

SHIP Charter

magazine

Issue 01
December 2025

C.E. AT SEA

Redefining Continuing
Education

WHY EVERY GREAT SHIP CHARTER STARTS WITH A CHARTER PARTNER

Because even the best
Meeting Planners
shouldn't go it
alone at sea



BYU CRUISE

ON NAVIGATOR OF THE SEAS

A ROYAL CARIBBEAN SHIP

REST IN PEACE LAS VEGAS!

The STRIP Is Out,
The SHIP is in!

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.

Advertising Opportunities

Ship Charter Magazine offers integrated packages across multiple channels. Advertisers can choose from display ads, sponsored content, and bespoke partnerships. Each option is designed to showcase your brand to decision-makers booking large group travel.

DIGITAL ADVERTISING

Digital placements reach planners when they are actively researching. Advertisers may supply their own creative (pdf format) or our in-house studio can assist at an agreed upon rate.

Digital ad unit	Size	Rate (US \$)
2- Page Spread	18 W x 10.75 inches H (1296 x 774 pixels) 72 DPI	\$3999
Full Page	9 W x 10.75 inches H (864 x 1032 pixels) 96 PPI	\$2999
Half Page (vertical or horizontal)	3.875 W x 9.75 inches H (vertical) 279 x 702 pixels 72 PPI 8 W x 4.875 inches H (horizontal) 768 x 468 pixels 96 PPI	\$1999
YouTube video Add-on	Variable Size to fit within ad space Must provide YouTube link (preferred 1min or less video)	\$199

» Send content to: production@shipchartermagazine.com

Sponsored Content & Partner Packages*

For brands seeking deeper storytelling, we offer custom editorial partnerships:

DESTINATION SPOTLIGHT:

A double-page multi-media feature including an interview with your representative.

Package price:
\$7,999

CRUISE LINE SHOWCASE:

A four-page advertorial spread with multi-media capabilities.

Rate:
\$11,999
Includes a framed printed version of the Showcase suitable for display.

PORT PROFILE:

Single-page advertorial with a call-to-action.

Rate:
\$4,999

**All Sponsored Content Subject To Editorial Review and Approval.*

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.