

# SeatradeCruise

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**Media Kit 2018**

Online



UBM

## UBM's cruise portfolio

### Connecting customers globally

UBM plc is the largest pure-play B2B Events organiser in the world. In an increasingly digital world, the value of connecting on a meaningful, human level has never been more important. At UBM, our deep knowledge and passion for the industry sectors we serve allow us to create valuable experiences where people can succeed. At our events people build relationships, close deals and grow their businesses. Our 3,750+ people, based in more than 20 countries, serve more than 50 different sectors – from maritime to pharmaceutical ingredients. These global networks, skilled, passionate people and market-leading events provide exciting opportunities for business people to achieve their ambitions.



### Official publications

**Seatrade  
Cruise Review**

**Seatrade  
Cruise News**

For more information about our global maritime events, go to:  
[www.seatradecruiseevents.com](http://www.seatradecruiseevents.com)

**1.4 million+**  
website visits\*



**5,000+**  
opt-in newsletter  
subscribers



**55%**  
of magazine readers  
work at director level



\*annually

## Our mission

It is our mission to connect, inform, educate and inspire those that are involved in the global cruise community. Through our portfolio of publications and events, Seatrade Cruise seeks to bring together and serve the needs of the global cruise community.

## Our reputation

For almost 50 years, Seatrade has provided unrivalled coverage on the topics, trends and talking points affecting every part of the cruise sector. The journalistic reputation and editorial independence of Seatrade Cruise is globally recognised, making it one of the most trusted names within the industry.



## Some of our top clients



# Seatrade Cruise News



## See positive returns

We offer the most cost-effective advertising solutions on the market. Low prices, unlimited engagement. No cost-per-click model!



## Gain epic exposure to an engaged audience

Over 110,000 monthly website hits, more than 8,000 active opt-in newsletter subscribers. Get your business seen by a network that has openly registered interest.



## A trusted partnership

The unrivalled real-time reporting executed by a team of highly experienced correspondents from across the world makes Seatrade-cruise.com one of the industry's most credible and valued news sources.



## Rate card

- 1** **Leaderboard website**  
 (728 pixels wide x 90 pixels deep)  
 Mobile version  
 (320 pixels wide x 50 pixels deep)  
**£500 per week**
- 2** **Newsletter leaderboard**  
 (580 pixels wide x 80 pixels deep)  
 Sent out Tuesday and Friday each week. **£500 per day** or **£850 for both days.**
- 3** **MPU side position website**  
 (300 pixels wide x 250 pixels deep)  
**£500 per week**
- 4** **MPU side position newsletter**  
 (250 pixels wide x 200 pixels deep)  
 Sent out Tuesday and Friday each week. **£500 per day** or **£850 for both days.**

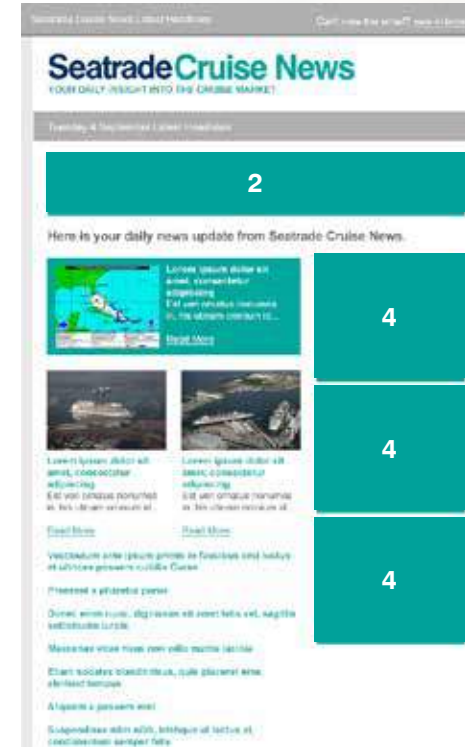
All subject to availability

All banners will offer unlimited impressions and unlimited clicks for the duration.

Homepage



News email



### Technical spec for all banners

All banners are sold on a refreshing basis with up to 4 advertisers in each position.

- File format:** JPEG, gif or animated gif
- File size:** 75KB max
- Resolution:** 72dpi

All email HTML must be supplied as finished artwork or a charge may be applicable..

\*we do not recommend using Flash banners



## Rate card

- 1** **Leaderboard website**  
 (728 pixels wide x 90 pixels deep)  
 Mobile version  
 (320 pixels wide x 50 pixels deep)  
**€600 per week**
- 2** **Newsletter leaderboard**  
 (580 pixels wide x 80 pixels deep)  
 Sent out Tuesday and Friday each week. **€600 per day or €950 for both days**
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 (300 pixels wide x 250 pixels deep)  
**€600 per week**
- 4** **MPU side position newsletter**  
 (250 pixels wide x 200 pixels deep)  
 Sent out Tuesday and Friday each week. **€600 per day or €950 for both days**

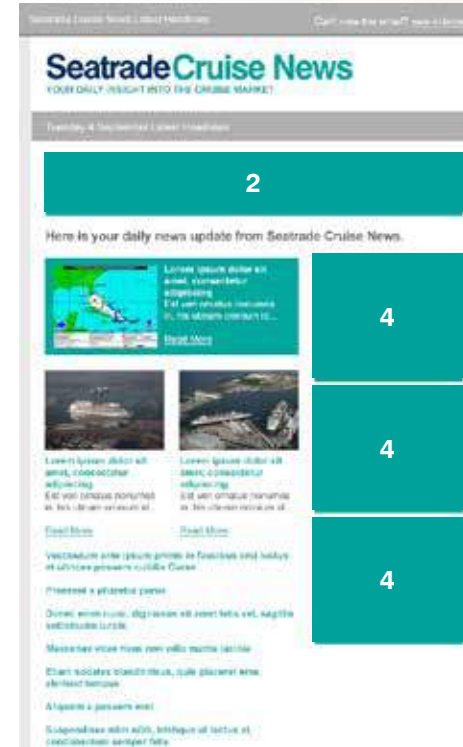
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 (300 pixels wide x 250 pixels deep)  
**\$700 per week**
- 4** **MPU side position newsletter**  
 (250 pixels wide x 200 pixels deep)  
 Sent out Tuesday and Friday each week. **\$700 per day or \$1050 for both days**

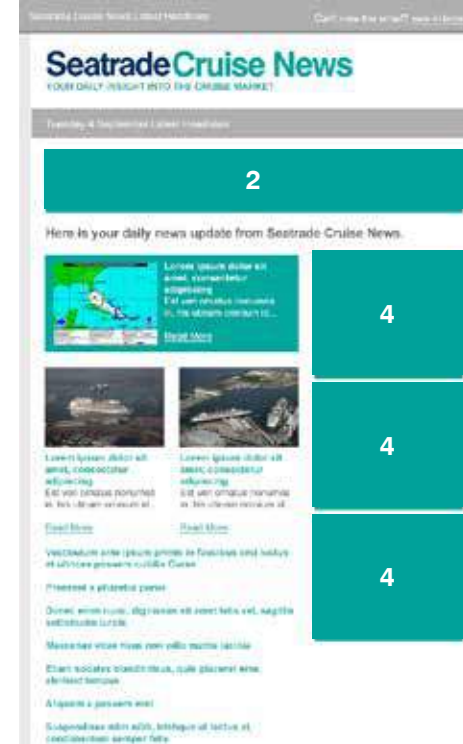
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## Contact us

For more information or to secure your advertising space, please get in touch with your local representative today!



### Europe, Middle East & Asia

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**Thanks to our breadth of publications, we are happy to tailor an advertising package that will best support your campaign.**