

INTERNATIONAL CRUISE SHIP INDUSTRY

Focusing on innovation in the global cruise industry

www.cruise-ship-industry.com

2020

MEDIA PACK

Quantifiable niche digital marketing to assist & optimise your media campaigns

Readership Profile

Editorial Details

Advertising Rates

Media Pack Information

WEBSITE AND NEWSLETTER

Launched in 2015, International Cruise Ship Industry (ICSI) is an industry recognised and respected news service, website and quarterly report. Focusing on innovation and technologies, ICSI reaches out to key industry operational decision makers. With a dedicated newsletter emailed to a strictly controlled and targeted growing list of over 5,000 cruise industry specialists (311 Expressed Permission within the EU and 4,743 Active Subscribers globally*) working amongst owners, operators, and managers in the international cruise ship market, we can help you maximise the results of your marketing campaign.

(*Publishers Statement September 2019)

2020

Website

Google Analytics
January – September 2019

UNIQUE USERS

2764

On average a month

**PAGE VIEWS
PER MONTH**

5021

Editorial

ICSI provides an internationally relevant news services to cruise professionals around the world. Helping the industry to remain informed and giving insight into the way people innovate and develop sustainable long term growth in an ever diversifying and fast changing international cruise market.

So as to guarantee your company's latest news is accessed directly by ICSI's online readers please email all Press Releases and all media communications to our Editor for consideration.

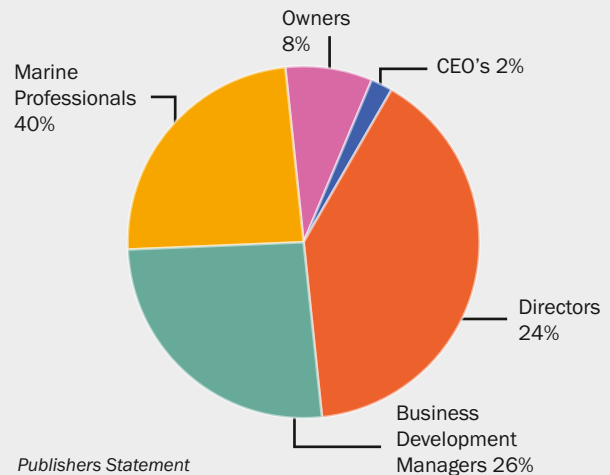
Ian Cochran, Editor

cochran@tankeroperator.com

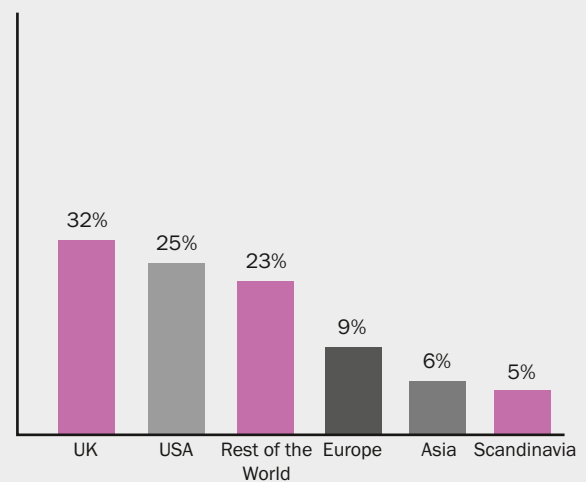
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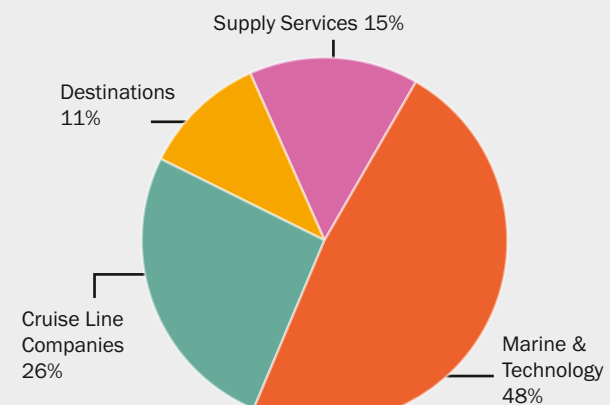
Readership Profile



Demographics



Industry Sectors





AIDAprima in Hamburg. Photo credit-AIDA

innovations

innovations
Focusing on innovation in the global cruise industry

Dutch designs at the forefront of style



Special Report
International Cruise Ship Industry

INTERNATIONAL CRUISE SHIP INDUSTRY

Innovations is a regular series of in depth reports focusing on the latest innovative products and technologies available in the cruise ship market. The report enables suppliers and senior developers to communicate their ideas to the important senior decision makers in the industry. Innovations is published and viewed on the www.cruise-ship-industry.com website by over 2,700 unique users every month, emailed out to the full 5,000 mail list via the bi-weekly newsletter, and also print copies are produced for extra distribution at major trade shows for companies.

To discuss Innovations further please contact Ian Cochran, Editor by email cochran@tankeroperator.com

innovations
Focusing on innovation in the global cruise industry

A 'HOT' approach to incident investigation



Special Report
International Cruise Ship Industry

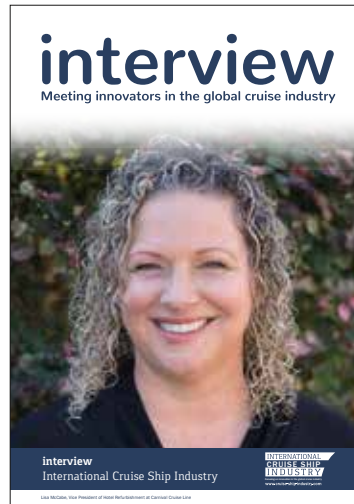
INTERNATIONAL CRUISE SHIP INDUSTRY



Anthem of the Seas' dodgem car track. Photo credit-Bolidt

interview

Meeting innovators in the global cruise industry



INTERVIEW is a meeting place online for innovators in the global cruise industry to talk about their work. This occasional series of conversations with executives focuses on the latest innovative events, ideas, products, services and technologies available in the cruise ship market.

To discuss your inclusion please contact Ian Cochran, Editor by email cochran@tankeroperator.com.

To obtain advertising and sponsorship of this series contact David Jeffries by email djeffries@onlymedia.co.uk



Advertising Costs

Website Banners

Ad Type	Size (w) x (h) (in pixels)	Basic per month
Type 1	564 x 90 Top of Page	GBP400/USD620
Type 2	300 x 250 Right Hand	GBP300/USD465

ICSI reserves the right to rotate up to 2 non-competing banner advertisers
All banners can be animated

All website banners appear on all pages

Discounts

Monthly	Discount
2	5%
4	7.5%
6	10%
8	15%
10	25%
12	40%

INNOVATIONS QUARTERLY REPORT:

Half Page Advertisement, Outside Back Cover
GBP950/USD1470

EMAIL BLASTS

Each GBP500/USD765

CATEGORY SPONSORSHIPS

Each category GBP500/USD765 per year
Sponsor Ad spec. 329px x 57px

WEBSITE

The screenshot shows the website layout with several ad spots marked:

- Type 1:** A large banner at the top of the page, above the navigation menu.
- Type 2:** A vertical sidebar advertisement on the right side of the page.
- Type 3:** A large rectangular area in the center of the page, below the navigation and above the main content, intended for a large advertisement.

International Cruise Ship Industry

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39-41 North Road
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Newsletter Banners

Ad Type	Size (w) x (h) (in pixels)	Basic per newsletter
Type 3	606 x 94 Top of Page	GBP300/USD460
Type 4	149 x 483 Skyscraper	GBP250/USD390
Type 5	149 x 132 Box	GBP150/USD230
Type 6	606 x 94 Bottom of page	GBP200/USD300

Monthly prices on application

Contact

David Jeffries, Sales Director

e: djeffries@onlymedia.co.uk

T: +44 (0) 208 1505293

NEWSLETTER

The newsletter layout includes:

- Type 3:** A banner at the top of the newsletter, below the header.
- Type 4:** A vertical sidebar advertisement on the right side of the newsletter.
- Type 5:** A large rectangular area in the center of the newsletter, below the main content, intended for a large advertisement.
- Type 6:** A banner at the bottom of the newsletter, above the footer.

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International Cruise Tourism Industry (ICTI) newsletter is a FREE to view, new researched and up to date regular industry news service. We aim to keep you up to date with the latest ideas and concepts, and the people involved with innovation. ICTI collates the news into one easy to read digital format. Visit the website for more news.

Ships | Technology | Ports | Entertainment | Catering | Communications
Accommodation | Security | Finance | Marketing | Refurbishment | Safety | Retail

Type 3

On 8th May, Transas and the Center for Simulator and Maritime Training (CSMART) - the training facility for Carnival Corp - have signed a multi-million euro contract to utilise Transas' simulators at CSMART's new facility, scheduled to open in summer 2016 in Almere, just outside Amsterdam. [Read More](#)

International Expeditions is to offer several small-ship sailings focused solely on Cuba in late 2015 and 2016. The three 10-day programmes, to take place in December, January and March, will use the 'Panorama', a 48-passenger three-masted sailing ship owned by the Greek cruise line Variety Cruises. [Read More](#)

The Alfa Laval PureSOx exhaust gas cleaning system is gaining ground in the cruise ship market. Following a lengthy selection and qualification process, four PureSOx scrubbers have been ordered by Royal Caribbean Cruises (RCL). Three of these will be PureSOx 2.0 systems, while the fourth will be the first test inline version of PureSOx. [Read More](#)

BMT ARGOS (BMT), a subsidiary of BMT Group, an international maritime design, engineering and risk management consultancy, has assisted Liverpool Pilots in its planning for the visit of 'Queen Elizabeth', 'Queen Victoria' and 'Queen Mary 2' to Liverpool this month. [Read More](#)

'Explorer of the Seas' back in service after 40-day refit. Following the spectacular naming ceremony for 'Anthem of the Seas' last month, Royal Caribbean International's 'Explorer of the Seas' docked in Southampton having just been through a 40-day, bow-to-stern full revitalisation. [Read More](#)

Southampton's Mayflower Cruise Terminal recently reopened following a multi-million pound refurbishment that will enable it to cater for some of the largest cruise vessels afloat. [Read More](#)

Intertek supports 'Britannia'. Global solutions provider Intertek's Farnborough laboratory is supporting 'Britannia', the new P&O Cruises flagship, by providing independent condition monitoring (OCM) services. The services monitor the condition of 'Britannia's' engines and other oil lubricated systems. Lubricant Quality Scan (LQS) at Intertek Farnborough provides OCM services for the whole of the UK-based P&O Cruises fleet. LQS is a specialist marine focused service, which has been providing OCM services to maritime & cruise ship companies and others for over a decade. [Read More](#)

Type 4

Type 5

[Join Our Mailing List!](#)

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Type 6

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