

DOCKWALK
THE ESSENTIAL SITE FOR CAPTAINS AND CREW

Home Page Search Go Site map Contact Advertise With Us

Community My Dockwalk Docktalk Careers Superports

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2011 Salary Survey

What do YOU make?

Answer here

Survey Feature Forum Blog

Ever think about how your salary stacks up to the average for your position and boat size? Every year, Dockwalk puts together an industry average salary table. Again this year, we're asking for your help. Please take a moment to respond.

Latest Forum Posts

Date	Author	Topic
Jun 9th 11	Chief	working over the side with harness
Jun 9th 11	heevahova	Bad filler won't harden
Jun 9th 11	heevahova	My drinking captain has made me an 'illeg...
Jun 9th 11	heevahova	Merchant Marine switching into yachts?
Jun 8th 11	Jack Schirnack	The Palma blues
Jun 8th 11	Ayo	Maintaining gel coat
Jun 8th 11	RH	YACHT CREW REALITY SHOW
Jun 8th 11	garyolivier	Fiding work in the Caribbean
Jun 8th 11	garyolivier	Is July too Late in the Med? Going for broke...
Jun 8th 11	Anonymous	IS 28 TOO OLD TO START???

Latest Jobs

Latest Features

07/06/2011
Welcome Aboard
By Louisa Cowan; Photo by Alexis Andrews

02/06/2011
What's New in the Med?
By Claire Griffiths

31/05/2011
New Regs in the Med
By Claire Griffiths

PLACE YOUR ORDER WITH CAPTAIN MARINE

Online

DRIVING MEMBERSHIP & TRAFFIC

DOCKWALK.COM – THE ESSENTIAL SITE FOR SUPERYACHT CAPTAINS AND CREW

Dockwalk.com is the leading website for superyacht captains and crew, and the perfect complement to the magazine. Through a combination of compelling content, essential resources and social networking features it has become the number one online destination for this itinerant community.

The majority of the content on the site is “user-generated.” The forum is one of the most active in the industry, with members discussing all manner of topics of interest to them. Members can post blogs, photos and videos, and we publish news and regular online features.

The site has a variety of social networking features, allowing captains and crew to keep in touch with their friends and colleagues around the world. There is also an interactive database of more than 550 superyacht marinas, and a digital version of the magazine, allowing crew to read it wherever they happen to be.

We launched a careers section in March 2009, which has proven to be extremely popular. Members can view the latest jobs available (posted by crew agents and other members), and browse upcoming training courses from the leading training schools around the world.

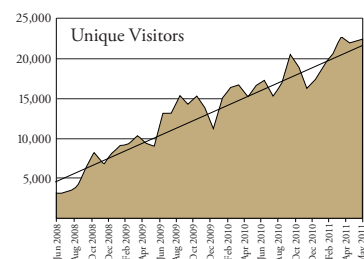
MEMBERSHIP AND TRAFFIC

Site membership continues to grow and in March 2011 Dockwalk.com passed 20,000 registered members. Depending on your estimation of the superyacht captain's and crew market, there is no doubt that this represents a significant proportion of the marketplace.

The reach of Dockwalk.com is demonstrated by the number of individuals (“unique visitors”) who visit the site. Over the last 3 months the site has averaged in excess of 22,000 unique visitors per month with average page views of over 280,000.

Visits: **63,061***
 Unique visits: **22,239***
 Pageviews: **277,914***
 Average time on site: **4 mins 19 secs***
 Average pageviews: **4.41***

*Source: Google Analytics, May 2011



Advertising Opportunities

SITE PARTNERSHIP

Being a *Dockwalk.com* site partner is the most comprehensive way to reach the captains and crew community. Your advertising will appear throughout the site on rotation with the other site partners to ensure everyone gets the same coverage:

- ◆ Limited number of site partners
- ◆ Adverts appearing throughout the site excluding careers
- ◆ Only site partner adverts appear on the home page, the site's most visited page

CAREERS PARTNERSHIP

Careers partnership is a targeted offering for crew agents and training companies, providing advertising and branding in the careers section on Dockwalk.com, where visitors can browse job vacancies and training courses. Benefits include:

- ◆ Targeted adverts appearing in one of the most popular sections of the site
- ◆ Branding around your jobs and/or training courses
- ◆ Enhanced directory listing

EMAIL NEWSLETTER SPONSORSHIP

We send out two newsletters each week informing members about the latest content on the site. These emails are the biggest traffic drivers to the site, they currently reach approximately 12,000 inboxes, with an average open rate of 34%. Sponsoring one of these newsletters provides the following benefits:

- ◆ Exclusive advert appearing in the right-hand column of the email newsletter
- ◆ Use the space however you wish – include your logo, text and [animated] graphics

DIGITAL DOCKWALK SPONSORSHIP

Digital Dockwalk is the online edition of Dockwalk Magazine, which is available to members of *Dockwalk.com* to read, print or download. As the **exclusive sponsor** of Digital Dockwalk, you will receive the following:

- ◆ Full-page Flash advert appearing in viewer opposite front cover of the magazine
- ◆ Advert and branding on Digital Dockwalk page on *Dockwalk.com*
- ◆ Exclusive sponsorship of Digital Dockwalk email

FEATURE SPONSORSHIP

We publish regular online features which focus on specific areas of interest to superyacht captains and crew. Placing a targeted advert next to a feature that relates to your product or service is the perfect way to speak to the audience you want to reach:

- ◆ Promote your product or service against relevant editorial
- ◆ Reach the exact audience you want with targeted ads
- ◆ Your advert will appear next to the feature for a 12-month period

Dockwalk.com is constantly evolving to match the needs of superyacht captains and crew and to deliver increased value to our clients, so please contact the Dockwalk team for the most up to date rates and packages available.