

DOCKWALK



INTRODUCTION

Launched in 1998, Dockwalk celebrates the life of professional superyacht captains and superyacht crew; it entertains, informs and, above all, helps crew pursue their chosen career.

Written by both current and ex-crew for crew, it really gets under the skin of the industry from the crew's perspective, for better or for worse.

Today it is the number one monthly magazine for professionals in the superyacht industry – captains, crew, engineers, chefs, stews and yacht managers – with 72% of readers naming Dockwalk as their favourite crew magazine.

Dockwalk is read by all professional crew whether captains, engineers or stews. It has a pass-on readership of 3.39 readers giving it a global readership in excess of 33,000 crew.

Every month Dockwalk readers take an active role in contributing articles and raising important issues within the industry.



Target superyacht captains and crew throughout all corners of the globe

Reach captains and crew who work on boats with an average of 6.84 crew per boat**

Reach experienced readers who have been working in the superyacht industry for an average of 9.7 years**

Communicate with the decision makers who are responsible for the upkeep, provisioning and operation of their owner's vessel, who are willing, able and expect to pay for the best.

**Fusion Communications 2009 Dockwalk Readership Survey



CIRCULATION

Qualified Circulation 18,647*

(June 2010 BPA audit statement)

Frequency: Monthly

Territory: Worldwide

Method: Controlled requested, by hand delivery, paid for subscription, boat shows

DOCKWALK – PUBLISHING SCHEDULE

ISSUE	EDITORIAL FEATURES	AD DEADLINES	BOAT SHOWS
January 2012	Olympics Preparation Captain's Log: New-build Contracts	25 November 2011	
February 2012	Diving Captain's Log: Paint	20 December 2011	Miami
March 2012	Five-Star Service Captain's Log: Fuel Focus	27 January 2012	Palm Beach
April 2012	Environmental Focus Captain's Log: A/V Systems	24 February 2012	St Barths Bucket
May 2012	Marinas Captain's Log: Yacht management	30 March 2012	Genoa Charter Show
June 2012	Tenders & Toys Captain's Log: Security	27 April 2012	Loro Piana Superyacht Regatta
July 2012	Provisioning Captain's Log: Lighting	25 May 2012	Newport Charter Show
August 2012	Fitting Out the Interior Captain's Log: Refits	29 June 2012	Newport Bucket
September 2012	Salary Survey Captain's Log: Stabilization MYS Preview	27 July 2012	Cannes
October 2012	Art on Board Captain's Log: Training FLIBS Preview	31 August 2012	Monaco
November 2012	Managing Work and Family Captain's Log: Flagging	28 September 2012	Ft Lauderdale Mets
December 2012	Charter focus Captain's Log: Generators	26 October 2012	Antigua Charter Show

DOCKWALK – ADVERTISING RATES

DISPLAY

	SINGLE			SIX INSERTIONS			TWELVE INSERTIONS		
	GBP	Eur	US\$	GBP	Eur	US\$	GBP	Eur	US\$
DPS	4769	5961	7869	4804	6005	7926	4387	5484	7239
Full	2685	3357	4431	2523	3154	4164	2396	2995	3954
Half	1574	1968	2597	1499	1874	2473	1308	1635	2158
Quarter	972	1215	1604	903	1129	1490	810	1013	1337

CLASSIFIED

	SINGLE			SIX INSERTIONS			TWELVE INSERTIONS		
	GBP	Eur	US\$	GBP	Eur	US\$	GBP	Eur	US\$
1/6 pg	440	550	726	440	550	726	399	499	659
1/12 pg	278	347	458	220	275	363	208	260	344

RECRUITMENT

	SINGLE		
	GBP	Eur	US\$
Half	1221	1526	2015
Quarter	648	810	1070
Eighth	359	449	592

PREMIUM POSITIONS

	SINGLE			SIX INSERTIONS			TWELVE INSERTIONS		
	GBP	Eur	US\$	GBP	Eur	US\$	GBP	Eur	US\$
IFC	3201	4001	5281	3033	3791	5004	2865	3581	4727
1st RH & Page Facing Contents (x2)	2957	3697	4880	2790	3487	4603	2616	3270	4316
1st DPS	5730	7162	9454	5394	6743	8900	4885	6106	8060
HP Masthead/Editors Letter	1852	2315	3056	1684	2105	2779	1354	1693	2235
RH facing masthead/Editors Letter	2865	3581	4727	2408	3010	3973	2529	3161	4173
OBC	3368	4210	5558	2743	3429	4526	2437	3046	4020
IBC	2952	3690	4870	2790	3487	4603	2957	3697	4880
Gatefold Pages (x 2)	3797	4746	6264	3629	4536	5988	3091	3863	5099

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