

bright  
NEW

# Voyage

BRITTANY FERRIES' ONBOARD MAGAZINE



GREAT NEWS  
**for cost-conscious  
advertisers**

Make your  
**advertising budget  
go much, much further**



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## GREAT NEWS for cost-conscious advertisers on both sides of the Channel.

Spring 2007 saw the launch of *Voyage*  
– the new complimentary onboard lifestyle magazine of Brittany Ferries.

This high-quality publication reflects the company's status as  
**the leading French cross-Channel ferry operator**, ideally placed to

take your sales message  
to **more people and more places**  
all year round...



### MORE PEOPLE

- 8 popular ports and 7 busy routes serve more than **2.75 million** Brittany Ferries passengers a year

### MORE PLACES

- Brittany Ferries operates between all these key ports in southern England, Ireland, Brittany, Normandy and northern Spain
  - Portsmouth–Caen
  - Portsmouth–Cherbourg
  - Portsmouth–St Malo
  - Poole–Cherbourg
  - Cork–Roscoff
  - Plymouth–Roscoff
  - Plymouth–Santander

### ALL YEAR ROUND

- **Voyage** is published twice a year:
  - **135,000 copies** in May for the thriving summer season
  - **80,000 copies** in October for autumn and winter breaks and the increasingly popular and important European Christmas markets.
- **Voyage** is **free** – and freely available – to all passengers:
  - handed out as part of the check-in procedure at Portsmouth, Poole, Cork and Plymouth
  - offered at the onboard Information Desk on each ship
  - placed in every seat pocket on fastcraft vessels.

### A CAPTIVE AUDIENCE

- With crossing times varying from 3 hours (fastcraft) to 21 hours (conventional ferry), and authoritative articles which inform and entertain on a wide variety of lifestyle and travel subjects, there's ample opportunity and incentive for passengers to read **Voyage** from cover to cover – and take it with them when they disembark.

### A WINNING TEAM

- Brittany Ferries' market-leading success is based on quality and backed by the most modern fleet on the Western Channel – 8 vessels including 2 fastcraft and the luxurious £100m flagship *Pont-Aven*, which is setting exceptional new standards in passenger ferry travel.
- **Voyage** too is an expression of quality – a first-class 64-page A4 magazine produced on behalf of Brittany Ferries by Lily Publications. Widely acknowledged as Britain's number one specialist publisher for the UK and European ferry industry, the Lily team is very experienced in travel, tourism and other related areas.

### HIGHLY COMPETITIVE RATES

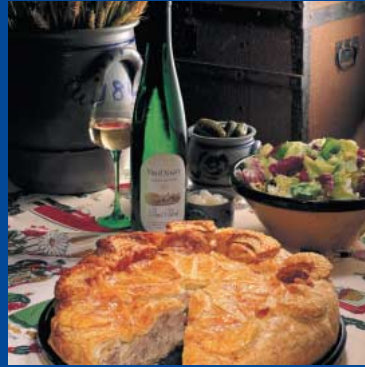
- **Voyage** represents a bright new opportunity to make advertising budgets go much, much further – in every sense.

• FULL PAGE	May-September	£4750	€6982
	October-April	£3750	€5512
	<b>special price</b> 12 months	£7500	€11025
• HALF PAGE	May-September	£2850	€4190
	October-April	£2250	€3308
	<b>special price</b> 12 months	£4400	€6468
• QUARTER PAGE	May-September	£1710	€2514
	October-April	£1350	€1985
	<b>special price</b> 12 months	£2600	€3822

- DPS/ OBC/ Inside Front cover on request.
- 10% agency discount
- prices exclude VAT/TVA

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## DON'T MISS THE BOAT

*To make your booking or for further information,  
please call me now on 01273 579444 or 07956 652046.  
Or email: [grahamoutline@aol.com](mailto:grahamoutline@aol.com)*

I look forward to hearing from you.

Graham McDermid