warren Wilkinson • warren.wilkinson@chelseamagazines.com • 07939 213151

ADVERTISING

Jubilee House, 2 Jubilee Place, London SW3 3TQ, United Kingdom • Tel +44 (0)20 7349 3700

DIGITAL

DIGITAL AUDIENCE

We offer an integrated cross-platform solution through our website, social media and e-marketing platforms.

- **170,000** website users
- **226,000** page views
- **25,000** email subscribers
- **19,000** social media followers

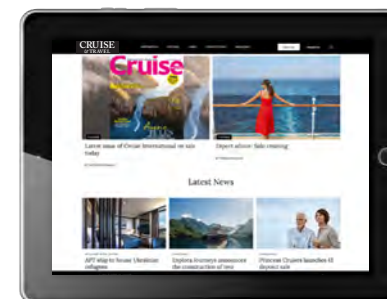
Our comprehensive website is packed with inspirational reviews, the hottest destination advice, celebrity interviews and the very latest ocean and river cruise news, to help both new and experienced cruisers alike plan their next holiday.

DIGITAL RATES

Website	
Reskin	£2,500
Online advertorial	£950
Competition	£1,000 + prize
Double MPU	£950
MPU	£550
Billboard	£750
Leaderboard	£750
Social Media Post	POA

Email marketing

Newsletter advertorial	£750
Newsletter leaderboard	£475
Bespoke solus email	£100 per 1000



Cruise & Travel Website

All advertisement bookings are subject to Chelsea Magazine Company's standard terms and conditions. Final copy is required on the ad copy deadline. Cancellations must be made in writing at least eight weeks prior to publication. All advertisements are subject to VAT at the standard rate. A discount of 10% is available to PPA-approved agencies. Production charges for alteration and setting may apply.

CALENDAR 2023

APRIL/MAY 2023

BOOKING
17 March 2023
ARTWORK
20 March 2023

ON SALE
31 March 2023

US Cruise-and-stay special

JUNE/JULY 2023

BOOKING
5 May 2023
ARTWORK
8 May 2023

ON SALE
19 May 2023

New-to-cruise supplement (Chelsea Flower Show)

AUGUST/SEPTEMBER 2023

BOOKING
23 June 2023
ARTWORK
26 June 2023

ON SALE
7 July 2023

Caribbean ■ Alaska ■ Danube

OCTOBER/NOVEMBER 2023

BOOKING
18 August 2023
ARTWORK
21 August 2023

ON SALE
1 September 2023

Northern Lights ■ South Pacific ■ New ships

DECEMBER/JANUARY 2024

BOOKING
13 October 2023
ARTWORK
16 October 2023

ON SALE
27 October 2023

Christmas markets ■ Antarctica ■ Winter sun

PLANNER 2024

BOOKING
8 December 2023
ARTWORK
11 December 2023

ON SALE
22 December 2023

New ships for 2024 ■ Cruise lines guide ■ Destinations

THE CHELSEA MAGAZINE COMPANY PORTFOLIO



THE
CHELSEA
MAGAZINE
COMPANY
LTD

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