

**CRUISELINE.COM LAUNCHES *BON VOYAGE*,
THE “DEFINITIVE TRAVEL MAGAZINE FOR CRUISERS”**

**Sherri Eisenberg Named Editor in Chief;
Through July 31, Upload Favorite Cruise Photo and Win a Norwegian Cruise for Two**

NEW YORK, NY, July 9, 2013 – Cruiseline.com, the leading cruise reviews community, today launched [Bon Voyage](#), a digital travel magazine designed to speak to everyone from first-time cruisers to the most passionate aficionados. The new publication features editorial reviews, insightful port guides, newsy trend pieces, and smart tips from some of the most experienced travel writers in the world; at its helm is editor in chief and longtime cruise expert Sherri Eisenberg.

Written in an informative but easy to read fashion with beautiful accompanying photos, *Bon Voyage* features:

- Destination guides, including [“6 Hours In: Grand Turk”](#) and [“Insider’s Guide to Miami”](#)
- Cruise ship and cruise line reviews, including a [Norwegian Breakaway review](#)
- Advice-driven service articles, including [“7 cabin locations you really don’t want”](#)

“Cruising is the most complex of all travel categories,” said Faraz Qureshi, general manager of Cruiseline.com, publisher of *Bon Voyage*. “Deciding where and when to go, what ship to take, and what is included, are just some of the many questions cruisers have. We launched Cruiseline.com to share unbiased and verified opinions from fellow passengers. Given its rapid growth, it seemed only natural to expand to expert advice – and so we hired Sherri and *Bon Voyage* was born.”

Bon Voyage’s mission is to be “the definitive travel magazine for cruisers.” Its intention is to excite readers about their next vacation, while helping them with the details involved in the decision-making process. Current feature articles range from an interview with Geoffrey Zakarian about his newest shipboard venture to a piece about the best ships for babies.

Steering the Ship

Sherri Eisenberg, an award-winning travel editor with 16 years at top national glossy consumer magazines published by Condé Nast and American Express, among others, was named editor in chief of *Bon Voyage*. Previously she served as cruise editor of *Travel + Leisure*, and spent several years as senior travel editor of Condé Nast’s *Brides*, where she won the Society of American Travel Writers’ 2008 Lowell Thomas Gold Award for the best travel section in a non-travel magazine. She formerly handled the cruise coverage at *Travel Holiday*. Eisenberg has been to 371 cities in 34 countries on assignment, and keeps a bag packed at all times so she can hop on a plane – or a ship – at a moment’s notice.

Win a Cruise Photo Contest

In celebration of the *Bon Voyage* launch, the magazine has partnered with TopDog, a social competition platform, to give away a cruise vacation. Visitors to the www.BeTopDog.com site through July 31 can submit their favorite cruise photo for a chance to win a seven-night voyage for two to Bermuda on either the *Norwegian Dawn* (sailing from Boston) or *Norwegian Breakaway* (sailing from New York City). *Bon Voyage* editors will pick one winner from the top five most popular photos.

About Cruiseline.com

Cruiseline.com launched in December 2012 as an independent, objective guide to cruises. With over 40,000 reviews to date, the site simplifies the task of choosing a cruise with unbiased opinions from fellow passengers. Unlike other cruise communities, Cruiseline.com guarantees the authenticity of thousands of verified reviews, and uses member opinions to rank ships and itineraries with a “Sail Score.” For more information and to join the conversation, visit: www.Cruiseline.com. To read *Bon Voyage* visit: www.BonVoyageMag.com.

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