



FUTURE CRUISE

Media Pack

2022

Powered by VERDICT

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The magazine

01





The magazine

At Future Cruise we produce content in an objective and unbiased way. We focus on news-reporting and analysis of what's happening right now in the cruise industry.

At Future Cruise we supply our readers from the cruise industry with all the latest business news and insights from around the world

- We are dedicated to providing unique editorial content that reacts to the ever-changing industry landscape.
- Our coverage is informed by the needs of our audience whilst covering global trends and themes central to our clients' business growth.
- With access to multiple intelligence centres and millions of data points from GlobalData, we get ahead of trends before any other provider.
- Content is fully optimised through SEO to drive engagement and unlock new audiences.

ENVIRONMENT

HARNESSING THE POWER OF THE WIND: THE FUTURE OF CARGO POWER?

As the shipping industry switches to sustainable, alternative fuels, hybrid engines and new ship design, French company Airseas has turned to the power of the wind. The company have installed the first half-sized automated 'Seawing' kite to a cargo ship to act as its power source.

Frankie Youd speaks to the company to find out more about the trial and the benefits that the sail brings.



Unfortunately, the shipping industry is no stranger to headlines drawing attention to its less-than-ideal environmental impact, with several companies coming under scrutiny for their contribution to global warming.



“

A must-have
for the cruise
industry”.



Building on years of experience, our digital magazines have been at the forefront of digital change and have constantly evolved with the needs of our readers

Tech-driven publishing

The latest technology

Over the last decade, our digital magazines have evolved with the latest technological advancements to future-proof the value for our clients

Balancing tradition

We offer a unique blend of traditional advertising with data-driven marketing to drive engagement

Integration

Our digital magazine and content now sit seamlessly within our websites, harnessing the power of our existing network traffic and SEO rankings

Power of data

With access to millions of data points from GlobalData's intelligence centres, we have access to more data than ever before, informing our data-driven content and enhancing our audience targeting

Flexibility

Using new technology, we can now combine our magazine advertising with other types of advertiser content such as: webinars, video interviews and thought leadership

Enhanced distribution

EXTENDED NETWORK

1

TRADE SHOWS AND EVENTS

We have grown our network in building official partnerships with leading trade shows, events and associations. Through our enhanced partner network we reach over 110,000 professionals throughout the year.

2

IN-HOUSE EVENTS

Through our in-house industry events, we have an established network of industry readers, dedicated to building relationships, creating content and continually providing feedback on our products.

3

GLOBALDATA

As part of GlobalData, one of the major data houses globally, we have distinguished relationships with key players within the industry enabling us to extend our distribution channels and reach more readers than ever before.

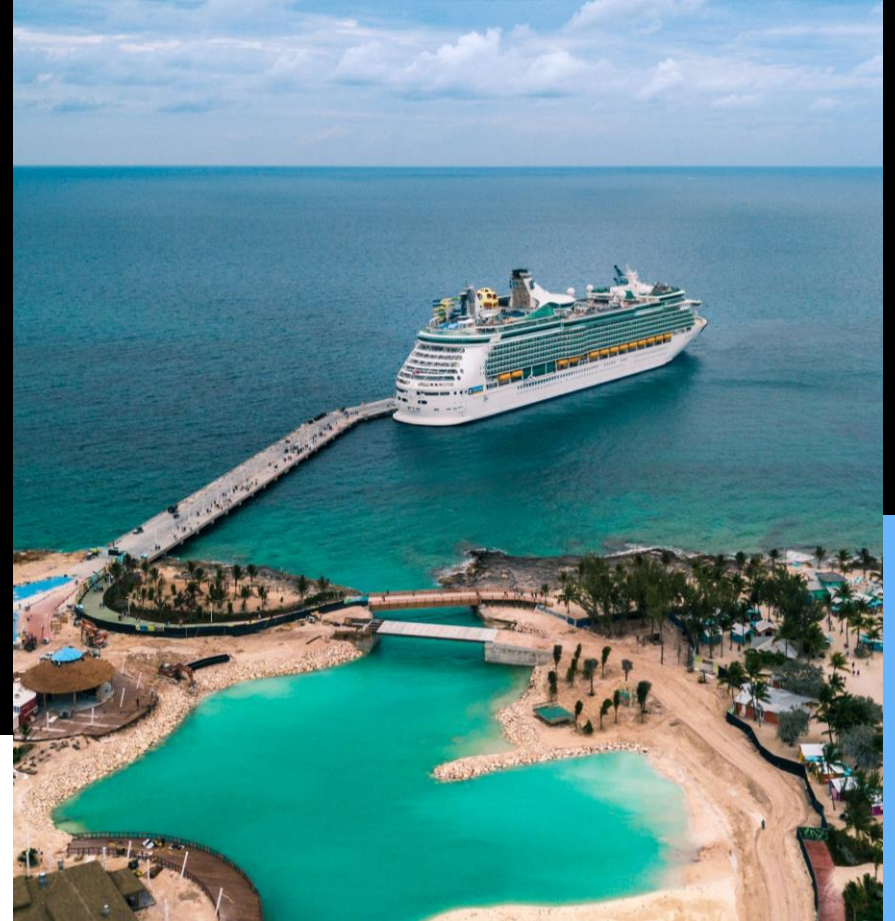
Owned network

Targeted database

Sent directly to the inboxes of over 48,000 cruise industry professionals, including direct subscribers as well as our industry specific database across GlobalData's wider product portfolio.

Owned network

- Magazine featured on the homepage and dedicated sections across the site
- Promoted throughout our sister site ship-technology.com, a leading website in the industry with a global audience of over 91,000 unique users a month.



48,000

industry
professionals

91,000

unique users
a month



Worldwide reach

We can help you communicate directly with the global pharmaceutical industry: Our loyal readership is made up of executives, senior managers and buyers from across the globe.

A SELECTION OF SOME OF OUR READERS



NEW OPPORTUNITIES

Align your brand with key topics within the industry to demonstrate leadership and innovation



Our sponsorship and advertising options extend beyond the world of traditional adverts



You can now position your brand as industry leader within a specific topic or theme



We have multiple content options and formats available to allow you to receive brand recognition and tell your story in a way that works for you

Sponsorship

02



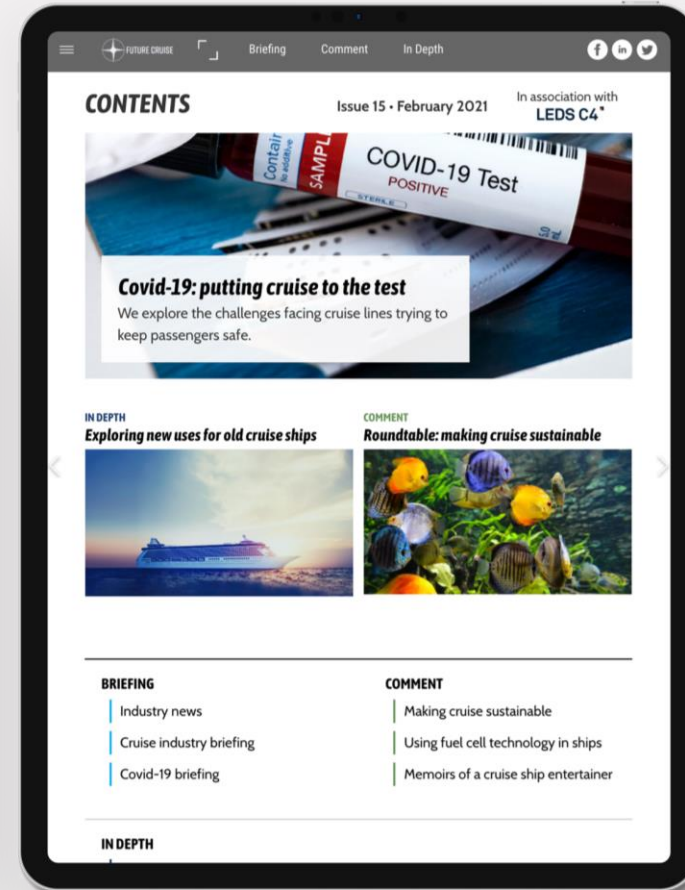
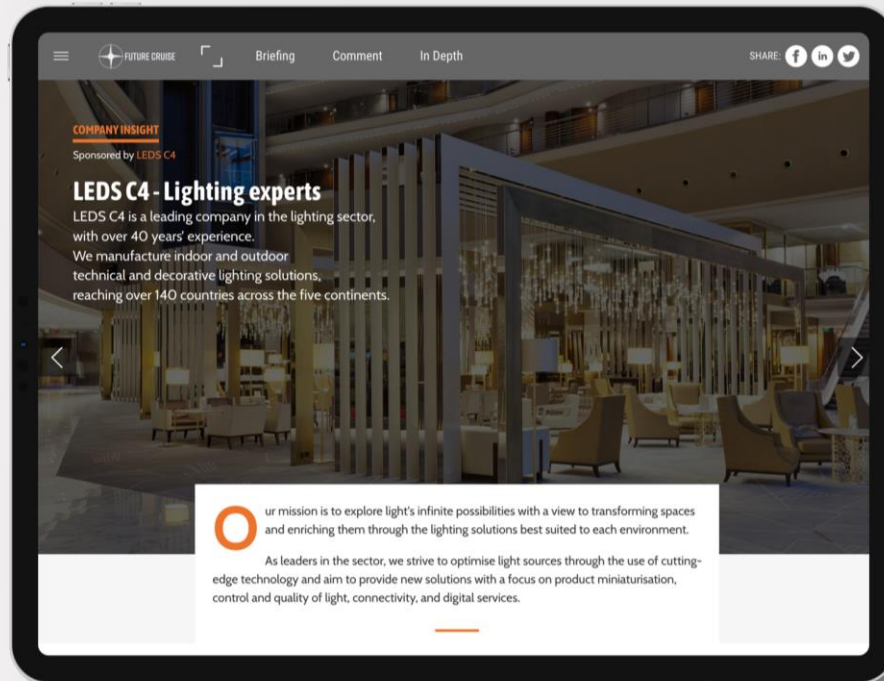


Sponsorship

Our full issue sponsorship positions your company throughout our digital magazine using interactive adverts, content and branding.

FULL ISSUE SPONSORSHIP INCLUDES

- Front cover wrap around
- Logo on front cover, contents page and mailers
- Interactive lead page or company insight



Showcase: left: Company Insight; right: Issue Sponsor

Editorial calendar 2022

03



Editorial calendar 2022

Sponsorship
options



Edition	Theme	Lead article	Data article	Intent topic
Feb	Environment	<p>Cleaning up cruise How can the cruise operators meet consumers' growing calls for them to reduce their carbon output and enforce greener practices on board? We explore the emerging market for alternative, cleaner cruise fuels and other technologies helping to make cruising more sustainable.</p>	N/A	Fleet, Vessel and Crew Management Software
May	IoT	<p>The connected cruise: onboard technologies that enhance the passenger experience Cruise passengers have come to expect full connectivity onboard, from fast and reliable WiFi to wearables and apps helping the navigate the ship and book meals and activities. We explore how technology is helping to improve the cruise ship experience for passengers.</p>	N/A	Shipbuilding, Conversion, Repair and MRO

Advertising

04



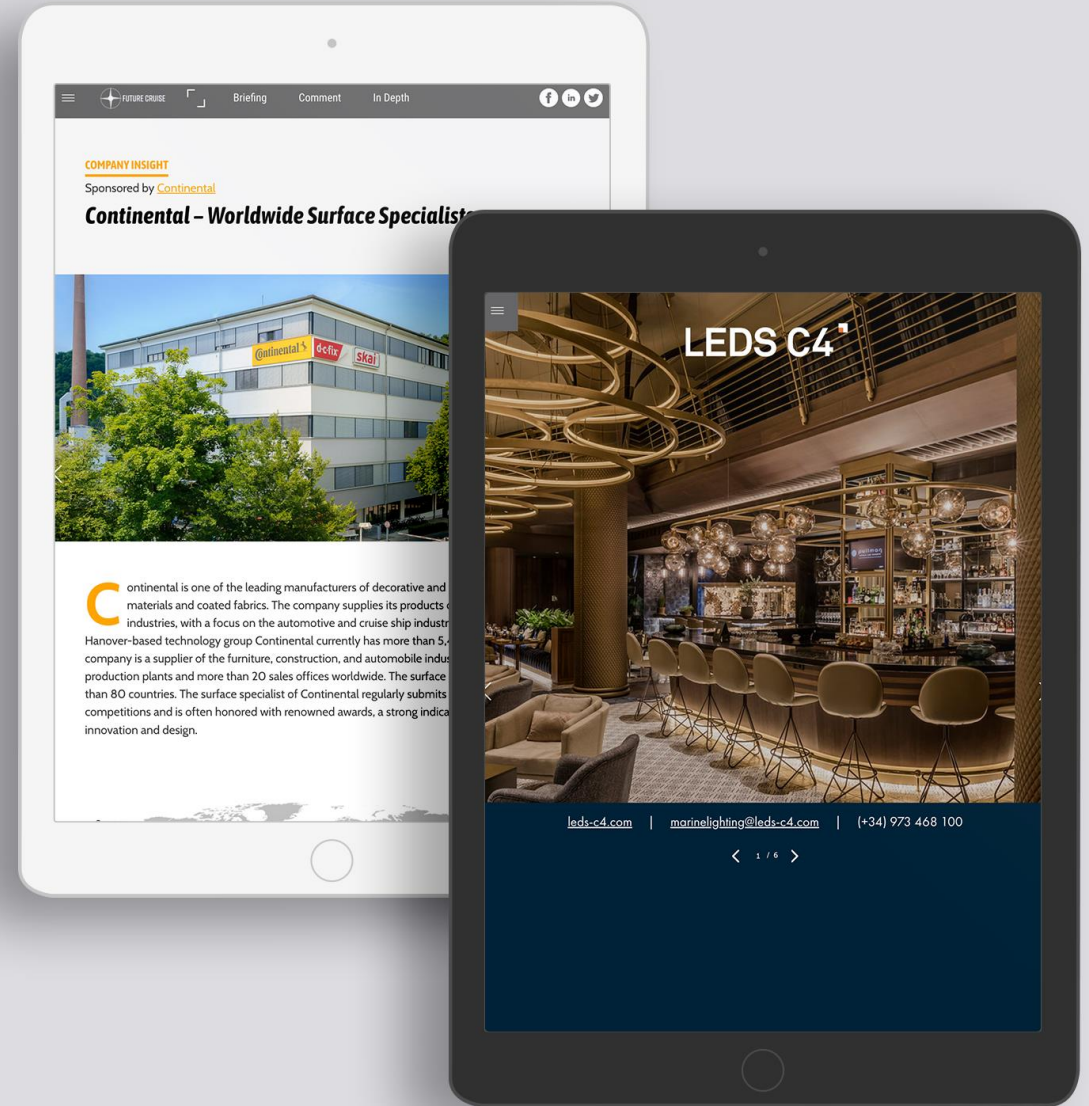
Adverts

Company insight

Our Company Insight option allows you to present a full article beautifully designed in a template that fits with the editorial content of the magazine

Interactive lead page

Full-page advert with interactive elements and optional video content, linked to your website



*Left: Company insight
Right: Interactive lead page*

Display advertising

As well as sponsoring leading content and articles, you can now benefit from enhanced engagement with our display advertising.

We can run online adverts linked to your sponsorship across our network, reaching a wider audience and driving them to your content. Display ads can be targeted to highly engaged audience segments using our powerful AI-driven marketing technology.

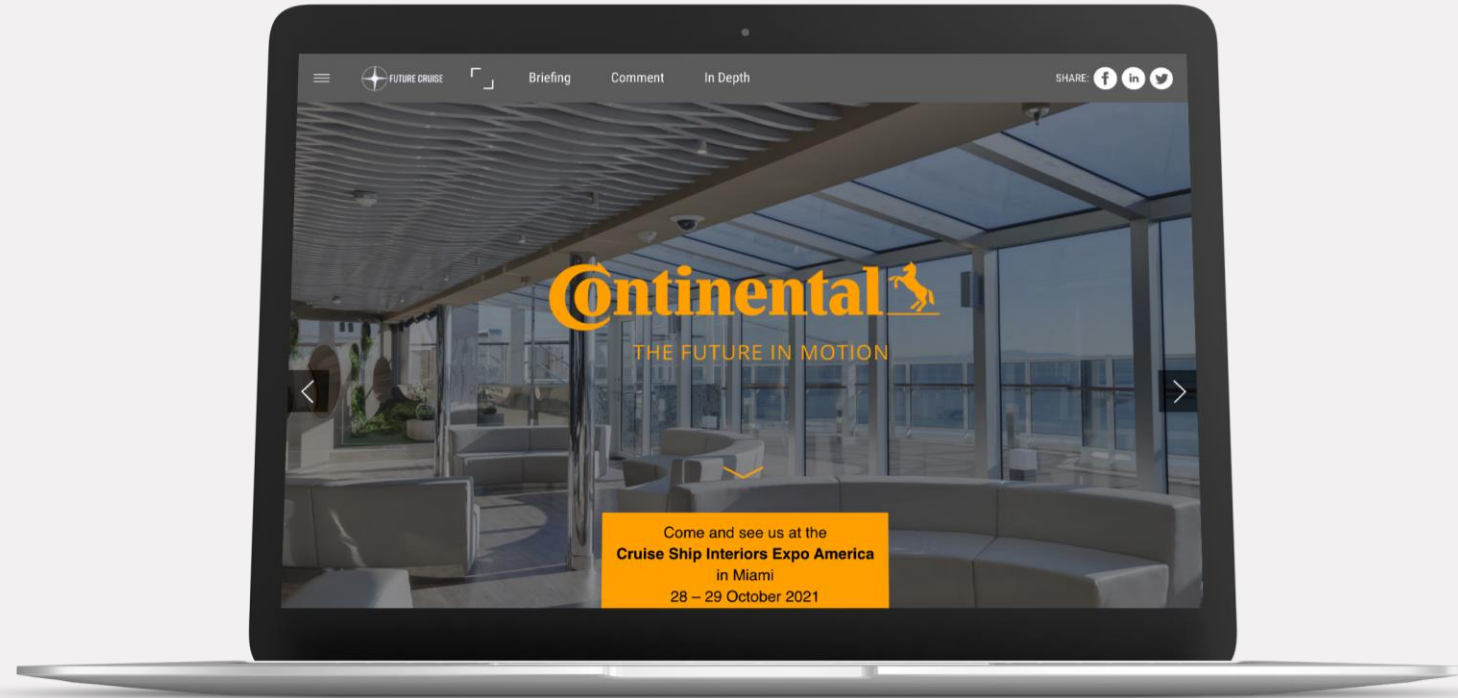


FUTURE CRUISE
ATTRACTS OVER 91,000
UNIQUE USERS A MONTH

Display ads

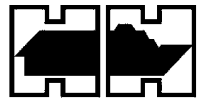
Display advertising includes billboards, leaderboards and MPUs that can be run of site or displayed on specific pages within our network for ultimate targeting.

Our intelligent display advertising is included with all our packages



Showcase: Display ad

Our advertisers



HEINEN & HOPMAN



WAGER
COMPANY

SULZER



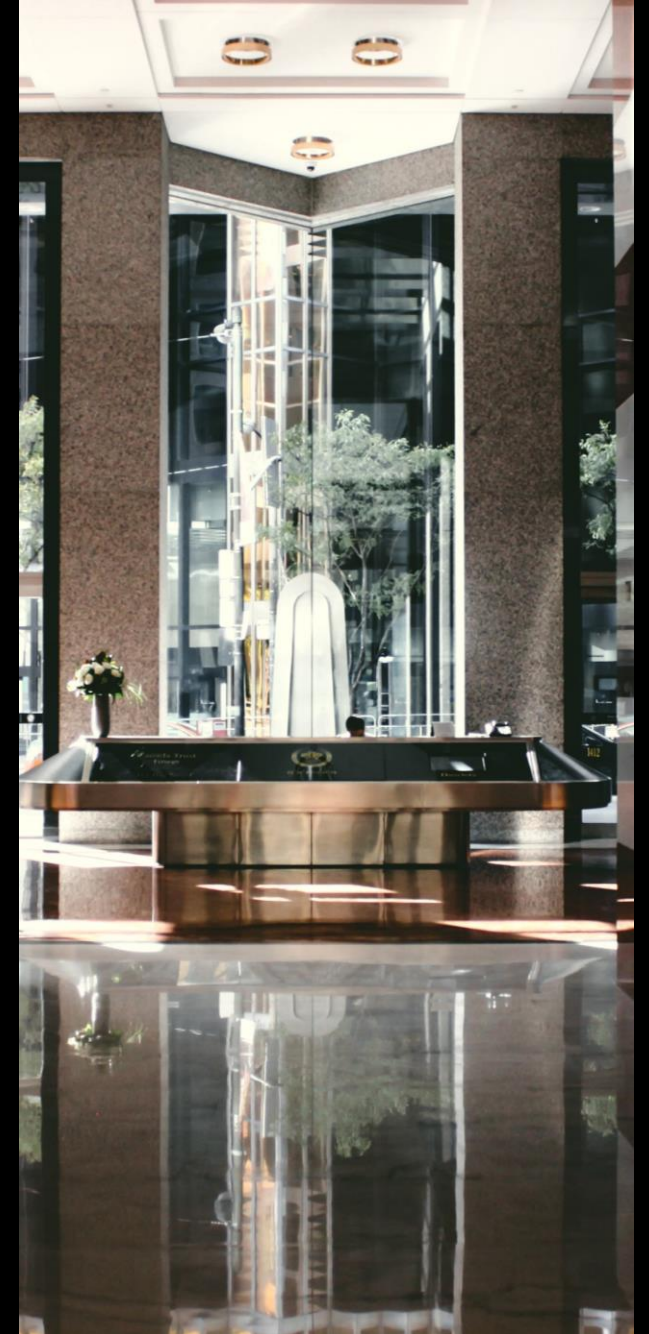
Pricing

05



Pricing

	Magazine Issues#	
	ONE	THREE
INTERACTIVE ADVERTS Full-page advert including animations and videos plus display banner advertising	£4,750	£11,985
COMPANY INSIGHT 800 words of advertorial & display banner advertising	£3,000	£7,500
ISSUE SPONSOR Logo on front Cover, contents page and Mailers, an interactive advert and a company insight (with display banner advertising)	£8,000	£18,000
FRONT COVER WRAP	£4,700	£12,000



Let's talk

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