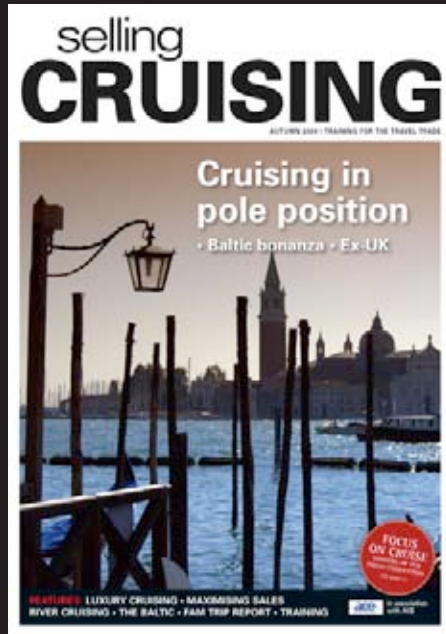


selling **CRUISING**



www.sellingcruising.com

MEDIA INFORMATION 2010



This is the year agents will have to keep their fingers on the pulse when selling cruising. With more ships, more choice and a savvy travelling public when it comes to prices, there are plenty of opportunities for agents to keep ahead of the game and make sure their clients are the first to know.

This is where Selling Cruising really makes a difference. Our cruise specialist journalists tell it as it is, with all the latest news and trends from the marketplace together with in-depth reports from industry leaders. Fam trips, cruise reviews and our complete guide to almost every cruise ship on the seas ensures Selling Cruising is the leading publication of its kind.

Jo Austin
Editor



Flo Powell from ACE says "Selling Cruising is the ideal magazine to keep readers up-to-date with the very latest news and trends in the ever expanding cruise industry. As the number of cruise ships and destinations continue to grow and record numbers of

Brits take a cruise holiday, the magazine is a great publication for enhancing and providing insight into the most innovative and exciting sector of the tourism industry.

With so much happening and such variety of choice, Selling Cruising magazine provides relevant features and articles to ensure the reader has the very latest information. The Association of Cruise Experts (ACE) is delighted to contribute a regular column to the magazine providing the latest ACE news,

training opportunities and events, all designed to make the reader more knowledgeable on everything cruise."



Fast Facts

TITLE: *Selling Cruising*

Overview

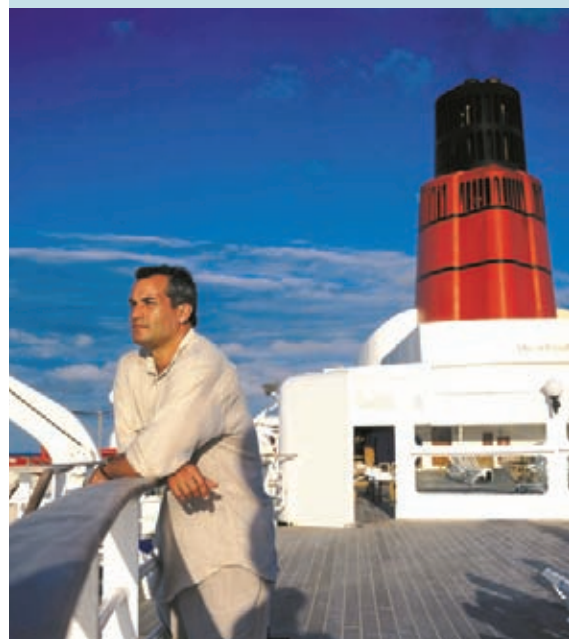
THE COMPREHENSIVE CRUISING GUIDE FOR THE UK AND IRISH TRAVEL TRADES

FREQUENCY: The tri-annual essential reference guide to cruising, *Selling Cruising* is published in April, June and September.

Monthly E-updates to our cruise specialist database, updating them with the essential news they need to know to sell cruises more effectively.

FORMAT: Glossy, full colour, A4, 40 page publication written and compiled by cruise industry experts.

Selling Cruising is also available online as an Emag. Online availability enables us to extend the circulation and reach of *Selling Cruising*, plus it gives our advertisers added value with live links to their own websites and interactive functionality



MEDIA INFORMATION



CONTENT: An update on the sea and river cruise markets' developments and trends:

- Advice from top trainers on how to improve cruise sales
- A guide to what's new in the world's top destinations; latest port developments, new shore options, cruise hotspots
- An essential guide to cruise brands, USPs and styles of ship, to help travel retailers find the right cruise for their client's needs
- Ships' spas, facilities for the disabled, themed and specialist cruises
- Weddings and honeymoons at sea, family cruising, conference and incentive facilities at sea
- In the Hot Seat - we invite a panel of top cruise industry players to answer agents' queries and discuss key issues - no holds barred!

Selling Long Haul & Short Breaks & Holidays Cruise News

IN ADDITION TO SELLING CRUISING MAGAZINE, BMI PUBLICATIONS PRODUCES REGULAR CRUISE NEWS SECTIONS IN *SELLING LONG HAUL AND SHORT BREAKS & HOLIDAYS* MAGAZINES:

- Including news, updates, interviews with leading figures from the cruising industry, reviews of ships and cruising products, agents' views on cruising, reports on cruise fam trips and much, much more.
- Providing the travel industry with a regular update on what's happening in the cruising industry.
- Sponsorship opportunities available - only one sponsor per issue.

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MEDIA INFORMATION

www.sellingcruising.com

Advertising Rates and Mechanical Data

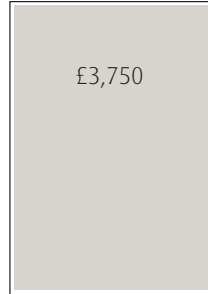
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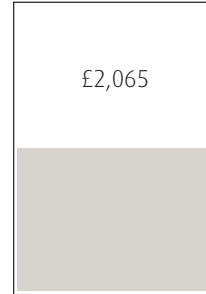
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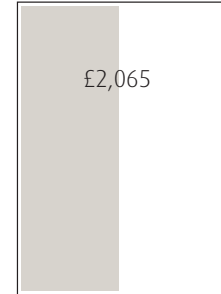
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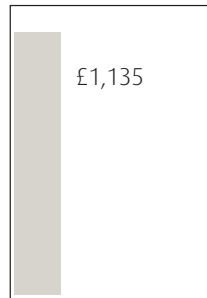
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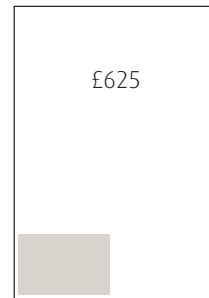
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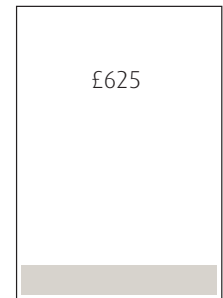
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EIGHTH PAGE



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EIGHTH PAGE



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 - Files should not contain any True Type or Multiple Master fonts, original JPEGs or copydot scan elements.
WE RECOMMEND THAT ONLY ADOBE TYPE 1 FONTS are used in any advertisement as other type fonts can distort when printed even if they look OK on the PDF/proof made from this.
 - Trapping must already be applied to all PDF files whilst all pantone and RGB images must be converted to CMYK prior to postscript stage.
 - Please ensure that an OPI system is not used when creating the PDF as this results in low resolution images.
 - A colour proof created from the finished PDF should be supplied by courier.
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Please note that we do not accept final film.