

SpinSheet MEDIA KIT 2017



SpinSheet Publishing Company | 612 Third Street, Suite 3C Annapolis, MD 21403 | Phone 410.216.9309 | Fax 410.216.9330 | spinsheet.com

UPDATED 6/1/17



SpinSheet is the largest sailing publication on the Chesapeake Bay.

We are a team of active boaters who have earned the most powerful product known to marketing: our audience's trust.

We deliver quality content that consistently engages our audience across a variety of channels which ultimately converts to value for our advertisers.

AUDIENCE PROFILE



AVERAGE
DAYS SPENT
ON THE WATER
32



Our audience is comprised of active sailors; from cruisers, racers and day sailors. There is no other publication that is as well-known and respected on the Chesapeake Bay. Sailors depend on us for Chesapeake Bay news/events, boat reviews, destination resources and DIY-information. We drive results for our advertisers by researching and monitoring our audience's interest and behavior across all of our media channels.



MALE
74%
FEMALE
26%



**AVERAGE
HOUSEHOLD
INCOME**
\$122,000



**AVERAGE
AGE**
55



**# OF YEARS
BOATING**
20



**BOAT
OWNERS**
75%



**PLAN TO
BUY A BOAT**
27%



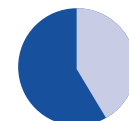
**BOOKED A
CHARTER IN
LAST YEAR**
42%



**PLAN TO
CHARTER IN
NEXT YEAR**
49%



RACING
46%



DAY CRUISE
63%



PRINT MAGAZINES

We distribute an average of 26,000 copies of SpinSheet every month.

SpinSheet is a free publication distributed at over 800 locations including marinas, coffee houses, taverns and stores around the Chesapeake Bay region.



DIGITAL MAGAZINE

Every print issue of the magazine is posted online in a digital version on our website.

Display ads have embedded links to the advertiser's website or custom landing pages.

We use analytics from the digital versions as a proxy to the print magazine and share vital information about readers' interests and behavior with our advertisers.



SOCIAL MEDIA

Daily blog posts featuring breaking news on the Bay.

Reader engagement through facebook contests, giveaways, tagging, photo/video sharing.

Weekly e-blasts to dedicated readers and target audience.



5,300+
FACEBOOK
LIKES



EMAIL



4,700+
EMAIL
SUBSCRIBERS



28%
EMAIL
OPEN RATE

WEB



32,000
AVG. MONTHLY
PAGE VIEWS



15,000
AVG. MONTHLY
USERS



LOYAL READERSHIP

With SpinSheet, you saturate the market and get more exposure to active sailors in the Chesapeake region than with any other magazine.

Recent polls conclude that few SpinSheet readers subscribe and/or regularly read other publications.

The stats below show the percentage of SpinSheet readers that subscribe to these other publications.

Sailing World17.32%

Sail.....25.19%

Sailing.....14.71%

Cruising World.....20.16%

Chesapeake Bay Magazine22.05%

Bluewater Sailing4.86%

Cruising Outpost.....2.63%

Soundings7.14%

Scuttlebutt.....17.53%

Sailing Anarchy.....13.28%



KEY ADVERTISERS



YACHT SERVICES



PRODUCTION SCHEDULE

DECEMBER '16

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

JANUARY

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

FEBRUARY

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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

MARCH

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19	20	21	22	23	24	25
26	27	28	29	30	31	

APRIL

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23	24	25	26	27	28	29
30						

MAY

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JUNE

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JULY

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30	31					

AUGUST

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SEPTEMBER

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17	18	19	20	21	22	23
24	25	26	27	28	29	30

OCTOBER

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20	21	22	23	24	25	26
27	28	29	30	31		

NOVEMBER

S	M	T	W	T	F	S
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4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Issue	Ads Close	On-The-Dock
January	December 9, 2016	December 30, 2016
February	January 10, 2017	January 31, 2017
March	February 10, 2017	February 28, 2017
April	March 10, 2017	March 31, 2017
May	April 10, 2017	April 29, 2017
June	May 10, 2017	May 27, 2017
July	June 9, 2017	June 30, 2017
August	July 10, 2017	July 29, 2017
September	August 10, 2017	August 31, 2017
October	September 8, 2017	September 28, 2017
November	October 10, 2017	October 31, 2017
December	November 10, 2017	November 30, 2017

EDITORIAL CALENDAR

JANUARY

Key West Race Week
Preview
Frostbiting
Snowbird Report

Special distribution at
Key West Race Week

Ads Close: December 9, 2016
On-The-Docks: December 30, 2016

FEBRUARY

Kids Sailing & Camps
Safety Series: Part One
Key West Race Week Report

Southern Racing

Ads Close: January 10, 2017
On-The-Docks: January 31, 2017

MARCH

Spring Commissioning
Safety Series: Part Two
Chesapeake Bay Marinas

Southern Racing

Ads Close: February 10, 2017
On-The-Docks: February 28, 2017

APRIL

Adult Sailing Schools
Chartering the Chesapeake
Safety Series: Part Three
Charleston Race Week Preview
Southern Racing Wrap-Up
Offshore Sailing: Part One

Special distribution at
Charleston Race Week

Ads Close: March 10, 2017
On-The-Docks: March 31, 2017

MAY

Weeknight Racing
Youth & Collegiate Racing
Electronics
Offshore Sailing: Part Two

Special distribution at
Annapolis Spring Sailboat Show

Ads Close: April 10, 2017
On-The-Docks: April 29, 2017

JUNE

Annapolis to Newport Race
DelMarVa Rally Preview
Summer Cruising
Charleston Race Week
Report
Offshore Sailing: Part Three

Ads Close: May 10, 2017
On-The-Docks: May 27, 2017

JULY

Screwpile Planner
Destination: Solomons
Summer Cruising Destinations
Annapolis to Newport Race Report
Southern Bay Race Week

Special distribution at
the Screwpile Regatta

Ads Close: June 9, 2017
On-The-Docks: June 30, 2017

AUGUST

DelMarVa Coverage
Screwpile Coverage
Preparing for Long-Range
Cruising

Ads Close: July 10, 2017
On-The-Docks: July 29, 2017

SEPTEMBER

Sneak Peek at the Annapolis
Sailboat Show
Southbound Cruising

Special distribution at
Annapolis Labor Day Regatta and
Seven Seas CA Rendez Vous

Ads Close: August 10, 2017
On-The-Docks: August 31, 2017

OCTOBER

U.S. Sailboat Show Issue
Visit Annapolis
Southbound Cruising
Heavy Air Racing and Cruising tips

Special distribution at the U.S.
Sailboat Show in Annapolis and
Championship Regattas

Ads Close: September 8, 2017
On-The-Docks: September 28, 2017

NOVEMBER

Caribbean Winter Getaways
Winterization
Lighted Boat Parades
Snowbird Report

Ads Close: October 10, 2017
On-The-Docks: October 31, 2017

DECEMBER

Holiday Gift Section
Chesapeake Holiday
Destinations
Racing Championship
Coverage

Ads Close: November 10, 2017
On-The-Docks: November 30, 2017

FOR MORE INFORMATION, CALL **410.216.9309**

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SpinSheet 

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