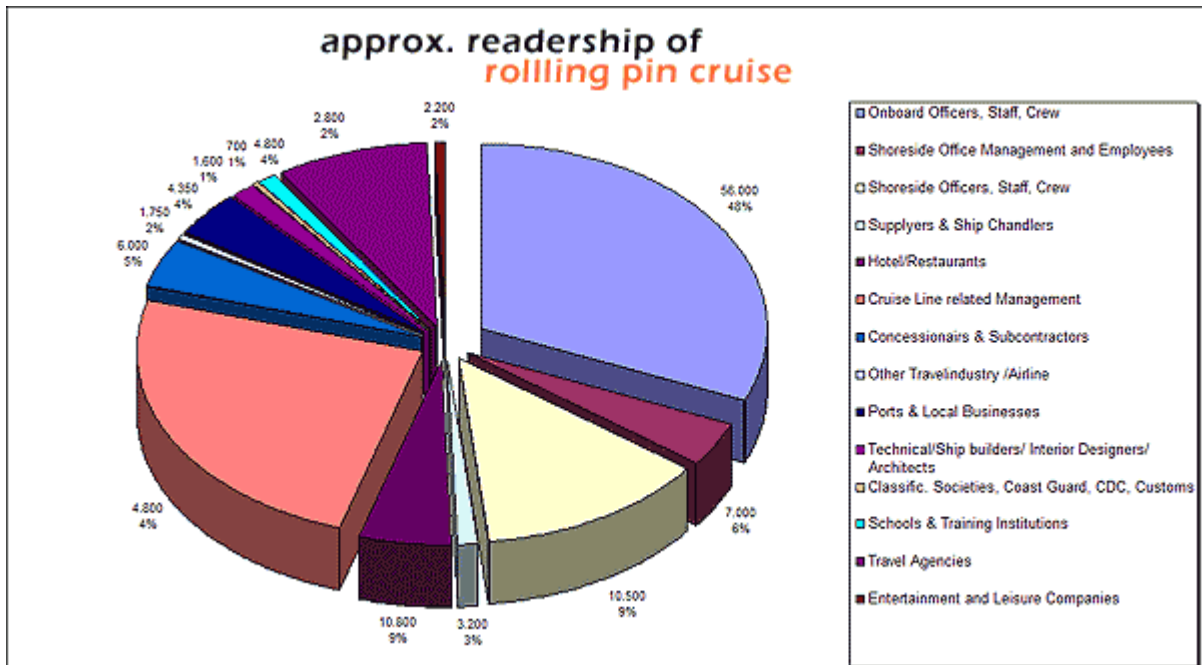


media information for advertisers



who reads rolling pin cruise?

READERS	Approx. Readership
Onboard Officers, Staff, Crew	120.000
Shoreside Office Management and Employees	15.000
Shoreside Officers, Staff, Crew	50.500
Suppliers & Ship Chandlers	3.200
Hotel/Restaurants	20.800
Cruise Line related Management	95.000
Concessionairs & Subcontractors	16.000
Other Travelindustry/Airline	1.750
Ports & Local Businesses	14.350
Technical/Ship builders/Interior Designers/ Architects	5.600
Classific. Societies, Coast Guard, CDC, Customs	700
Schools & Training Institutions	4.800
Travel Agencies	32.800
Entertainment and Leisure Companies	2.200
TOTAL	382.700



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