

SHIP Charter magazine

About the Magazine

Ship Charter Magazine is the world's only publication dedicated to the niche of chartering entire cruise ships. The magazine serves professional meeting planners across all industries—corporate, association, government, and incentive—who organize conferences, incentive trips, and large-scale events onboard cruise ships of all sizes. Our editorial mission blends logistical know-how with destination inspiration and insights from charter experts, making Ship Charter Magazine the go-to resource for planners looking to leverage the unique power of an event at sea.



**MEDIA
KIT**

Audience & Distribution

Our readers are decision-makers with high purchasing power. Key demographics and behaviours include:



PROFESSIONAL ROLE:

Corporate meeting managers, association planners, incentive travel specialists, high-end incentive houses and third-party meeting companies.

TRAVEL BEHAVIOUR:

80 % of readers organize three or more major events per year and 90 % regularly charter transportation for groups.



AVERAGE AGE:

37 – well aligned with typical meeting planner demographics.



HOUSEHOLD INCOME:

\$220 K+ (mirroring the high-earning audience of other premium travel magazines).



EDUCATION:

More than 80 % hold a college degree.

GEOGRAPHY:

60 % United States,
20 % Europe,
10 % Canada,
10 % Asia/Pacific.

International digital edition ensures global reach.



Reach & Engagement

Ship Charter Magazine was created to serve a niche yet sizable market. According to U.S. labor data, there are over 145,000 meeting, convention, and event planners working in 2024, and the profession continues to grow. Globally, the leading professional association Meeting Professionals International (MPI) boasts a community of 130,000+ event professionals and 13,000 engaged members across 69 chapters, while the Event Industry Council's 33 member organizations represent more than 103,500 individuals worldwide. Our distribution strategy taps into these networks and reaches planners wherever they gather

By combining association channels, event-attendee lists and our own database, Ship Charter Magazine delivers your brand to a large, global, qualified audience of planners who seek to charter ships for meetings and events.



We partner with cruise lines, national tourism offices and port-city CVBs to ensure the magazine is seen by both planners and suppliers.

Deadlines & Specifications

Digital deadlines: 10 business days prior to campaign launch. Provide JPG, PNG or GIF files plus click-through URL. For sponsored posts, supply headline (<60 characters), teaser (<170 characters) and body copy (≤500 words). Dedicated emails should be a single HTML file with inline CSS and no external scripts.



Why Advertise With Us?

EXCLUSIVE FOCUS:

Ship Charter Magazine is the only global media platform devoted solely to full-ship cruise charters, making it the ideal place to reach planners who book entire cruise ships.



INFLUENTIAL READERSHIP:

Our readers control millions of dollars in annual meeting and incentive budgets and rely on trusted media to source venues and partners.



INTEGRATED REACH:

By combining digital, and social channels, we maximise brand exposure across the buyer journey.

Contact Us

To reserve space or request a custom proposal, please contact **Evan Bailey**,
Director Of Advertising,
at adsales@shipchartermagazine.com
or call **+1 (833) 876.9536 Ext 708**

We look forward to partnering with you to showcase your cruise line, destination or service to professional meeting planners worldwide.