

AMAZING DESTINATIONS, EXTRAORDINARY VOYAGES

TRAVEL & CRUISE MAGAZINE

WHERE ELSE CAN
YOU TARGET MORE THAN
300,000 AFFLUENT CRUISERS
AND REACH THEM FOR AS
LITTLE AS £700.

in partnership with
Daily Mail The Sun Mail Online



CRUISE SHOW

Olympia, London 14-15 February 2015

NEC, Birmingham 12-13 September 2015

Manchester Central 26-27 September 2015

SECC, Glasgow 10-11 October 2015

cruisingshow.com

Travel&Cruise Magazine is the only publication
exclusively previewed by 250,000 registered users
and distributed free to all CRUISE Show visitors.

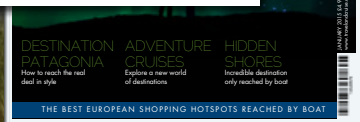
THE OPPORTUNITY

Travel&Cruise is a high-quality guide to cruising, drawing inspiration from top travel writers, experts, photographers, cruise lines, destinations and specialist operators. Travel&Cruise brings together the latest news and cruise travel ideas, and presents it to more than 300,000 high spending cruisers in both hard copy and online formats.

- 41% of visitors are interested in luxury cruises
- 35% of visitors spend over £4000 per person a year on their holidays

As more people switch on to the fastest growing travel sector, The CRUISE Show with Travel&Cruise present the perfect advertising solution to connect with thousands of consumers who are converting to cruise travel.

- Hardcopy distributed to 65,000 CRUISE Show visitors
- All issues emailed to over 250,000 opt-in users
- Available to download via cruisingshow.co.uk - 50,000 users per month over peak promotional periods



BLAZE A TRAIL TO OFF-BEAT DESTINATIONS

and uncover incredible adventures – on your next cruise!

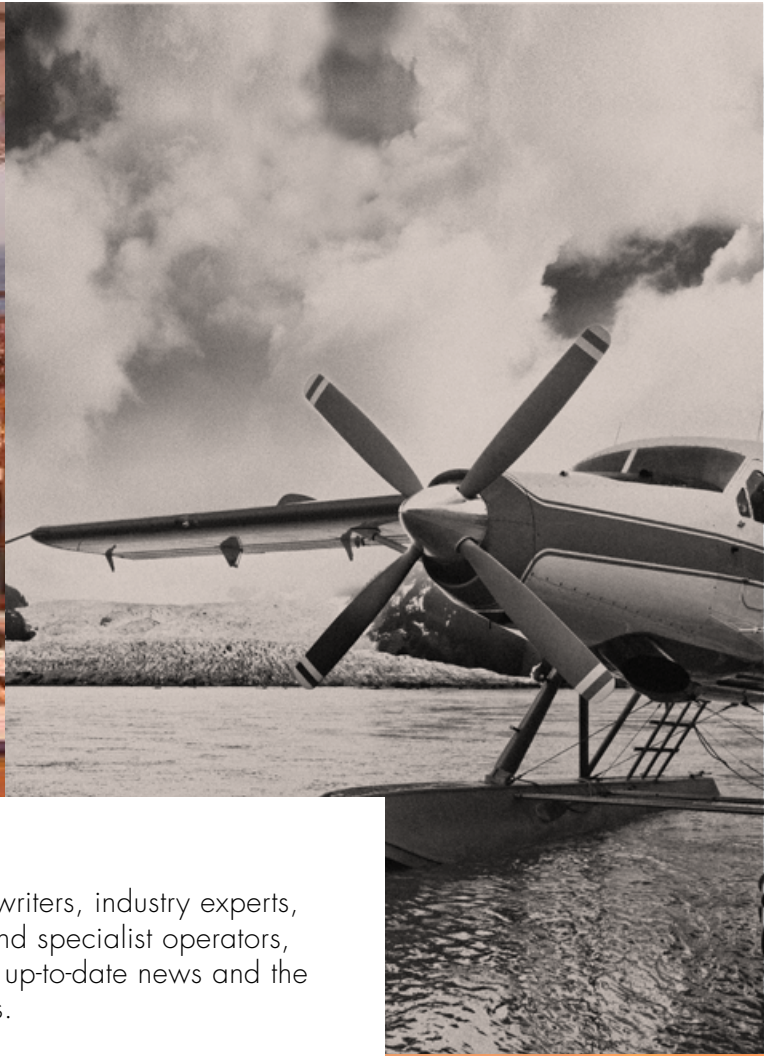


THERE IS NOTHING LIKE IT

Because Travel&Cruise is the only publication that is handed out FREE at The CRUISE Show and also distributed online to our potential and past visitors, plus subscribed readers, it is familiar and trusted by our audience. Visitors to The CRUISE Show prefer to engage face-to-face with exhibitors, instead of researching for something online – they know by visiting these events they have the opportunity to find exactly what they need, impartially, under one roof. And Travel&Cruise is the perfect accompaniment for pre-show, at show and post-show reference to uncovering a world of voyages.

With its high quality finish, contact details and information on all the exhibitors listed, combined with the focussed content, Travel&Cruise is a valuable guide to all those who dream about the perfect holiday afloat.

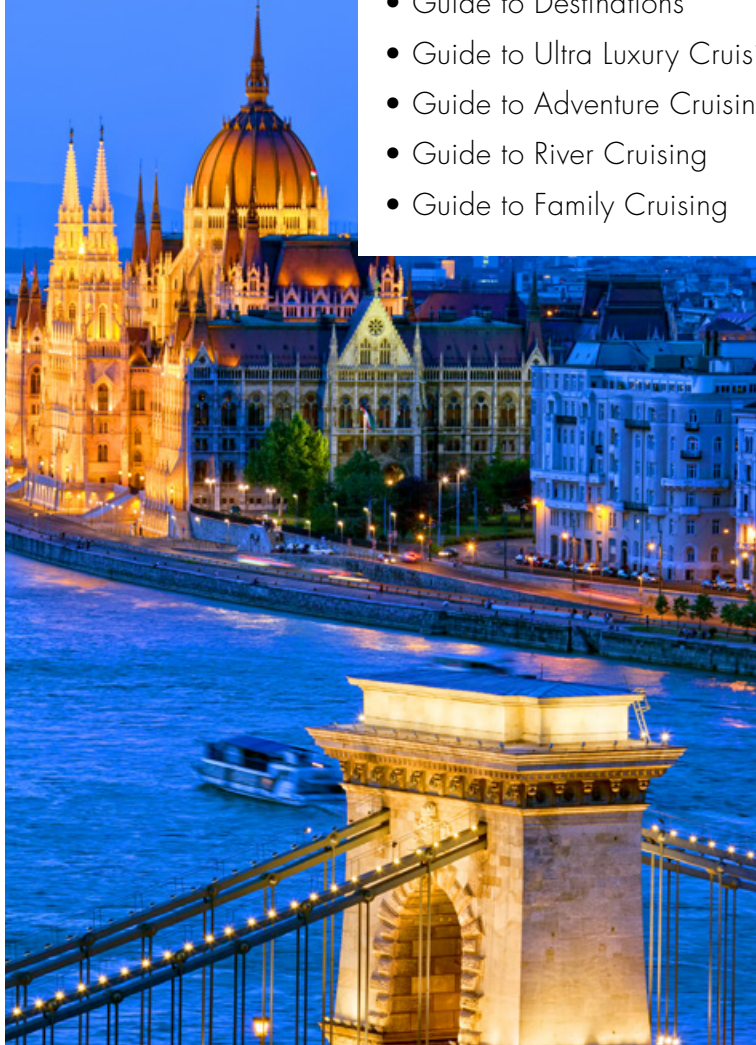




CONTENT

Drawing from leading travel writers, industry experts, photographers, cruise lines and specialist operators, Travel&Cruise is packed with up-to-date news and the latest cruise travel inspirations.

- Guide to Destinations
- Guide to Ultra Luxury Cruising
- Guide to Adventure Cruising
- Guide to River Cruising
- Guide to Family Cruising



5 GREAT REASONS TO ADVERTISE IN TRAVEL&CRUISE

Quality: High calibre readers; this audience does not trawl the Internet for the latest deals, instead they prefer to do business directly with the world's leading cruise lines

Affluence: 41% are primarily interested in Luxury Cruising

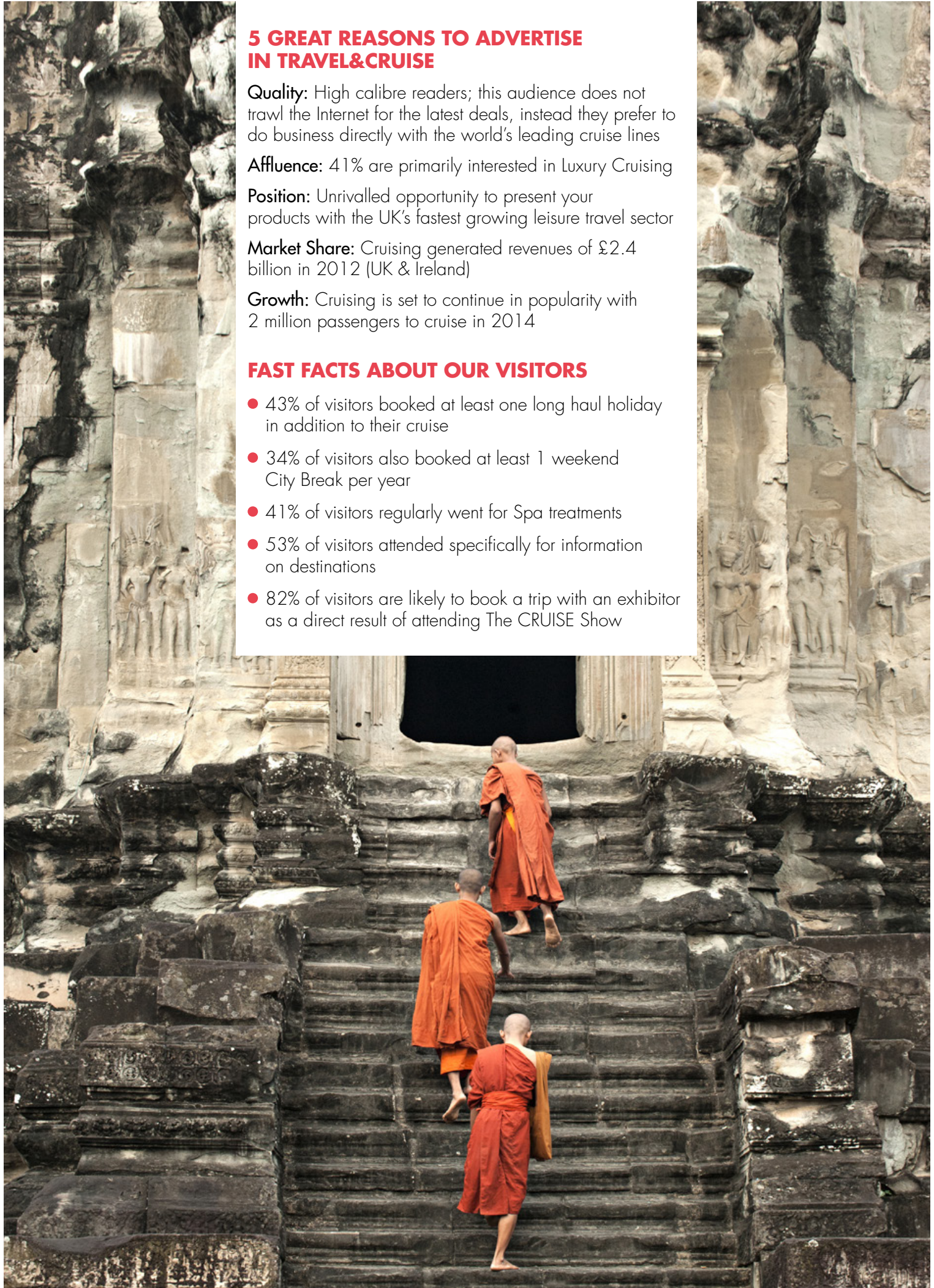
Position: Unrivalled opportunity to present your products with the UK's fastest growing leisure travel sector

Market Share: Cruising generated revenues of £2.4 billion in 2012 (UK & Ireland)

Growth: Cruising is set to continue in popularity with 2 million passengers to cruise in 2014

FAST FACTS ABOUT OUR VISITORS

- 43% of visitors booked at least one long haul holiday in addition to their cruise
- 34% of visitors also booked at least 1 weekend City Break per year
- 41% of visitors regularly went for Spa treatments
- 53% of visitors attended specifically for information on destinations
- 82% of visitors are likely to book a trip with an exhibitor as a direct result of attending The CRUISE Show



ABOUT THE AUDIENCE*

London 2014 total visitor numbers	21,883
Manchester 2014 total visitor numbers	7,451
Birmingham 2014 total visitor numbers	20,348
Glasgow 2014 total visitor numbers	9,874

Age

15-24	1%
25-44	8%
45-64	51%
65 plus	40%

Cruise Experience

New to cruise	26%
1 to 5 cruises	44%
6 or more cruises	30%

Cruise Interest

Luxury Cruise	54%
Ocean Cruise	54%
Expedition Cruise	20%
River Cruise	28%
Family Cruise	16%

Travel Spend Pa Per Person

Up to £1000	6%
£1001 to £2500	33%
£2501 to £4000	27%
£4001 to £5500	13%
£5501 to £7000	10%
£7001 plus	11%

Averages: London 2014, Manchester 2014, Birmingham 2014 and Glasgow 2014



We found it to be superb.

Regent Seren Seas Cruises

It was a great show - Seabourn had a very successful and busy weekend.

Seabourn

I was surprised at the quality of the public that came through.

Silversea Cruises

It was a good show, the numbers were very strong.

ATP Group

Show was great and we are really pleased with the bookings we did.

Norwegian Cruise Line

Well run and certainly a great deal busier than I expected.

Saga Cruises

The show was excellent for us, taking many confirmed bookings over the 2 days, the quality of client was also outstanding.

Viking River Cruises



Good, successful. Well organised and lots of visitors – very positive.

Noble Caledonia

Very good show, well attended.

Cruise & Maritime voyages

Exceeded expectations on visitor numbers and very interested clientele with intentions for booking.

Star Clippers

Birmingham was definitely good for us.

MSC Cruises

This was our first consumer show and I was very pleased. 100pax booked, good quality customers.

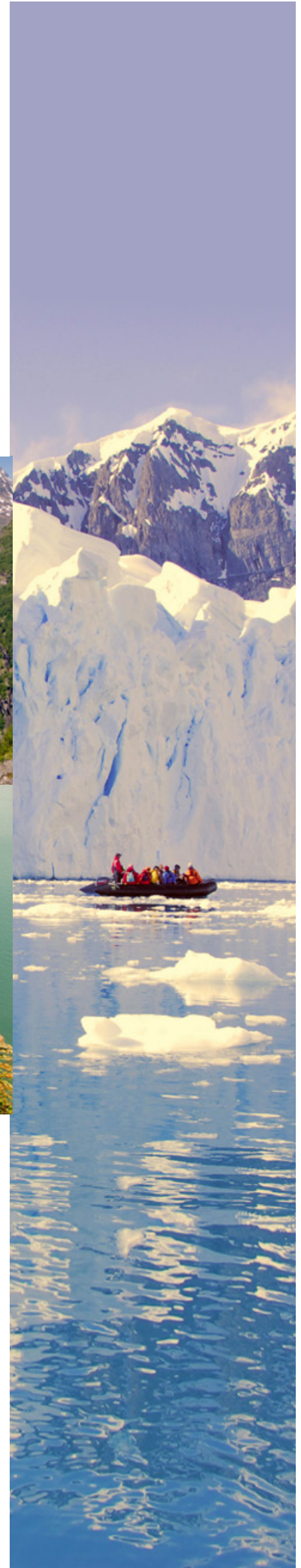
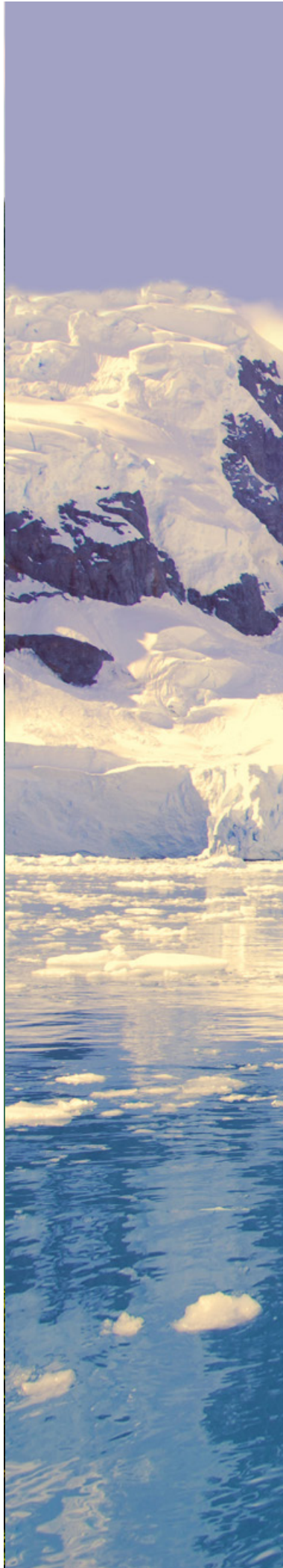
Thomson and Island Cruises

Good attendance on both days and well organised.

Fred. Olsen Cruise Line

Olympia was a good for us this year, we here with confirm our participation in London next March.

Hapag-Lloyd Cruises



DISPLAY ADVERTISING COSTS

DPS colour (420 x 297mm)	£3200
Page colour (297 x 210mm)	£1900
½ page colour (134 x 190mm horizontal)	£1100
½ page colour (275 x 92mm vertical)	£1100
¼ page colour (135 x 92mm)	£700

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:

London: 30th January 2015
Birmingham: 6th August 2015
Manchester: 13th August 2015
Glasgow: 3rd September 2015

COPY REQUIREMENTS

Travel&Cruise 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:

CS4 through to CS CC

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

Get your company noticed by 300,000 high quality cruise travellers, contact us now to find out more.

FOR FURTHER INFORMATION ON HOW TO GET INVOLVED PLEASE CONTACT:

Escape Events Ltd. Lower Dane, Hartlip, Kent ME9 7TE

T & 44 (0)1795 844400 F & 44 (0)1795 844862

E mary@escapeevents.co.uk travelandcruisemagazine.com

TRAVEL

& CRUISE

MAGAZINE

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** or email to **mary@escapeevents.co.uk**.

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.