

FCCA Media Kit

Featuring Travel & Cruise Magazine
the official global publication of the Cruise Industry



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FLORIDA-
CARIBBEAN
CRUISE
ASSOCIATION



Welcome Message



Dear Esteemed Partners,

Ensuring value for every dime spent is a principle we hold dear. In both business and personal spheres, the question remains: does the investment truly offer value?

At FCCA, our central mission is to consistently provide unmatched value to our partners. Leveraging our vast network of industry leaders, we have the unique capability to do just that. The collaboration of executives from our 23 Member Lines with industry stakeholders in various meetings, events, and media channels, showcases the strength and reach of the FCCA community.

The significance of reaching our elite audience is evident. We provide diverse sponsorship and advertising avenues that target this audience precisely, be it through direct emails, print or online publications, including the globally recognized official magazine of the cruise industry, or our events. Each channel offers a prime opportunity for visibility and engagement.

Whether your goal is to attract cruise lines to your destination, introduce your product onboard ships, target the movers and shakers at our events, advertise across our vast range of publications and our extensive cruise and travel professional database, or pinpoint a unique opportunity tailored just for you, FCCA stands as your go-to resource.

We invite you to explore the media kit to understand the plethora of options at your disposal. However, know that we are keen to hear your objectives, ready to collaborate, and craft a bespoke strategy that propels you into the future.

Warm regards,

Micky Arison
FCCA Chairman;
Chairman, Carnival Corporation & plc

Pierfrancesco Vago
CLIA Global Chairman;
Executive Chairman, MSC Cruises

Publications & Distribution

Magazines and Publications:

Travel and Cruise Magazine: Published quarterly, this official magazine of the global cruise industry enjoys support from the FCCA, CLIA, and their Member Lines. It offers insights into the industry's developments through input from cruise executives and key stakeholders. It's a vital resource for those currently in or looking to enter the cruise business.

The "Highlight Issue": This special issue features profiles of cruise executives and provides detailed information about FCCA Member Lines. An indispensable tool for professionals and businesses interacting with the cruise industry, it's highly sought-after among the FCCA's vast distribution network.

Membership Directory: This directory comprises a comprehensive listing of all FCCA Member Lines, Associate and Platinum Members, as well as the contact details of tourism ministers from various destinations. It's a trusted reference for both cruise executives and stakeholders.

Conference and Foundation Program: These documents outline the FCCA's annual events, providing detailed schedules and relevant information. They serve as a roadmap for attendees, including over 100 cruise executives and more than 1,000 participants..

Global Distribution

FCCA publications boast a substantial distribution network:

- Directly to over 500 cruise executives.
- To 5,000 industry partners spanning all facets of the cruise sector.
- To a combined audience of 25,000 travel agents and 15,000 travel agencies.

Online Presence:

FCCA publications have made a significant digital impact with:

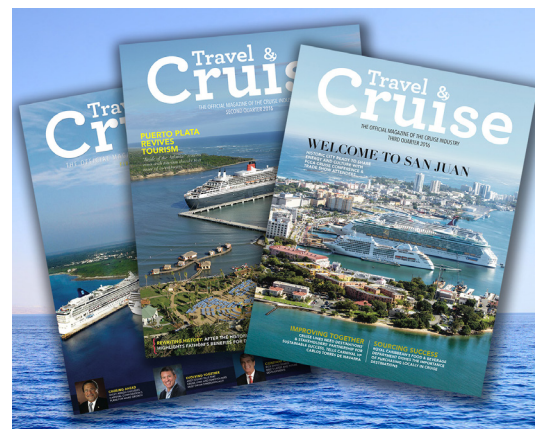
- 33,500 verified online reads.
- Distribution through the FCCA's social media, reaching over 23,500 cruise executives, stakeholders, and travel enthusiasts. This is bolstered by strategies to increase viewer engagement.
- Hosting on www.issuu.com, which has recorded over 650,000 total impressions, averaging about 10,000 impressions per publication.

Distribution Methods:

Publications reach audiences through a variety of channels, including direct mail, email, online platforms, events, and hand-to-hand delivery. This ensures a wide range of recipients like retailers, hoteliers, tour operators, ship owners, and many others within the maritime and tourism industries.

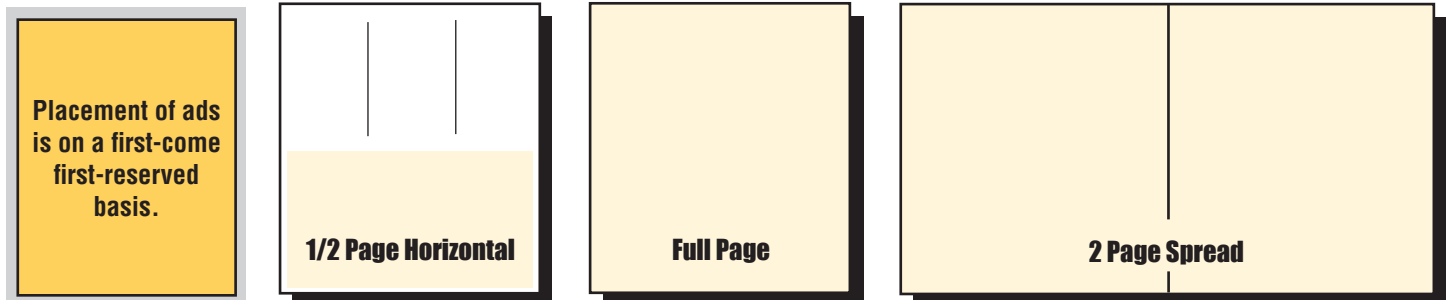
Digital Platform:

FCCA's online publications are hosted on www.issuu.com. It's a robust platform connecting publishers to over 100 million active readers monthly. Users can access content across devices and share snapshots on social media and email.



Advertising Specs

Advertising Page Rates	Submissions Due	Distribution Date
Travel and Cruise Magazine		
1st Qtr. (Seatrade Global / Cruise 360)	February 24	March 27
2nd Qtr. (PAMAC Conference)	May 12	June 16
3rd Qtr. (FCCA Cruise Conference)	August 30	September 29
4th Qtr. (Re-caps the year)	November 15	December 15
Other Publications		
Membership Directory (Annual Digital Publication)	September 20	October 25
FCCA Conference Program (FCCA Conference)	October 6	November 6
Cruise Industry Highlight Issue (Biggest Publication)	October 6	November 6



Specifications for publications (Dimensions are in inches)	Full Page	Half Page	2 Page Spread
Travel and Cruise Magazine (1st, 2nd, 3rd, 4th Quarter)	8.375" x 10.875"	8.375" x 5.375"	16.75" x 10.875"
Membership Directory (Digital publication)	6.50" x 9.50"	6.50" x 4.75"	13" x 9.5"
Conference Event Program	6.50" x 9.50"	6.50" x 4.75"	13" x 9.5"
Cruise Industry Highlights Issue	6.50" x 9.50"	6.50" x 4.75"	13" x 9.5"
Advertorials (please include several images for placement)	500-600 words	250-300 words	1000-1200 words

Specs listed above are the final trim size. Be sure to add up to a quarter inch bleed (past trim margins if needed).

Specifications for Travel & Cruise E-mail Newsletter banners

Dimensions: 300 x 250 pixels
 File Size: 100K max
 Format: Gif & jpeg only, (no Flash or 3rd party ad servers)
 Animation and looping is allowed

All ads are full color. Our preferred format for ads are high resolution Pdf's, Jpeg and Tiff files. Please submit to omari@f-cca.com.
 All ad rates are based on final, complete materials. Ad design or additional services are available at an additional charge.

For more information or to reserve advertising space, please e-mail Mario Aguirre at mario@f-cca.com

Digital & Online Marketing

Online Marketing

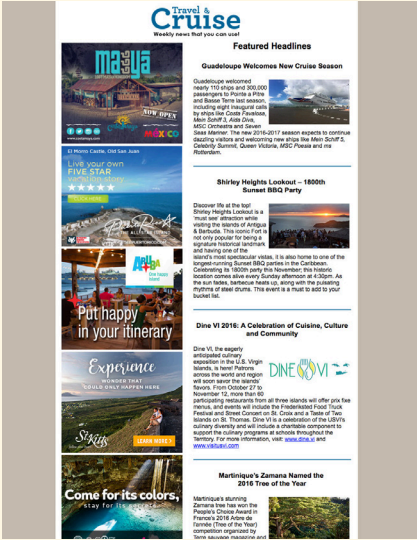
The Travel and Cruise e-newsletter provides up-to-date trends, breaking news, and both recent and upcoming events to travel professionals worldwide. With our extensive database of over 10,000 travel professionals, we offer premium market coverage to enhance your brand's image and promote your news stories, press releases, PR materials, and advertising campaigns.

Currently a free, weekly newsletter, Travel & Cruise Online ensures that your message reaches tourism professionals. These experts rely on our resource to stay informed about happenings from all sectors of the travel industry and from every corner of the globe.

Furthermore, our soon-to-launch website, TravelandCruise.com, is set to become a 24/7 hub for travel and cruise industry news. It will spotlight featured content, optimize for search engines, and extend the reach of a resource already visible on cruise executives' phones during meetings.

Other online marketing opportunities we offer include:

- Utilizing our social media networks to produce and redistribute your content.
- Advertising on our official website.
- Leveraging our email distribution for direct messaging and marketing.
- Advertising your banner within the email signatures of FCCA staff.

Pricing for campaigns	Banner Ad Specs	Examples of marketing and promotional campaigns
1 month Campaign \$10,000 3 month Campaign \$15,000 6 month Campaign \$20,000 12 month Campaign \$25,000	Dimensions: 300 x 250 pixels File Size: 65K max Format: Gif & jpeg only, (no Flash or 3rd party ad servers) Animation and looping is allowed	<ul style="list-style-type: none">• Press releases• Links to your website• Feature articles'• Informative articles• Create a brand identity• Announce an upcoming event• Sales promotions
Direct to your audiences inbox		
		
Feature Campaigns Run your news releases, articles and informational stories in the featured section of the Travel and Cruise newsletter. With the prominent location, 70-word sound bites, access to link your story or website and include an image, and a banner running the duration of your campaign, this presents the best opportunity to target an influential audience every week.		
Schedule for Distribution Travel and Cruise is a weekly e-mail newsletter launched every Friday. All text information or newly updated banner ads are due two days prior to that week's launch.		
Articles can be submitted to justin@f-cca.com Artwork can be submitted to omari@f-cca.com		

Partner & Sponsorships

The following are a few ways you can use to reach your audience.

FCCA Cruise Conference & Trade Show

- Badge holder sponsor
- Cocktail party sponsor
- Workshop sponsor
- Shirt sponsor
- logo merchandise sponsorer

FCCA Foundation Extravaganza

- Event sponsor
- Cocktail reception sponsor

Seatrade Global

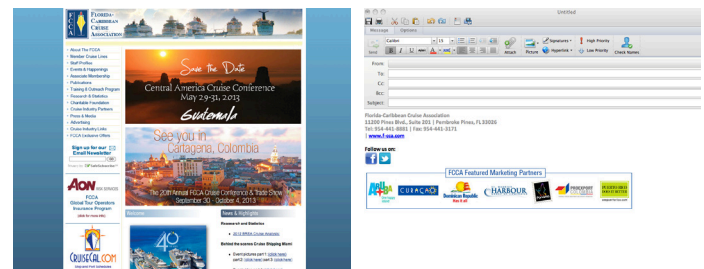
- Booth panel sponsor
- Cocktail reception sponsor

Other Promotional Opportunities

- Direct mailing
- Mailing inserts
- Website advertising
- Single product e-mails
- Email signature advertising
- E-mail newsletter sponsorship
- Travel and Cruise website sponsorship



Badge sponsorship



Website and e-mail signature sponsorship



Workshop sponsorship



Cocktail party sponsorship

Cruise Industry Overview:

The cruise industry continues to be one of the fastest-growing sectors of tourism and is on track to return to, and likely surpass, 2019 levels, with potential passenger volume rising to up to 33.6 million oceangoing guests globally (projections range from 27.9 million and 33.6 million, with the baseline projection of 32.1 million).

The suspension of cruising in 2020 had far-reaching effects across the cruise community, which includes ports, destinations, service providers, tour operators, travel agents and hundreds of thousands of small- and medium-sized businesses.

Now the cruise industry is again moving full steam ahead, and nearly 80% of travelers who have cruised before say they will cruise again – the same percentage as before the pandemic. As cruise lines return to its historical state where demand continues to outpace supply, enhancing that demand is again one of the industry's core objectives. While benefiting from cruising becoming a mainstream vacation option and evolving with the new consumer concentration on experiences, differentiation of cruise brands and multifaceted, multimedia initiatives to target their guests have paid dividends in both drawing the new-to-cruise market and repeat guests, along with keeping the industry in the spotlight.

In fact, media coverage of the cruise industry increased 34% at the start of 2023, leading to an overall jump in media reach in January 2023, according to a report from Commetric, which provides media analytics solutions to companies.

About the FCCA:

The Florida-Caribbean Cruise Association (FCCA) is a not-for-profit trade organization composed of 23 Member Lines operating more than 100 vessels in Floridian, Caribbean and Latin American waters. Created in 1972, the FCCA provides a forum for discussion on tourism development, ports, safety, security, and other cruise industry issue and builds bilateral relationships with destinations' private and public sectors. By fostering an understanding of the cruise industry and its operating practices, the FCCA works with governments, ports and private sector representatives to maximize cruise passenger, crew and cruise line spending, as well as enhance the destination experience and increase the amount of cruise passengers returning as stay-over visitors.

About the CLIA:

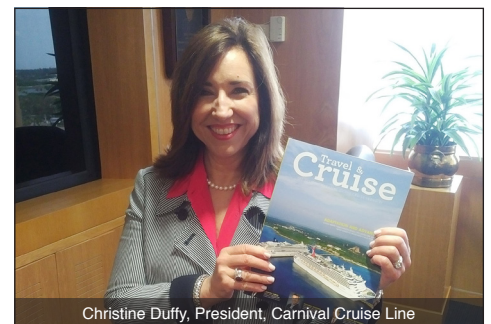
Cruise Lines International Association (CLIA) is the unified voice and leading authority of the global cruise community. As the largest cruise industry trade association with 15 offices globally, CLIA has representation in North and South America, Europe, Asia and Australasia. CLIA's mission is to support policies and practices that foster a safe, secure, healthy and sustainable cruise ship environment for the more than 22 million passengers who cruise annually, as well as promote the cruise travel experience. Members are committed to the sustained success of the cruise industry and are comprised of the world's most prestigious ocean, river and specialty cruise lines; a highly trained and certified travel agent community; and other cruise industry partners, including ports, destinations, ship developers, suppliers, business services and travel operators.



Micky Arison, Chairman, Carnival Corporation



Richard Sasso, Chairman, MSC Cruises (USA) Inc.



Christine Duffy, President, Carnival Cruise Line

For more information or to reserve advertising space, please e-mail Mario Aguirre at mario@f-cca.com