



CRUISE — & TRAVEL — MAGAZINE

The official show guide



*Where else can you target
more than 30,000 affluent cruisers and
reach them for as little as £500.*

Ocean Cruises



Expedition Cruises



Luxury Cruises



Family Cruises



River Cruises



Cruise & Travel: The official Show Guide

- A4 colour publications containing exhibitor details, floor plan, full programme of features and talks, product reviews and travel features.
- The Birmingham / London catalogues will be handed out free of charge to every group of visitors at the Birmingham / London show.
- Print run of 15,000 at each show.

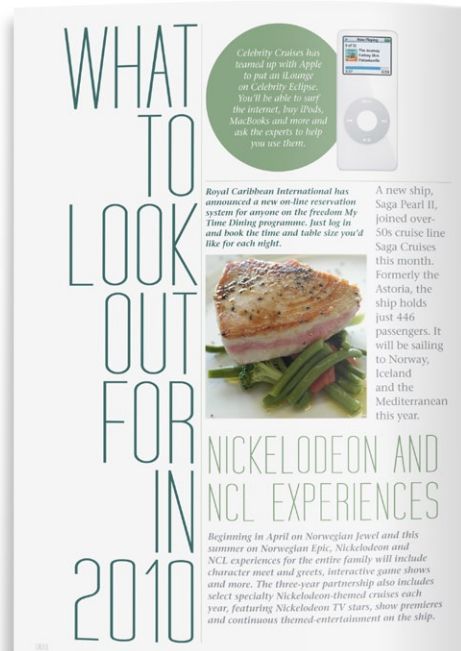
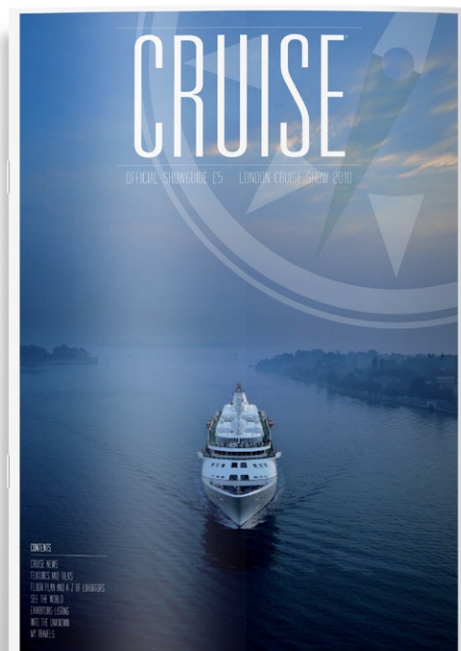
The show catalogues are an invaluable reference guide / directory containing details of the cruise lines, specialist operators and destinations in the cruise industry and kept by readers for many months after the event.

Visitor profile – CRUISE London 2010

Total visitor numbers	Annual household income	
16,378		
Male	39%	>£50,000 25%
Female	61%	£50,001 - £100,000 29%
Age		£100,001 - £150,000 8%
18 – 24	2%	£150,001 - £200,000 3%
25 – 34	7%	£200,001 - £250,000 2%
35 – 44	18%	Prefer not to say 33%
45 – 54	37%	
55 – 64	24%	
65 and over	12%	

Spend

- 82% said they were likely to book a cruise from one of the exhibitors as a direct result of visiting the show.
- £3,246 average post-show spend per visitor... that's 16,378 visitors spending £53,162,988 over the next 12 months as a result of visiting the show.
- 67% say that cruising is their main holiday.
- 62% take a holiday once or twice a year in addition to their cruise, with an additional 38% taking three or more holidays a year.



CRUISE Official Show Guides

Display Advertising Costs

DPS colour (594 x 210mm)

Birmingham or London show guide	£2500
Both show guides	£4000

Page colour (297 x 210mm)

Birmingham or London show guide	£1500
Both show guides	£2500

½ page colour (134 x 190mm h)

Birmingham or London show guide	£900
Both show guides	£1500

½ page colour (275 x 92mm v)

Birmingham or London show guide	£900
Both show guides	£1500

¼ page colour (135 x 92mm)

Birmingham or London show guide	£500
Both show guides	£1000

1/8 page colour (92 x 63mm)

Birmingham or London show guide	£300
Both show guides	£600

Show guide

50 free words of editorial (exhibitors only). Optional inclusion of photo/logo @ £100 per show guide entry.

Inserts

Please contact us for further details.

Deadlines

Copy deadlines for show guide advertising are:

Birmingham:	1 October 2010
London:	1 February 2011

Copy requirements

The CRUISE Show Guide is produced from computer to plate using CMYK process colours. All artwork must be to the correct size for the advertisement space booked. Allow 3mm bleed all round for full page adverts. Artwork can be supplied on CD, DVD or emailed in the following formats:

Apple Mac software accepted:

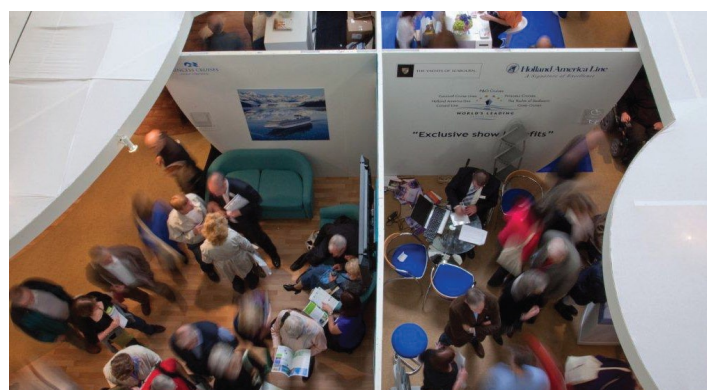
CS2 and CS3

PC software accepted: Photoshop

Please make sure all fonts are supplied (printer and screen parts) and that all picture elements are at a minimum of 300dpi

File formats accepted: EPS, TIFF, JPG, PDF

(print optimised) as CMYK and at a minimum of 300dpi resolution. Please make sure all fonts are supplied (printer & screen parts) and that all picture elements are at a minimum of 300dpi





Show guide booking form

Company name	
Address	
	Post code
Telephone number	Fax number
Email address	
Contact name	Job title
Authorised signature	Date
Please reserve	(size) advertisement(s)
Price £	VAT £
Total £	

To book space please contact Escape Events Ltd on **01795 844 400** or alternatively complete the booking form and fax to **01795 844 862**.

In signing this form we declare that we are aware of the terms and conditions and that we accept them and will abide by them without exception.

This form should be returned to:

Escape Events Ltd. Lower Dane, Hartlip, Kent. ME9 7TE UK
T +44 (0)1795 844 400 F +44 (0)1795 844 862

Cheques should be made payable to Escape Events Ltd.

Credit transfers, please send to:
NatWest, Rainham, Kent Branch

Account Name:	Escape Events Ltd
Account No:	13037773
Sort Code:	60-17-44
BIC:	NWBKGB2L
IBAN:	GB40 NWBK 6017 4413 0377 73

www.escapeevents.com

VAT No. 879 035 293 Registered in England No. 5511593

Terms and conditions

The order is now being processed. Copy and/or artwork should reach Escape Events by the date specified. If copy and/or artwork is not received by the copy date Escape Events reserve the right to put the client's name, address and telephone number in the space booked and charge the full cost of the space.

Cancellation of order must be in writing within seven working days of placing this order, or if the order is placed less than seven days before going to print, no less than 72 hours before going to print.

Every endeavour will be made to ensure the accuracy of the advertisement, but the client shall be responsible for checking all proofs submitted by Escape Events. The publishers can accept no liability for any error which does not materially affect the meaning of the advertisement. If the client has a valid claim in respect of a serious error or non appearance of the advertisement or otherwise Escape Events total liability to the client shall not exceed the cost of the advertisement. Proofs will not be supplied following late copy or unless specifically requested.

Accounts are strictly net, payable within ten days from the date of invoice. If payment is not made on the due date, Escape Events reserve the right to charge the client interest (both before and after judgment) on the amount unpaid at a rate of 2% above Barclays Bank plc's base rate until payment in full is made.

This order confirmation is the publisher's acceptance of the client's order which shall from the date of this confirmation be binding on both parties subject to these terms and conditions to the exclusion of all other terms and conditions.