



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 Celebrity Cruises, Princess Cruises and Royal Caribbean International.

Freelance writers may send proposals for feature articles and filler copy relating to the Caribbean in April/May; proposals on Alaska, Bermuda and Europe should be sent in October/November.

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 pieces are considered only rarely.

Also needed are marketing-oriented features that promote each cruise line’s onboard services. Before querying, please visit each cruise line’s Web site to get a sense of its programs. Bear in mind that you will be writing for readers who already are aboard the ship; look for story ideas about a specific cruise line’s onboard offerings, rather than industry-wide trends.

Byline given. Payment is upon 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.)

Strong filler headings and clever angles are a big plus. We welcome assistance in securing photos and other images relating to editorial.

If you have many ideas and you can submit a group of fillers at one time, please query (noting destinations and subject matter you wish to cover).

Payment is upon final acceptance by our cruise-line partners.

SUBMISSIONS POLICY

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

- Kate McClare, Executive Editor, Onboard Media, 1691 Michigan Ave., Suite 600, Miami Beach, FL 33139
- E-mail: katem@onboard.com