



2026 • MEDIA KIT

Dockwalk

D O C K W A L K . C O M

THE ESSENTIAL GUIDE
FOR SUPERYACHT CAPTAINS AND CREW



THE ULTIMATE DIGITAL HUB FOR YACHTING PROFESSIONALS

DOCKWALK.COM, A NEW ERA

Dockwalk is embarking on an exciting new chapter, transitioning from a monthly print magazine to a fully digital platform. This evolution will bring unparalleled accessibility, dynamic content and cutting-edge features to captains and crew worldwide.

With its digital transformation, *Dockwalk* will continue to deliver the same trusted expertise, now enhanced with real-time updates, interactive articles and a seamless user experience.

The future of *Dockwalk* is brighter than ever, ensuring it remains the essential guide for yachting professionals in an increasingly connected world.





THE ESSENTIAL GUIDE FOR SUPERYACHT CAPTAINS AND CREW

HISTORY

Launched in 1998, *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 recognized as the number-one resource for yachting professionals – captains, crew, engineers and yacht managers.

Celebrated by industry leaders and senior crew alike as the global voice of the superyacht industry, *Dockwalk* tackles important topics and delivers essential news. *Dockwalk's* community actively contributes to the brand, sharing informative articles and raising industry concerns, ensuring it remains a trusted platform.

WHY ADVERTISE WITH DOCKWALK?

Dockwalk.com is used by captains, crew, engineers and yacht managers – the people who buy your products and services and demand exceptional quality and innovative solutions. Our audience controls 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.



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.

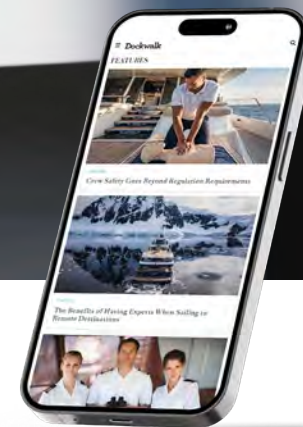
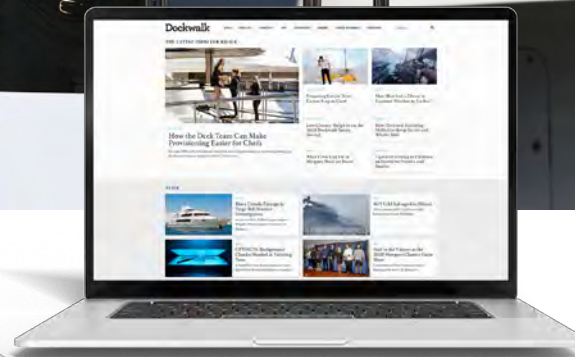
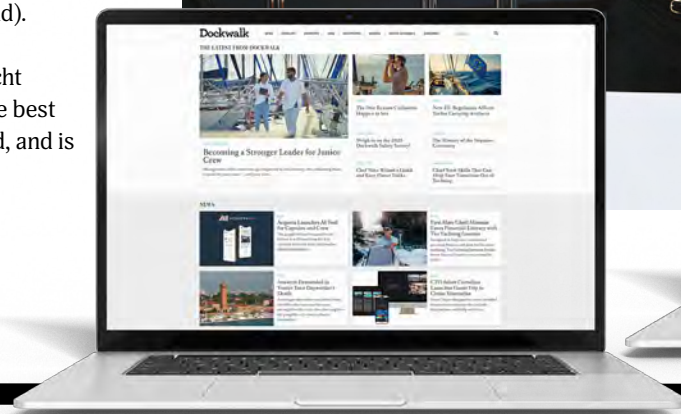


A truly global audience: 40% US, 30% Europe, 3% Australia and 3% South Africa (24% rest of world).



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)*





DOCKWALK PRESENTS

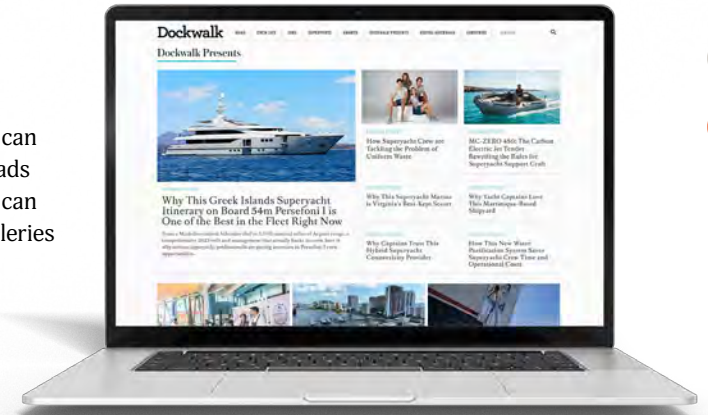
Dockwalk Presents, digital content marketing with a difference

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



ONLINE ADVERTISING

Position your brand in front of superyacht decision makers

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





ADVERTISING SPECS

Digital – Dockwalk.com

BILLBOARD

- 970 pixels wide by 250 pixels high - desktop only

MPU

- 300 pixels wide by 250 pixels high - in-feed
- 546 pixels wide by 141 pixels high - desktop only

MOBILE LEADERBOARD

- 320 pixels wide by 100 pixels high - mobile only

HALF PAGE

- 300 pixels wide by 600 pixels high - desktop only

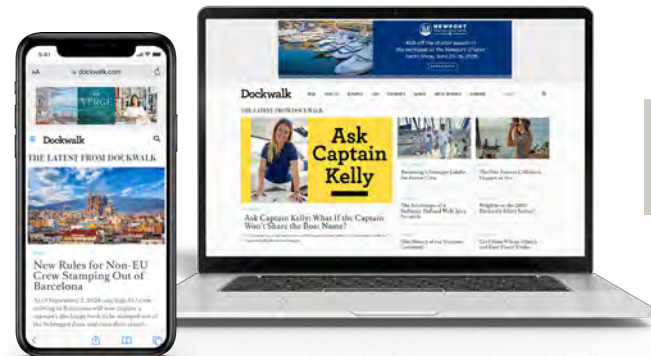
MPU
(300 x 250px)

Half page
(300 x 600px)

Mobile banner
(320 x 100px)

In-feed banner
(546 x 141px)

Billboard
(970 x 250px)







DOCKWALK SOCIAL MEDIA PACKAGE


ORGANIC POSTING


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

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

 56,000 followers

 20,000 likes

 7,900 followers

 2,100 followers





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 325 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 a complimentary subscription to *BOAT International US Edition*.

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.



ADVERTISING RATES

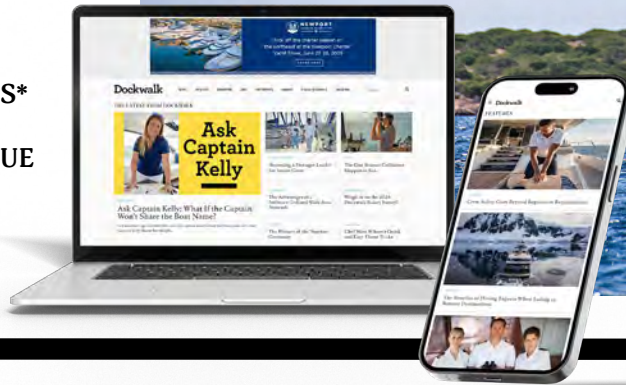
STANDARD RATE	GBP £	EURO €	US \$
DIGITAL			
One month tenancy (1 of 10 advertisers)	1,159	1,344	1,545
NEWSLETTER			
Weekly rate to include 4 insertions	345	400	459
SOCIAL MEDIA			
Monthly campaign include 2xFB 2xIG 2xLI	1,140	1,280	1,500
“DOCKWALK” PRESENTS” SPONSORED CONTENT			
Dockwalk Presents	2,704	3,136	3,605



MORE THAN 223,000 USERS*

MORE THAN 300,000 UNIQUE PAGE VIEWS*

**(June 2024 - June 2025)*



CONNECT WITH US

FLORIDA OFFICE

Claudia Sanchez - Sales Executive

+1 (786) 395 1652

claudia.sanchez@boatinternationalmedia.com

LONDON OFFICE

Hamilton Kavanagh - Account Manager

+44 (0) 208 545 9345

hamilton.kavanagh@boatinternationalmedia.com

Elliott Simcock - Commercial Manager

+44 (0) 208 545 9348

elliott.simcock@boatinternationalmedia.com

Dockwalk

support@dockwalk.com

dockwalk.com

BOAT
International

