

A man with short brown hair, wearing dark sunglasses, a white short-sleeved polo shirt with dark stripes on the collar and sleeves, and light-colored trousers with a grey belt, stands on the deck of a white yacht. He is leaning on the railing with his right hand and looking towards the camera. The background shows the white structure of the yacht and a glimpse of a harbor with buildings.

Dockwalk

ESSENTIAL READING FOR SUPERYACHT CAPTAINS AND CREW

PRINT & DIGITAL MEDIA KIT 2023

Connect with the superyacht captain and crew industry through our integrated media platforms



DOCKWALK MAGAZINE

Creating an attractive environment to showcase your brand to superyacht captains and crew.

Launched in 1998, *Dockwalk* enabled captains and crew to keep abreast of industry news as their jobs took them to exotic ports of call around the world.

Today it is the number 1 monthly yachting magazine for yachting industry professionals.

AUDIENCE & DISTRIBUTION

- Worldwide circulation: 15,000 copies per month (print + digital downloads)
- Regular distribution to all the world's key superyacht hot spots (marinas, training companies, crew agencies and crew bars)
- Additional distribution at all key yacht shows – Monaco, Fort Lauderdale, Miami, Cannes, Palma, Palm Beach, Antigua, and at MET
- Accesses all levels of crew, especially experienced professionals – the average *Dockwalk* reader has 9.7 years' experience in the industry



DOCKWALK MAGAZINE

Reasons to partner with the essential publication for superyacht captains and crew.

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

OUR EDITORIAL PLAN FOR THE YEAR AHEAD

ISSUE	THEMES	AD DEADLINE	ON SALE
January 2023	The Global Order Book	28 November	16 December
February 2023	Rotation	04 January	20 January
March 2023	Safety	01 February	17 February
April 2023	Crew Uniforms	01 March	17 March
May 2023	Career Building – MARINA SPECIAL	05 April	21 April
June 2023	Eco	03 May	19 May
July 2023	Innovation – TENDERS & TOYS SPECIAL	31 May	16 June
August 2023	Travel – REFIT SPECIAL	05 July	21 July
September 2023	Salary Survey – MYS Preview	02 August	18 August
October 2023	Paint	30 August	15 September
November 2023	Training – FLIBS Preview	04 October	20 October
December 2023	Charter	01 November	17 November





DOCKWALK MAGAZINE

Advertising rates



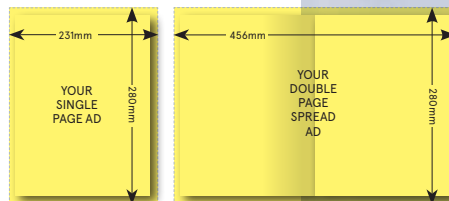
STANDARD RATE PER ISSUE	US \$	GBP £	EURO €
DISPLAY			
Double-page spread	12,431	9,323	10,815
Full page	7,002	5,251	6,091
Half page	4,104	3,078	3,571
Quarter page	2,535	1,901	2,205
CLASSIFIED			
1/6 page	1,147	861	998
1/12 page	722	542	629
PREMIUM POSITIONS			
Inside front cover	8,343	6,257	7,258
First right hand and page facing Contents (x2)	7,711	5,783	6,709
First double-page spread	14,938	11,203	12,996
Half Page Masthead/Editor's Letter	4,828	3,621	4,200
Right Hand Facing Masthead/Editor's Letter	7,469	5,602	6,498
Outside back cover	8,781	6,586	7,639
Inside back cover	7,695	5,771	6,695

DOCKWALK MAGAZINE

Specification sizes

DOUBLE PAGE SPREAD

- Bleed size 280mm deep x 456mm wide
- Trim size 274mm deep x 450mm wide
- Gutter allowance 6mm

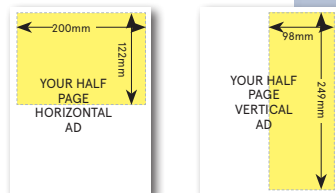


FULL PAGE

- Bleed size 280mm deep x 231mm wide
- Trim size 274mm deep x 225mm wide

HALF PAGE VERTICAL

- 249mm deep x 98mm wide



HALF PAGE HORIZONTAL

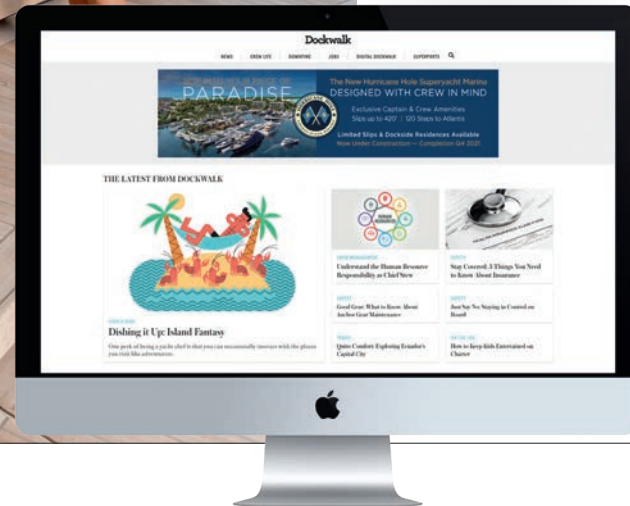
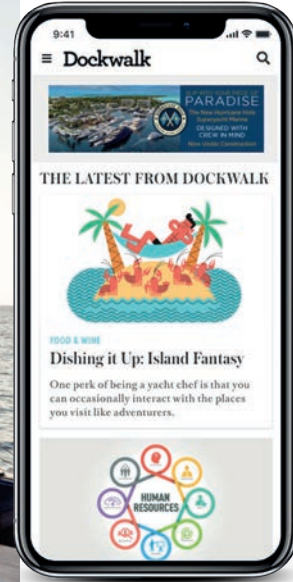
- 122mm deep x 200mm wide

CLASSIFIED

- Sixth page size 108mm deep x 59mm wide
- Network size 48mm deep x 59mm wide

(Bleed only applies to DPS and full page ads only)





DOCKWALK.COM

A new and improved *Dockwalk.com* launched in 2021, with exciting new opportunities for showcasing your brand to our audience.

- **More than 312,000 users***
- **More than 533,000 unique page views***
- Full mobile optimization – can be read any place, any time
- 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*
- More relevant yachting news for captains & crew
- New Crew Life & Downtime hubs
- Everything you need to know to get into the industry with our jobs, salary survey and career advice hubs
- The top global audience:
 - 53% US**
 - 25% UK**
 - 5% Australia**

*(September 2021 - September 2022)



DOCKWALK SOCIAL FOOTPRINT

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



Facebook
19,445
likes



Twitter
7,588
followers



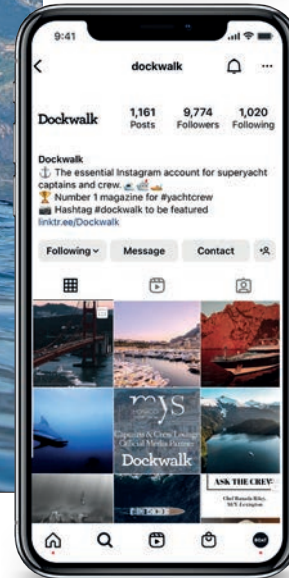
Instagram
9,788
followers



LinkedIn
1,066
followers

Social advertising

- **Paid posts & stories**
One-off posts on our hugely successful social media accounts
- **Dockwalk social stories**
A powerful package of posts across our accounts.
8 stories/posts across Instagram and Facebook



DOCKWALK.COM

Reasons to partner with the essential website for superyacht captains and crew.

- 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
- **Standard display advertising**
(gif, jpg or HTML)
- **Rich media display advertising**
Supplied by you via a tag built by our agency (Adapt) mobile "Interscrollers" supplied by Mobkoi
- **Social display advertising**
Re-use 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



Email Newsletter

2,812

subscribers

DOCKWALK.COM

Digital specification sizes

Billboard

- 970 pixels wide by 250 pixels high
- Desktop only

MPU

- 300 pixels wide by 250 pixels high

Mobile Leaderboard

- 320 pixels wide by 100 pixels high
- Mobile only

Half Page

- 300 pixels wide by 600 pixels high

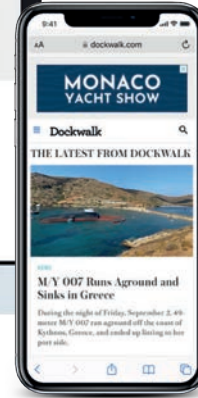
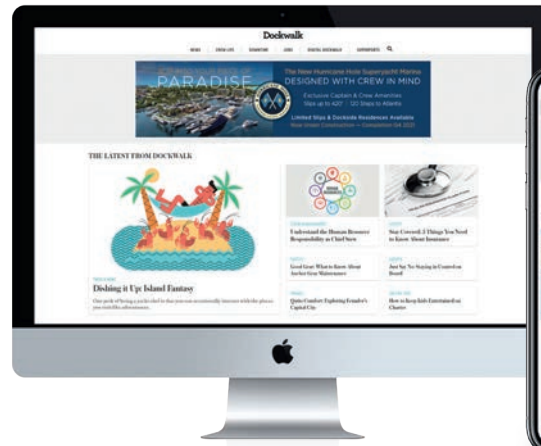
Billboard (970 x 250 px)

MPU
(300 x 250 px)

Mobile Banner
(320 x 100 px)

Half Page
(300 x 600 px)





DOCKWALK.COM

Advertising rates

STANDARD RATE PER ISSUE	US \$	GBP £	EURO €
DISPLAY ADVERTISING			
Standard formats (billboard, MPU, mobile leader)	43	32	38
Rich media display advertising	52	39	45
Social display advertising	83	63	73
NEWSLETTER ADVERTISING			
Newsletter display advertising	425	319	370
SOCIAL MEDIA			
Paid posts & stories Social advertising	1,839	1,379	1,600
Dockwalk social stories	5,047	3,785	4,391



DOCKWALK PRESENTS

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 social media channels), typically:**
 - Four Instagram Stories
 - One Instagram wall post
 - Three Facebook posts
 - Two LinkedIn posts
- Four newsletter slots
- The article is also promoted around our site through our “*Dockwalk Presents*” content blocks
- *Dockwalk Presents* articles can be fully branded with your ads.
- *Dockwalk Presents* articles can include video and image galleries as well as editorial content

STANDARD RATE	US \$	GBP £	EURO €
DOCKWALK PRESENTS SPONSORED CONTENT			
Full Promotional Package	4,598	3,275	3,856



CONNECT WITH US

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