



2027 • MEDIA KIT

Dockwalk

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

THE ESSENTIAL GUIDE
FOR SUPERYACHT CAPTAINS AND CREW



INTRODUCTION



For more than a quarter century, *Dockwalk* has been a trusted resource for superyacht captains and crew, covering the issues that shape their working lives. Our connection with the global crew community gives us a clear understanding of what matters to the people who keep the world's superyachts running. As digital editor, I'm committed to continuing that legacy while evolving to meet the needs of today's global workforce.

Superyacht crew are international professionals who work across borders and time zones. Recognising this, we're putting digital at the heart of our approach through engaging editorial on our continuously evolving website and social media channels, with timely coverage that follows the cyclical nature of crew life and work.

I'm honoured to be working with such a vital workforce in our industry, and I'm dedicated to bringing captains and crew the insight and resources that matter most to them. Feedback I've received from captains has highlighted how valuable the annual Dockwalk Salary Survey is to their decision-making, and I have plans to continue improving and developing more tools like this.

But Dockwalk is about more than just information - it's about creating community. As our Captains' Club continues to grow, we're developing new ways for captains and senior crew to connect and network across the world. Giving crew a voice on the issues that matter to them and the wider industry is at the heart of what we do.

I look forward to connecting with you, whether digitally or in person at a Dockwalk event!

Hannah Rankine.





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 recognised 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 in 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 170,000 users*

More than 190,000 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.



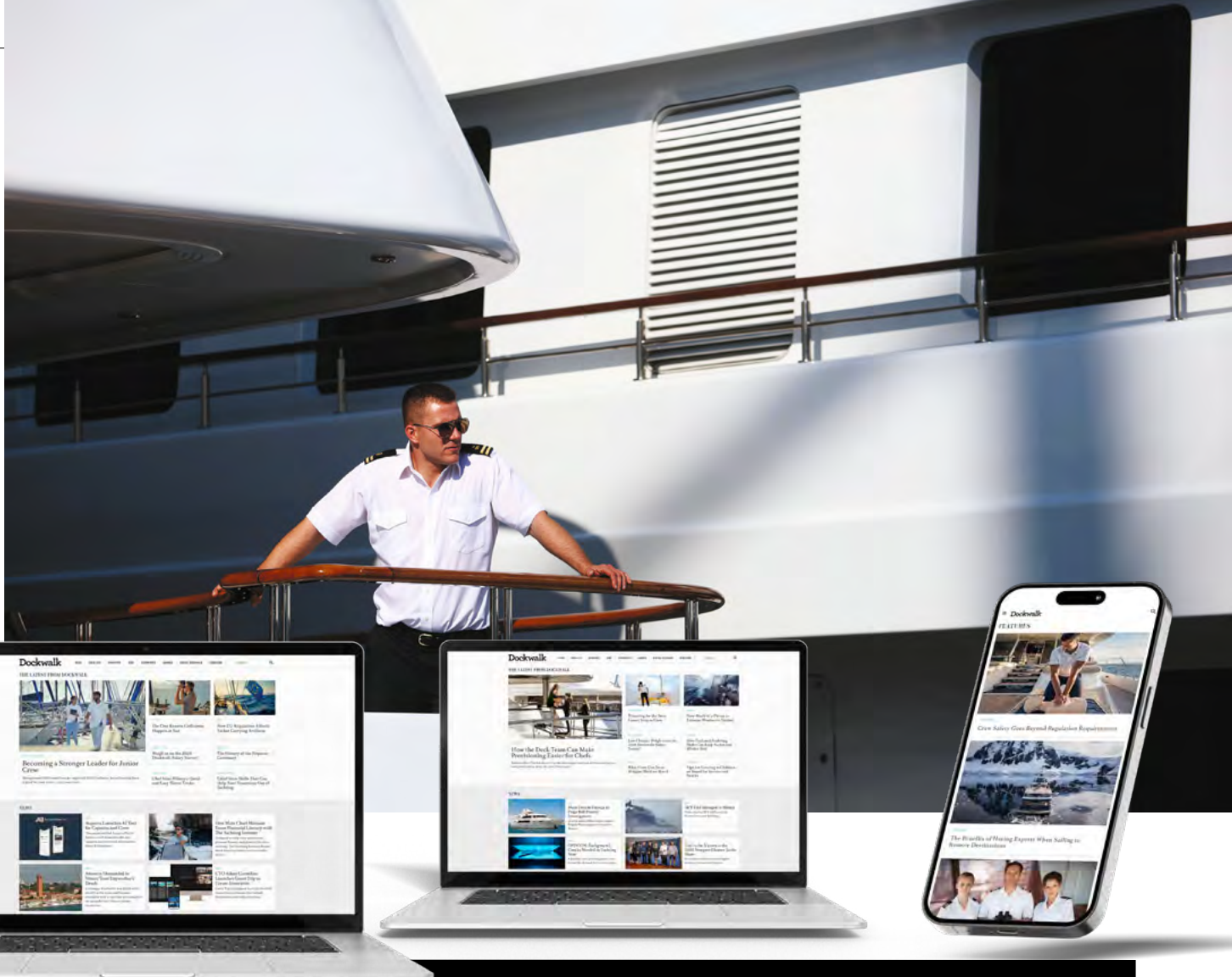
Home to the most comprehensive industry salary guide, The Dockwalk Salary Survey.



A truly global audience:

- 31% US
- 39% Europe
- 3.2% South Africa
- 2.85% Canada
- 2.66% Australia
- 21.29% Rest of world

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*.





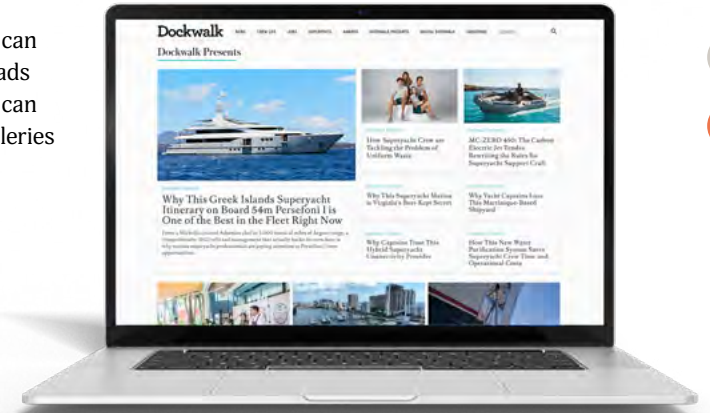
DOCKWALK PRESENTS

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 Instagram, LinkedIn and Facebook
- 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.



3,600 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

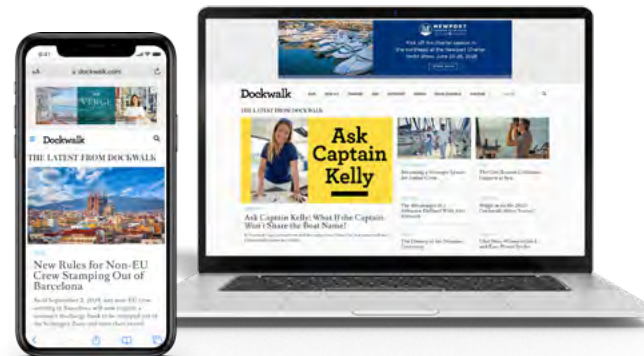
MPU
(300 x 250px)

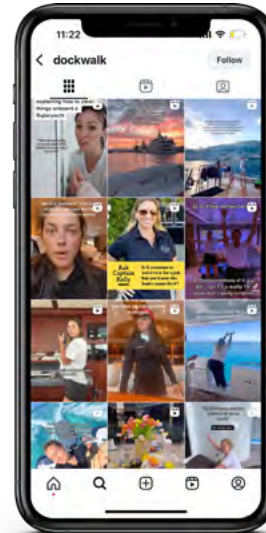
Half page
(300 x 600px)

Mobile banner
(320 x 100px)

In-feed banner
(546 x 141px)

Billboard
(970 x 250px)





DOCKWALK SOCIAL MEDIA PACKAGE

ORGANIC POSTING

Dockwalk offers 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 followers



7,900 followers



2,200 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 350 captains into the club.

Captains' Club members are captains of sailing yachts ranging from 24 metres to 107 metres, and motor yachts ranging from 24 metres to 156 metres, 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 metres LOA.

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

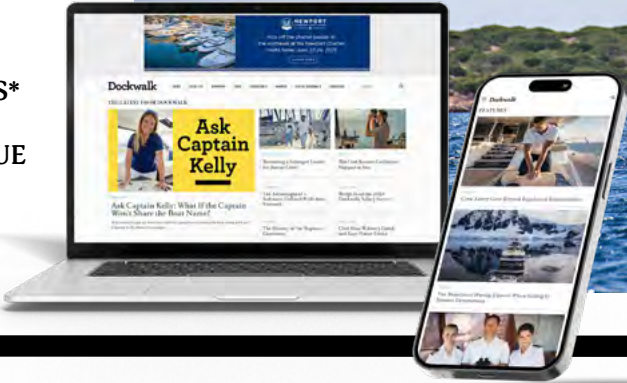


STANDARD RATE	GBP £	EURO €	US \$
DIGITAL			
One month tenancy (1 of 10 advertisers)	1,159	1,344	1,545
Production from	716	831	955
NEWSLETTER			
Weekly rate to include 4 insertions	355	412	473
SOCIAL MEDIA			
Monthly campaign include 2x FB 2x IG 2x LI	1,989	2,307	2,652
“DOCKWALK” PRESENTS” SPONSORED CONTENT			
Dockwalk Presents	2,785	3,230	3,713

MORE THAN 170,000 USERS*

MORE THAN 190,000 UNIQUE PAGE VIEWS*

*(Date range July 25 to Jun 26)



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