



Costa Cruises Launches The New, Online Version Of “C Magazine, The Costaclub Magazine”

March 21, 2016

The CostaClub magazine is now online in 6 European countries and brimming with ideas and suggestions to make CostaClub members – and everyone else – happy even when they aren’t taking a cruise.

Tips about travelling, gusto, culture, fun and new trends, wellness and family created in a joint effort with Mondadori; web series and videos with testimonials of the new Costa campaign, like chef Bruno Barbieri; all the upcoming innovations of the Costa world.

Genoa, 21 March 2016 – Costa Cruises presents **C Magazine, the CostaClub magazine**, a new online magazine, accessible to everyone at www.costaclub.com in Italy, France, Spain, Germany, Austria and Switzerland, that’s brimming with interesting ideas and projects to increase your happiness – and that of your loved ones – even at home, just like what happens while on a Costa cruise.

After distributing more than 2 million copies in 6 countries in just one year, the CostaClub magazine is now online with an innovative version with a myriad of contents to satisfy all members, as well as their partners, family and friends. The new magazine, with an original and innovative style, will propose suggestions, tips and in-depth information about various topics, such **travelling, gusto, culture, fun and new trends, wellness and family**. Many of the articles proposed will be written in a collaborative effort with a prestigious partner like the Italian publishing company **Mondadori**.

That’s why *C Magazine, the CostaClub magazine* will not only be an interesting publication to read for CostaClub’s valued members and Costa guests, who can enjoy an extended “**vacation effect**” between cruises, but also for a broader public, which perhaps has not yet experienced a Costa cruise.

For example, there will be suggestions about no-miss events in 2016; novelties about ingredients to use in the kitchen to make everyone happy; the coolest places around the world to savour special aperitifs; different “perspectives” and ways to discover everything about a particular destination; lots of ideas to have fun as a family, even with kids; and tips for him and her to keep in shape plus special features like the traveller horoscope.

The spotlight of the new magazine will be focused on the **testimonials** of the new Costa campaign *Benvenuti alla Felicità*². There are 3 must-see web series hosted by **chef Bruno Barbieri** who will demonstrate curiosities and recipes of the special gala menu created exclusively for Costa guests, share his personal experiences and cooking tips linked to various destinations, and help you to discover everything about the novelties of Italian gastronomic excellence on board. Other video contents and reportages will focus on **Peppa Pig** and her friends, the main characters of fun for Costa’s little guests, and news from the talent show **The Voice of the sea**, the fleet’s top show.

C Magazine, the CostaClub magazine will also propose updates about all the upcoming innovations in the Costa world, like those involving products and services available on board.

In addition to the new magazine, the website www.costaclub.com will continue to include a section dedicated to all useful information about CostaClub, Costa’s loyalty program that was recently revamped and is supported by 3 million registered members around the world. It’s also where guests can register with the Club online – participating, up to 30 April, in the big contest “Win 15 years of Costa cruises” – and, for those who’ve already registered, where they can access their personal profiles with acquired points and benefits.

