



Onboard Media
EDITORIAL GUIDELINES: CRUISE PUBLICATIONS

Onboard Media, part of the world's top luxury goods provider, LVMH (Moët Hennessy • Louis Vuitton) Group, is the exclusive publisher of annual port and shopping publications for the fleets of Carnival Cruise Lines and Princess Cruises. We work with the cruise lines primarily in the Caribbean, Alaska and Europe.

FEATURE EDITORIAL INTERESTS

Cruise publications include 800- to 1,200-word features on aspects of the entire region, such as national parks or celebrity hangouts. All topics should be evergreen — the books are on the ships for about a year — and suitable for a general, family-oriented readership: no politics, sex or religion. First-person accounts and humor are considered, but only rarely.

Also needed are marketing-oriented features that promote each cruise line's onboard services. Before querying, please visit the cruise line's website to get a sense of its programs. Bear in mind that you will be writing for readers who already are aboard the ship and do not need to be convinced of the benefits of cruising; nor should you consider industry-wide trends. Look for stories that deepen and expand upon the specific cruise line's onboard experience, and can be written with an engaging but informative style.

Although the editorial has a marketing purpose, we prefer that all features use a neutral third-person voice. Avoid excessively promotional approaches and hyperbolic language: Let the information speak for itself.

Byline is given. Payment is on final acceptance by our cruise-line partners.

FILLER COPY

We accept 150- to 300-word "fillers" that contain fresh, original material relating to destinations. Because we publish for cruise lines that have their own criteria, we will not accept editorial copy that:

- Gives "if you go" information such as hours of operation, admission fees or transportation to attractions. Historical background, anecdotes or enticing trivia about any attraction is acceptable.
- Promotes an inn, hotel, resort or any other guest accommodation. The audience consists of cruise guests who sleep aboard the ship and are encouraged to book future travel with the cruise line.

We welcome assistance in securing photos and other images relating to editorial.

QUERY AND SUBMISSIONS POLICIES

Queries for Caribbean cruise features are accepted in April/May, fillers through June/July. We consider Alaska queries in October, Europe queries in November.

Send a proposal that demonstrates your style, with three to five published clips (digital or hard copies), to:

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