



2026 • MEDIA KIT

Dockwalk

ESSENTIAL READING FOR
SUPERYACHT CAPTAINS AND CREW



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HISTORY

Launched in 1988, *Dockwalk* enabled captains and crew to keep abreast of industry news as their jobs took them to exotic ports around the world. Today it is the number-one monthly magazine for yachting professionals – captains, crew, engineers and yacht managers.

Recognised by industry leaders and senior crew alike as the global voice of the industry, *Dockwalk* tackles important topics and delivers essential news.

Each month, *Dockwalk*'s readers take an active role in the magazine, contributing informative articles and raising industry concerns. The magazine is edited by experienced writers with first-hand knowledge of crewing superyachts.

WHY ADVERTISE IN *DOCKWALK*?

Dockwalk is read by captains, crew, engineers and yacht managers – the people who buy your products and services.

Our readers control billions of dollars of owners' annual expenditure. They are responsible for the upkeep, provisioning and operation of their vessel for the owner, who is willing to, and expects to, pay for the best.

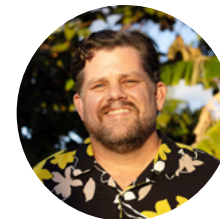
DISTRIBUTION

Dockwalk is distributed by hand to captains and crew directly on board their yachts and to the superyacht hotspots in Florida and the South of France. It is also mailed free of charge to the yachting community in the major ports throughout the world.





A NOTE FROM THE EDITOR



For more than a quarter century, *Dockwalk* has provided vital information to captains and crew. I'm proud to say that today we continue that tradition in print and online while also offering more and more opportunities for events and in-person networking and socializing.

INDUSTRY FEEDBACK

In March 2025 *Dockwalk* engaged in extensive reader and advertiser research, to ensure that we are on top of the important issues and deliver a magazine that supports the industry's captains, crew and senior decision makers. We asked five key questions to identify and understand what the market wants from *Dockwalk*, the topics that are front of mind, and how they want *Dockwalk* to evolve.

We have acted on this feedback and as a result, have re-designed and re-positioned *Dockwalk* editorially from the July 2025 issue onwards.

This valuable insight exercise will be repeated annually to ensure *Dockwalk* remains at the forefront of the captains and crew industry.

EVENTS AND INITIATIVES

From our new Crew Creator Awards to our Captains' Club, we work to unite the industry while giving our readers the opportunity to get together, network and celebrate their accomplishments. From our presence at major boat shows to our own events, we've got even more planned for the near future.

We look forward to seeing you at a *Dockwalk* event! – ERIK PETERSEN





CAPTAINS' CLUB

An exclusive community of superyacht captains



A superyacht captain is the key influencer when it comes to helping owners decide where to go with their yacht. *Dockwalk* has direct access to captains through our Captains' Club. We offer members a platform to engage, inform and share best practice with their peers and stage members-only events throughout the year.

In collaboration with BOAT International, *Dockwalk* launched the Captains' Club in January 2021, and the response from qualified and experienced captains has been hugely positive. To date, we have welcomed more than 300 captains into the club.

Captains' Club members are captains of sailing yachts ranging from 24 meters to 107 meters, and motor yachts ranging from 24 meters to 156 meters, making this one of the largest networks of superyacht captains in the world. Membership is open to active captains on board superyachts longer than 24 meters LOA.

An exclusive online web-series Captains' Insights was released in the fall of 2024, featuring sit-down video interviews with industry experts about new developments in the yachting sector.

In addition to the Captains' Club exclusive events and online offerings, all Club members are offered complimentary subscriptions to *BOAT International US Edition* and *Dockwalk*.

The true value, however, is the network the Club offers its members. We provide a platform for superyacht captains to interact and share best practice all over the world. It has been fantastic to see some valuable connections being formed between our members over the years.





EDITORIAL CALENDAR



WHY ADVERTISE IN *DOCKWALK*?

- The most widely read and recognized captains and crew publication
- Multi-award-winning magazine for design and content at The Folio: Eddie & Ozzie Awards
- Best global distribution of any captains and crew magazine
- Redesigned and repositioned following extensive research in Spring 2025, renewing our commitment to our audience and advertisers
- Better signposting and updated content to engage readers

| ISSUE | THEME | CAPTAINS' FOCUS | BOAT SHOW | AD DEADLINE | ON SALE |
|----------------|-----------------------------|-------------------------|-----------------------------|--------------|--------------|
| January 2026 | Global Order Book | Finance | Düsseldorf | December 03 | December 19 |
| February 2026 | Chefs | Provisioning | Miami | December 22 | January 13 |
| March 2026 | Safety and security | Health and medical | | January 22 | February 06 |
| April 2026 | Sustainability | Crew uniforms | Palm Beach | February 24 | March 13 |
| May 2026 | Recruitment & retention | Training and upskilling | Palma / MYBA | April 01 | April 17 |
| June 2026 | Toys & tenders | Tech | Newport Charter | May 06 | May 22 |
| July 2026 | Marinas | Fuel & bunkering | | June 03 | June 19 |
| August 2026 | Shoreside transition | Project management | | July 01 | July 17 |
| September 2026 | Salary Survey | Paint and coatings | Cannes / Genoa | July 29 | August 14 |
| October 2026 | Adventure / Explorer Yachts | Travel and visas | Monaco / IBEX | August 26 | September 11 |
| November 2026 | Refit | Engineering | Fort Lauderdale / Metstrade | September 30 | October 16 |
| December 2026 | Charter | Tech and toys | Antigua | November 04 | November 20 |

DOCKWALK MAGAZINE

Reach superyacht captains and crew

AUDIENCE & DISTRIBUTION

Worldwide circulation: 10,000 copies per month
(print + digital downloads)

Regular distribution to key superyacht locations
(marinas, training companies and crew agencies)

Additional distribution at all key yacht shows — Monaco,
Fort Lauderdale, Miami, Cannes, Palma, Palm Beach,
Antigua and METs

Access to experienced crew professionals — the average
Dockwalk reader has 10 years' experience in the industry

SUMMER MEDITERRANEAN DISTRIBUTION

Mandelieu, Cannes, Antibes, Villeneuve-Loubet, Nice,
Villefranche, Beaulieu, Cap D'ail, Monaco and San Remo





Dockwalk

We are pleased to offer you the opportunity of receiving free copies of DOCKWALK – the essential magazine for Captains and Crew – to distribute to your customers every month.

Please complete the delivery information below and be sure to include the number of copies you wish to receive each issue. We will then ensure you receive regular delivery of DOCKWALK every month. We are sure your customers will enjoy reading DOCKWALK and thank you for delivering to them.

DISTRIBUTION REQUEST FORM

☐ Yes, please send me the number of DOCKWALK copies noted below, which we will distribute each month to visiting captains and crew.

Scan the QR code and order online for faster service!



Signature (your signature is required to process your request)

ME210017

Date

Requested number of copies

Business name

Contact name

Address

City

State

Zip/Post Code

Country

Phone number

Email address

SCAN THE
COMPLETED FORM
AND EMAIL TO:
claudia.sanchez
@dockwalk.com



The exclusive hospitality lounge for yacht captains & crew members

DISTRIBUTION NETWORK

Dockwalk is distributed by hand to captains and crew directly on board their yachts and to the superyacht hotspots in Florida and the South of France. It is also mailed free of charge to the yachting community in the major ports throughout the world.

- Improved US distribution
- Distribution program via our new request form
- *Dockwalk* is a proud partner and sponsor of the Captains and Crew lounge at the Monaco Yacht Show



OFFICIAL MEDIA PARTNER

- Official media partner of Oasis Captains Lounge at the Palm Beach International Boat Show
- Official media partner of Oasis Captains Lounge at the Fort Lauderdale International Boat Show



PALM BEACH
INTERNATIONAL
BOAT SHOW

FL FORT LAUDERDALE
INTERNATIONAL
BOAT SHOW



PRINT ADVERTISING

Position your brand in front of superyacht captains, senior crew and decision makers.

DISPLAY

- Double-page spread
- Full page
- Half page

PREMIUM POSITIONS

- Inside front cover
- First right hand and page facing Contents (x2)
- First double-page spread
- Half page Masthead/Editor's Letter
- Right hand facing Masthead/Editor's Letter
- Outside back cover
- Inside back cover



SPONSORED CONTENT

Print content marketing creating an environment to showcase your brand to captains and crew

Dockwalk Presents: content written by our commercial content editor specifically to a client brief. It is a paid article that is promoted as a full page or double-page spread display advertorial in the latest issue of *Dockwalk* magazine.

When you purchase a Dockwalk Presents full-page or double-page spread display advertorial, you are commissioning *Dockwalk* and BOAT International to create authoritative content about your products and services to tell your stories.



DOCKWALK.COM

An exciting new opportunity to showcase your brand to our digital audience

More than 223,000 users*

More than 300,000 unique page views*

First port of call for news and regulatory updates



Everything crew need to know to get into the industry and work their way up the ladder, including career advice and practical on-the-job guides.



Home to the most comprehensive industry salary guide, The Dockwalk Salary Survey.

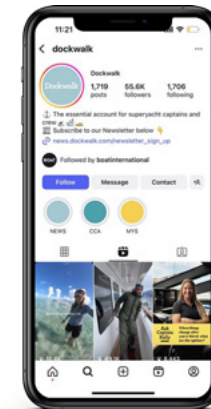
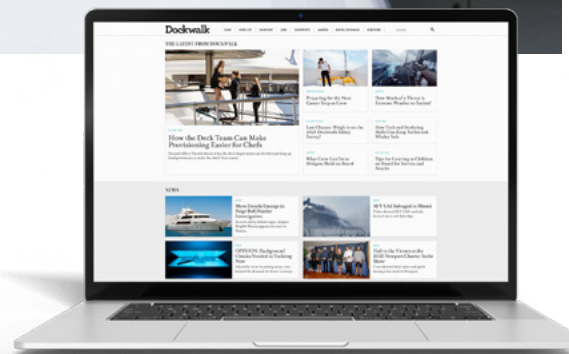
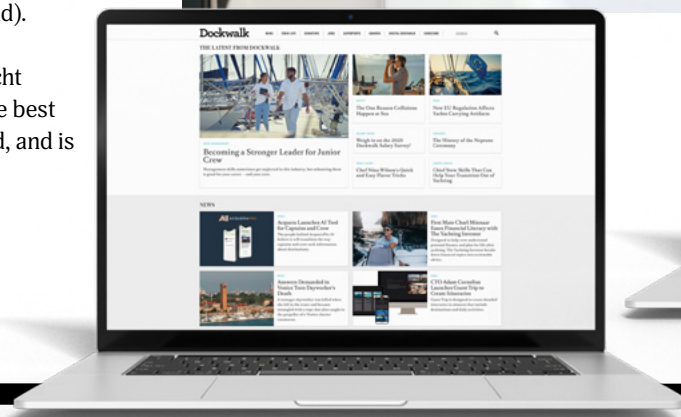


A truly global audience: 40% US, 30% Europe, 3% Australia and 3% South Africa (24% rest of world).



The new Superports, the definitive global superyacht marina hub featuring more than 100 marinas, is the best guide to every superyacht marina around the world, and is now hosted on dockwalk.com.

**(June 2024 - June 2025)*



SOCIAL MEDIA

The importance of social media for captains and crew is reflected in their engagement and traffic to all our digital and social platforms.



20,000 likes



56,200 followers



7,900 followers



2,000 followers

ONLINE ADVERTISING

On dockwalk.com, we offer display advertising across the entire site with large and engaging formats on all pages.

These formats place your brand firmly around content being read by captains and crew.

WEBSITE DISPLAY ADVERTISING

SOCIAL DISPLAY ADVERTISING

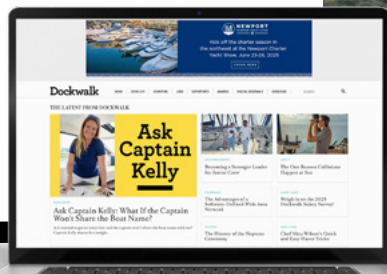
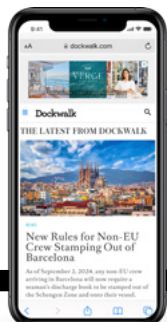
Reuse your social media posts as advertising on dockwalk.com — five times the click-through rate as standard display advertising.

NEWSLETTER DISPLAY ADVERTISING

Standard display advertising in our newsletters.



3,100 newsletter subscribers



DOCKWALK PRESENTS

Dockwalk Presents, digital content marketing with a difference

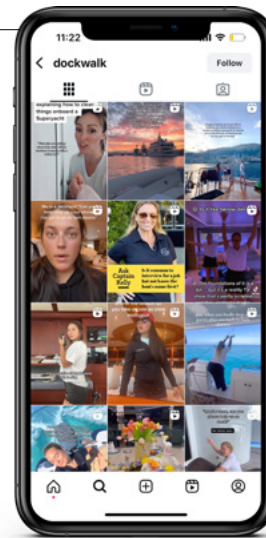
Dockwalk Presents: content written by our commercial content editor specifically to a client brief. It is a paid article that is promoted across our website, newsletters and social media for a one-month period. When you purchase a Dockwalk Presents article, you are commissioning *Dockwalk* and BOAT International to create authoritative content about your products and services to tell your stories. This fusion of our expertise with the brand's own credibility is key to their success.

EACH ARTICLE RECEIVES THE FOLLOWING PROMOTION

10 social media posts across *Dockwalk* channels made up of:

- Four Instagram Stories
- One Instagram wall post
- Three Facebook posts
- Two LinkedIn posts
- Four newsletter slots
- Dockwalk Presents articles can be fully branded with your ads
- Dockwalk Presents articles can include video and image galleries as well as editorial content





DOCKWALK SOCIAL MEDIA PACKAGE

Dockwalk can assist in improving your social footprint

ORGANIC POSTING

Dockwalk offers individual and month-long social campaigns with six posts/stories across our Facebook, Instagram and LinkedIn channels.

ENHANCED CAMPAIGN WITH PAID-FOR POSTING

There is also the opportunity to elevate your campaign with paid advertising. *Dockwalk* can match and expand the audience through precise targeting across social platforms, including by location, job title and interests. Ensure your content reaches the right crew in key yachting hubs for maximum visibility and engagement.





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BOAT
International

