



The Daily Telegraph  
PRESENTS  
**CRUISE**  
www.cruisingshow.com

SECC, Glasgow  
22-23 October 2011

NEC, Birmingham  
29-30 October 2011

Olympia, London  
24-25 March 2012

## The official show guide



*Where else can you target more than 100,000 affluent cruisers and reach them for as little as £500.*

*CRUISE & Travel Magazine is the only publication exclusively previewed by 80,000 registered users and distributed free to all CRUISE Show visitors.*



| Ocean Cruises | River Cruises | Ultra Luxury Cruises | Family Cruises |  
| Expedition and Adventure Voyages | Destinations | Small Ship Voyages |

# Cruise & Travel: The official Show Guide

Cruising is a dynamic industry with phenomenal growth over the past decade, in 2011 over 1.7 million Britons are expected to book a cruise, reaching a record breaking 2 million by 2014 – cruising now accounts close to 12% of the total overseas package holiday market. The cruise sector is worth well over £2 billion to the UK economy a year.

There has never been a better time to explore the world through cruising, CRUISE & Travel magazine provides readers with insight and expert advice about choosing their next cruise with one of the many different cruise operators, ship types, destinations and cruise styles. There are hundreds of ships sailing around the world at any time, and they range from major cruise lines to smaller specialist operators, carrying anything from 20 to 6000 passengers, visiting thousands of destinations – the options are endless.

Drawing from top travel writers, experts, photographers, cruise lines, destinations and specialist operators, CRUISE & Travel Magazine brings the latest news and latest cruise travel ideas.

## Distribution

The next issue of CRUISE & Travel Magazine is emailed to 80,000 registered users prior to the 2011 SECC Glasgow and 2011 NEC Birmingham CRUISE Shows and will also be distributed FREE to all visitors attending both events.

- A4 colour publications containing exhibitor details, floor plan, full programme of features and talks, product reviews and travel features.
- Print run of 15,000 at each show.

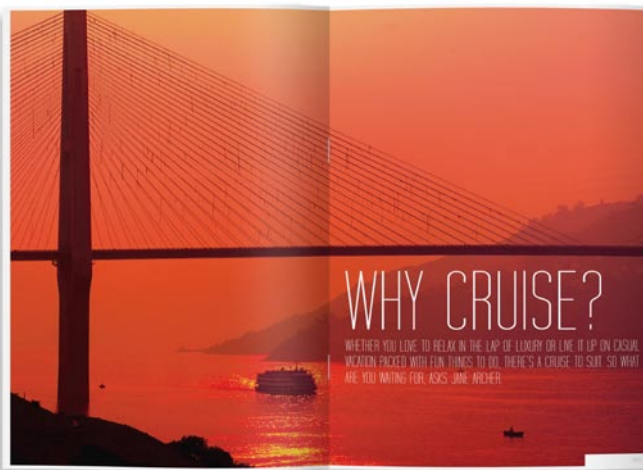
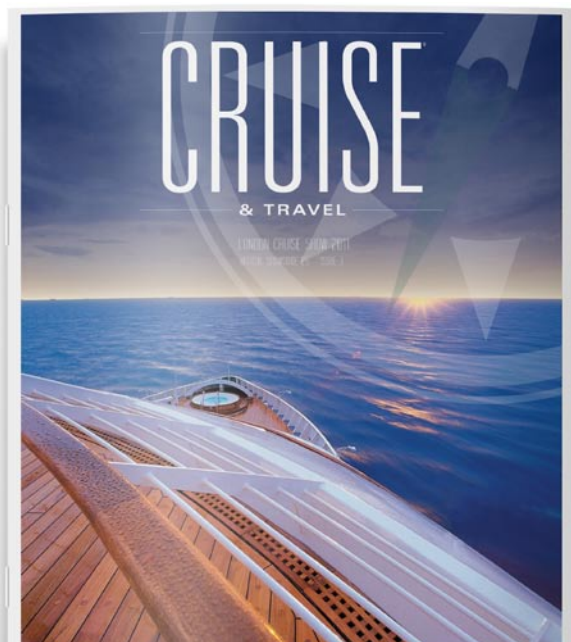
The show catalogues are an invaluable reference guide / directory containing details of the cruise lines, specialist operators and destinations in the cruise industry and kept by readers for many months after the event.

## The Audience

Birmingham 2010 total visitor numbers:	14,607
London 2011 total visitor numbers:	17,187

	Birmingham	London
Female:	59%	74%
Male:	41%	26%
Age:		
18 – 24	3%	2%
25 – 34	9%	7%
35 – 44	22%	27%
45 – 54	34%	35%
55 – 64	21%	20%
65 and over	11%	9%

Annual household income:	Birmingham	London
> £50,000	28%	23%
£50,001 - £100,000	27%	31%
£100,001 - £150,000	5%	8%
£150,001 - £200,000	1%	4%
£200,001 - £250,000	1%	1%
Prefer not to say	38%	24%
Retired		9%



# CRUISE Official Show Guides

## Display Advertising Costs

### DPS colour (594 x 210mm)

Scotland & Birmingham or London show guide £2500  
All show guides £4000

### Page colour (297 x 210mm)

Scotland & Birmingham or London show guide £1500  
All show guides £2500

### ½ page colour (134 x 190mm h)

Scotland & Birmingham or London show guide £900  
All show guides £1500

### ½ page colour (275 x 92mm v)

Scotland & Birmingham or London show guide £900  
All show guides £1500

### ¼ page colour (135 x 92mm)

Scotland & Birmingham or London show guide £500  
All show guides £1000

### 1/8 page colour (92 x 63mm)

Scotland & Birmingham or London show guide £300  
All 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:

Scotland & Birmingham: 1 October 2011

London: 1 February 2012

## 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

## Contact details

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 [cruise@escapeevents.com](mailto:cruise@escapeevents.com) [www.cruisingshow.co.uk](http://www.cruisingshow.co.uk)





## 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.