

WORLD OF
cruising



MEDIA PACK 2020



MISSION STATEMENT

World of Cruising offers cruisers everything they need for a memorable holiday at sea. From our luxurious monthly magazine to our constantly updated social media sites, we offer our audience unparalleled access to all the latest news and ship reviews in the cruising market. World of Cruising offers holidaymakers everything they need to know from choosing their trip destination and ship to what to take on board and how to make the most of every moment of their vacation. Our aim is provide a one-stop shop for seasoned travellers and those new to cruise



THE WORLD OF CRUISING BRAND

‘As Editor of World of Cruising, I have the fantastic job of hand-picking the best destinations and trips for my readers. I aim to make World of Cruising a celebration of all that’s great about cruising – from amazing locations and glamorous ships to on-board entertainment and exciting, life-affirming experiences’

Vicky Mayer

Editor, *World of Cruising*

CIRCULATION & DISTRIBUTION

- Readership - **80,000**
- AB - **80%**
- Female - **53%**
- Male - **47%**
- Readers who take at least 2 cruise holidays per year - **78%**
- Unique users on worldofcruising.co.uk **80,000**
- Database **45,000**
- Average age - 55 - 65+



- Circulation - **30,000**
- Subscribers - **5,000**
- Newsstand - **5,000**
- Cruise ships and terminals - **5,500**
- Hotels and spas - **1,000**
- Airports - **2,000**
- Health and fitness Clubs - **1,500**
- Active cruisers from the WoC database - **10,000**

TARGETING REGULAR CRUISERS

Our subscribers love cruising and each issue we work with cruise lines and travel agency partners to deliver new audiences of regular cruise holiday bookers. This enables us to continue to grow our subscription base whilst delivering people who are actively interested in booking and going on cruise based holidays. You can also find us on board all the major cruise ships and at the UK's leading cruise terminals

NEW TO CRUISING

We also cater for those travellers who are looking for advice on how to start their cruise holiday experience. This is why we make sure our magazine is always widely available to new audiences at airports, leading hotels, Virgin Active and David Lloyd fitness clubs, beauty centres and other locations chosen to target the right demographic audiences for the cruise holiday market

NATIONWIDE NEWSSTAND

We understand how important it is for our readers to be able to pick up a copy of their favourite magazine easily each month so every issue of World of Cruising is available at WH Smith (Travel and High Street), Waitrose and Sainsburys stores. The magazine is also stocked at 750 independent news agents in targeted key demographic areas

THE CRUISE MARKET



- In 2018 the cruise industry in the UK generated **£2.6** bn revenue. This is growing by **7%** per annum
- **68%** of our readers take at least two cruises per year
- Our readers spend on average **£2,500** per person per cruise
- **90%** of our consumer database are looking to book a holiday in the next 12 months
- **75%** of our readers also take a non-cruise holiday each year

PLATFORMS

Average total readership per month

226,400



PRINT,
TABLET, MOBILE

80,000

Readership

+



ONLINE

WEBSITE

80,000

Unique Visitors

+



SOCIAL

21,400

Followers

NEWSLETTER

45,000

Emails

PROMOTIONAL AND MARKETING OPPORTUNITIES IN PRINT

COMPETITIONS

A perfect way to generate leads whilst also raising brand awareness. All you need to do is supply us with a prize to wow our audience and we do the rest – editorial, email/newsletter promotions, social media and a GDPR compliant data capture form online. We share opted-in data once the competition has ended and feature the winner editorially for extra promotional and PR value.

READER OFFERS

Promote an exclusive offer to our readers. We will help market this in print, online and via email and social media. Lots to tell potential customers about? Far too much for a simple advertorial? Then get us to write and produce your own special 16-page supplement. We will then distribute this to our entire audience and even provide extra copies for your own marketing and events.

EDITORIAL PROMOTIONS

Bring your brand, cruise or destination to life by commissioning an editorial promotion. Simply provide us with a brief, copy and images and our editorial and design teams will do the rest for you. For extra impact why not run a 3-page editorial promotion followed by a call to action advertisement.



BESPOKE SUPPLEMENTS

We produce special 16-page bespoke supplements based on a client brief and conversations. The supplement will have 40,000 copies printed and distributed to our entire circulation of World of Cruising and Cruise Trade News magazines. We can also tailor the circulation to go to certain promotional groups on our database (for example those interested in Expedition Cruising or those spending in excess of £3,500 on cruises) or extend the print run giving you copies for your own promotional activities.

INSERTS

A great way to generate direct response and promote multiple offers. We can even print these for you to make life easy. Our full run will deliver your message to our entire readership.

DIRECT MAIL

Let us execute a targeted direct mail campaign for you using our extensive database and the segmentation options that are available. We handle all the campaign fulfilment and we can even print your direct mail packs for you.



PROMOTIONAL AND MARKETING OPPORTUNITIES ONLINE

SOLUS EMAILS

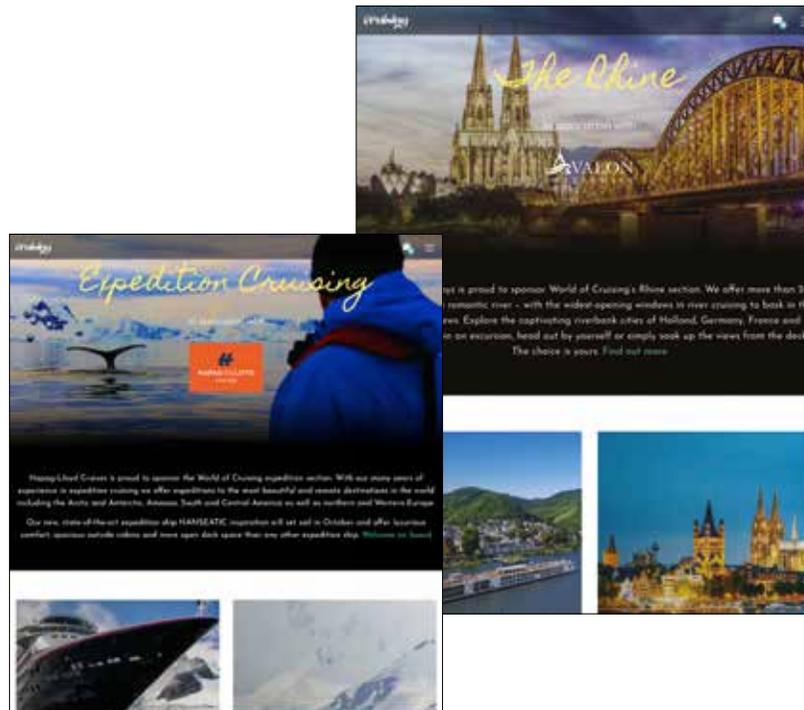
These are a great tried and tested way of getting your messages and offers out to our audience. With 45,000 opted-in emails and an average open rate of 16% we deliver performance above industry standards. We have a wide range of options to make your email marketing work harder for you from resending to non-opens to AB split testing subject lines pre-broadcast.

EDITOR'S PICK EMAILS

Sent every Tuesday, our Editor's Pick email is the perfect way to promote tactical and time-sensitive offers to the market. Consisting of only 6 offers linked together by an editorial introduction this unique format gets impressive CTRs and recipient engagement. Slots can only be booked on a quarterly basis.

WEEKLY NEWSLETTER SPONSORSHIP

Our weekly newsletter goes out on Fridays to 45,000 opted-in recipients. With an average open rate of 25% and high CTRs our newsletter reaches a very engaged audience. Sponsors get the lead story/offer within the newsletter and the option to complement this with an advertising banner.



SOCIAL MEDIA POSTS

With a community of over 20,000 followers which is growing every month, World of Cruising can offer our advertisers the chance to run monthly social campaigns to this audience across Twitter, Facebook and Instagram. Not only that, we can also target specific audiences for you with engaging content across all social platforms through paid posts from our handles.

CONTENT AND SOCIAL TARGETING CAMPAIGNS

Our editor will produce a SEO heavy advertorial style content piece promoting a topic of your choice (for example Destination, new itineraries, new ships) which will be posted onto our website with a lifetime tenancy. We will then target this content piece to your ideal audience (new to cruise, frequent cruisers, fine diners) through social media (Facebook, Twitter, Instagram) driving traffic while enabling you to track engagement and reach your KPI's.

BANNER ADVERTISING, VIDEOS AND SPONSORED ARTICLES

World of Cruising offers advertisers a wide range of banner opportunities across the website including the ability to do time-sensitive web takeovers. Advertisers can also sponsor

S U P P L E M E N T S



2020

ANNUAL GUIDE TO **LUXURY CRUISING**

ANNUAL GUIDE TO **RIVER CRUISING**

ANNUAL GUIDE TO **EXPEDITION CRUISING**

Now in their fifth year, World of Cruising's three annual special supplements provide an in-depth insight into these very different types of cruise holidays, including comprehensive coverage of each operator in the sector

MEDIA RATES

DISPLAY

DOUBLE PAGE SPREAD (OPENING) - **£5000**

DOUBLE PAGE SPREAD (IN BOOK) - **£4600**

INSIDE FRONT COVER - **£3200**

INSIDE BACK COVER - **£3200**

OUTSIDE BACK COVER - **£3200**

FULL PAGE - **£2800**

HALF PAGE - **£1700**

FULL PAGE ADVERTORIAL (INC DESIGN) - **£3500**

INSERTS STARTING FROM - **£99 PER 000**

CUSTOMISED MAGAZINES, CONTENT & SUPPLEMENTS

WHITE LABEL CUSTOM MAGAZINE

SPECIAL SUPPLEMENT

CONTENT SYNDICATION

£POA

SPECIAL CREATIVE EXECUTIONS

GATEFOLD

BARN DOORS

FALSE FRONT COVERS

BELLY BANDS/WRAP AROUND

£POA

ONLINE

LEADERBOARD - **£1000 P/M**

BANNER - **£500 P/M**

SPONSORED ARTICLE - **£1000 P/M**

VIDEO POST - **£750 P/M**

SOCIAL MEDIA POST - **£500 P/M**

CONTENT + SOCIAL TARGETING CAMPAIGN - **£2000**

P/M

EMAIL MARKETING & NEWSLETTER RATES

SOLUS EMAIL CAMPAIGN - **£1500**

SOLUS EMAIL CAMPAIGN RESEND + **£300 (£1500)**

A/B SPLIT TEST + **£150 (£1350)**

SEPARATE FOLLOW UP TO OPENS + **£200 (1400)**

EDITOR'S PICK SLOT + **£250 PW** (*Booked on a quarterly basis*)

NEWSLETTERS

NEWSLETTER BANNER - **£500**

NEWSLETTER SPONSORSHIP - **£1000**

SPECIFICATIONS

DPS

BLEED - w: 456mm x h: 306mm

TRIM - w: 450mm x h: 300mm

TYPE AREA - w: 420mm x h: 263mm

FULL PAGE

BLEED - w: 231mm x h: 306mm

TRIM - w: 225mm x h: 300mm

TYPE AREA - w: 190mm x h: 263mm

HALF PAGE VERTICAL

TRIM - w: 93mm x h: 263mm

HALF PAGE HORIZONTAL

TRIM - w: 93mm x h: 263mm

QUARTER PAGE

TRIM - w: 93mm x h: 125mm

NEWSLETTER BANNER

600px x 100px

CONTENT HUB BANNER

728px x 150px

TESTIMONIALS

‘World of Cruising is a ‘one stop shop’ for everything cruise. The magazine shows the diversity of our industry and gets our brand news out to cruise lovers around the UK, through quality editorial and images’

CARLY PERKINS

Marketing Manager, *Holland America, Seabourn*



‘World of Cruising is the leading consumer magazine for cruising holidays. This glossy publication informs its readers about everything cruise. Cruise & Maritime Voyages recognise this and are regular advertisers. The strong editorial team at World of Cruising present some truly inspirational features’

MIKE HALL

Head of Marketing, *Cruise and Maritime Voyages*



‘The team at World of Cruising provide an effective, professional and reliable service which we value as a channel to advertise our unique cruise packages. Having regularly advertised in the World of Cruising magazine over the past two years, it’s an important part of our marketing campaign to ensure we are reaching the right audience. We have been working with their expert digital team on our targeted email campaigns to ensure we are producing engaging and relevant content so their advice and support on this has been of great use to us’

PAUL FROST

Managing Director, *Cruise Direction*



DEADLINES

2020 ISSUES	ON SALE	COPY DEADLINE	SUPPLEMENTS / SPECIAL ISSUES
FEBRUARY	31 JANUARY	16 JANUARY	
MARCH	28 FEBRUARY	14 FEBRUARY	
APRIL	1 APRIL	19 MARCH	
MAY	1 MAY	16 APRIL	
JUNE	29 MAY	140 MAY	<i>Guide to River</i>
JULY/AUG	10 JULY	22 JUNE	<i>Ultimate Destination Guide</i>
SEPTEMBER	1 SEPTEMBER	14 AUGUST	<i>Guide to Luxury</i>
OCTOBER	1 OCTOBER	18 SEPTEMBER	
NOVEMBER	30 OCTOBER	16 OCTOBER	<i>Guide to Expedition</i>
DECEMBER	1 DECEMBER	16 NOVEMBER	<i>Cruise Planner</i>
2021 ISSUES			
JANUARY	31 DECEMBER	11 DECEMBER	



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