

Enterprise St Helena
Board Discussion / Decision Paper

No 12/08

10 August 2013

Subject: On-going Media Campaign - Cruise International Magazine

Background

As the only dedicated cruise magazine on UK newsstands, Cruise International will introduce the RMS St Helena and St Helena Island to a captive audience of 80,000 sea travel enthusiasts. The readers are mature, affluent and time-rich individuals looking for their next experience afloat. And while the RMS St Helena remains the primary mode of travel to the island, there is no better platform to attract new visitors than in Cruise International.

The upcoming issue, featuring a *Back to Nature* editorial focus, offers the ideal place to launch this campaign. On sale across the UK from 6 September, this feature is specifically aimed at highlighting 'off-the-beaten-track' cruise itineraries and destinations that offer an authentic wildlife experience.

This issue will coincide with the National Cruise Week in UK and will be sent to over 1,800 cruise specialist travel agents – the people selling the cruises!

We would like to advertise in the following issues:

October/November 2013 issue – on sale 6 September (National Cruise Week promotions)

- Editorial inclusion in the *Back to Nature* editorial feature
- Full Page Inside Back Cover Advert (Prime position)

December/January 2013 issue – on sale 1 November: *Best of the Best* issue announcing the winners of the 2013 Cruise Awards

- Full Page Display Advert (front half of the magazine)

2014 Cruise Planner – the Ultimate Guide to Cruising for the year ahead (Annual) – on sale 29 November

- Featured Cruise Destination Package including
 - Double Page Advertorial Feature highlighting St Helena and the RMS St Helena experience in the relevant section (Adventure Cruising)
 - Full Page Display Advert

February/March 2014 issue – on sale start of January 2014 (The Wave Period)

- Dedicated St Helena Editorial Feature commissioned by the Editor of Cruise International
- Full Page Display Advert (front half of the magazine or facing editorial)

Online/Digital

- Exclusive Solus e-newsletter showcasing St Helena to the qualified consumer database of Cruise International (38,000) linking directly to your website (send date tbc)
- News story on www.cruise-international.com
- Sponsored Blogpost featuring St Helena written by our editorial team to be promoted across Cruise International Social Media
- MPU Display advert on www.cruise-international.com serving 40,000 impressions driving traffic to your website
- Reskin of the Cruise International website for a week (date tbc) - ultimate brand exposure

The full cost of this advertising is £22,680. If permission is granted by the board then our St Helena Package discount will be £15,876 (30% discount)

Consideration:

That the board approves this advertising in order that we may participate in this campaign to ensure more passengers on board the RMS as well as more visitors to St Helena Island.

| Original Budget | Spent to date (state date) | Committed but not yet paid | Balance | Expenditure approval now sort | Balance available for future spends |
|-----------------|----------------------------|----------------------------|----------|-------------------------------|-------------------------------------|
| £150 000 | (14/8/2013) £36,942 | £0 | £113,058 | £15 876 | £97,182 |