

STARBOARD

STYLE IN TRAVEL



Inside Starboard

From the publishers of *Sleeper* (global hotel design) and *Supper* (global hotel F&B), *Starboard* is a new magazine focusing on the design and development of cruise ships, as well as other mobile forms of hospitality such as river boats, sleeper trains, aeroplanes and space shuttles.

The publication was born out of an increasingly close relationship between hospitality and transportation, and the idea that travel experiences extend beyond the realms of a traditional hotel.

More and more, hotel groups are strengthening their brands through investment in non-traditional hospitality models, partnering with private transportation operators or developing their own concepts to replicate the brand experience at sea, in the sky or on the tracks.

The sectors are converging in other ways too. Specialist hotel designers are being asked to bring their expertise to the world of luxury travel, particularly cruise lines, resulting in stylish vessels that are more in line with boutique hotels than a mode of transport. Luxurious staterooms, world-class spas, and multiple bars and restaurants, many helmed by star chefs, are just some of the facilities on offer.

Circulation

Starboard is mailed to a meticulously researched circulation comprising:

- Global and regional presidents of cruise lines
- Developers and investors behind mobile forms of hospitality
- CEOs and senior executives at hotel groups venturing into cruise ships, river boats, aeroplanes and trains
- Design and development directors
- Architecture and interior design practices
- F&B directors
- Restaurateurs, chefs and bar operators
- FF&E, OS&E and procurement specialists

Total Circulation	6,025
Mailed Circulation	4,025
Event Circulation	2,000

Starboard examines the design, development and operation of these spaces; tells the stories behind the concepts; details the fit-out across the entire supply chain, from floorcoverings, soft furnishings and furniture to lighting, tableware and glassware; and considers ways in which all of the above contribute to the overall guest experience.

Starboard is produced to the same standard as its sister publications, with insightful editorial and high-quality colour photography. It includes:

- Reviews of new cruise ships, sleeper trains and yachts
- Previews of new concepts in the pipeline
- Interviews with operators, architects and interior designers
- Reports on the potential growth of the sector
- Coverage to companies who supply products or services

A digital version of issue 1 can be viewed online at:
www.issuu.com/mondiale/docs/starboard_issue1

Event Circulation

Starboard has partnered with a number of events worldwide for bonus distribution.

- Seatrade Cruise Global / Miami / 8-11 April 2019
- Cruise Ship Interiors Expo / Miami / 18-20 June 2019
- Marine Interiors Expo / Hamburg / 11-13 September 2019
- Seatrade Europe / Hamburg / 11-13 September 2019
- Cruise Ship Interiors Expo / Barcelona / 4-5 December 2019

The magazine will also be distributed at AHEAD, the awards for hospitality experience and design, which takes place in London, New York, Dubai and Singapore throughout the year.

Sample Readership

Director Marine Projects – AD Associates
Director of Food & Beverage – AIDA Cruises
CEO – Aqua Expeditions
Global Corporate F&B Director – Belmond
Director, Food & Beverage Supply – Carnival Cruise Lines
Hotel Projects Manager – Carnival UK
Senior Vice President, Hotel Operations – Celebrity Cruises
Director, Food & Beverage Strategy – Celebrity Cruises
Creative Director – Concrete
Creative Director – David Collins Studio
Founder – Design Research Studio
Project Director – HBA International
SVP Global Design – Hilton Hotels Worldwide
Director of Interior Design & Operations – Holland America Group
Vice President, Food & Beverage – Hurtigruten
Director – Jestico & Whiles
CEO – Minor Hotels
Co-founder – Muza Lab
President – Norwegian Cruise Line
Director of Architectural Design and New Build – Norwegian Cruise Line

Head Designer – P&O
Director – PriestmanGoode
Principal – Richmond International
Co-founder – Roman & Williams
Principal – Rottet Studio
Director Architectural Design – Royal Caribbean Cruises
Director of Food & Beverage – Royal Caribbean Cruises
Partner – RPW Design
President – Seabourn Cruise Line
Chef – Seabourn Cruise Line
Managing Director – SMC Design
Partner – Studio Dado
Design Director – Studio Noor
CEO – The Ritz-Carlton Yacht Collection
Principal – Tihany Design
Executive Project Director – Tillberg Design of Sweden
CEO – TUI Cruises
President – Virgin Voyages
Senior Vice President of Product Design – Virgin Voyages
Studio Director – Wimberly Interiors

Advertising Opportunities

Starboard is the perfect partner for brands looking to target decision-makers involved in the design and development of mobile forms of hospitality.

Rate Card	
Double Page Spread	£4,830
Back Cover	£4,995
Inside Front/Back Cover	£3,995
Full Page Colour	£2,825
Technical Data (all sizes width before height)	
Full Page	Double Page Spread
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Type: 206mm x 245mm	Type: 442mm x 245mm
Bleed: 242mm x 281mm	Bleed: 478mm x 281mm

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Issue 2
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Issue 3
Launching December 2019 / Deadline 8 November 2019



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PORTFOLIO

AHEAD
AWARDS FOR HOSPITALITY
EXPERIENCE AND DESIGN

SLEEPER
GLOBAL HOTEL DESIGN

SLEEPOVER
FOR HOTEL INNOVATORS

STARBOARD
STYLE IN TRAVEL

SUPPER
GLOBAL HOTEL F&B

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