

SpinSheet

MEDIA KIT

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

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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.

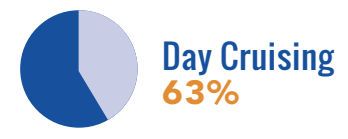
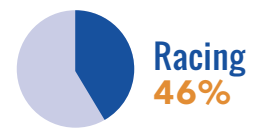
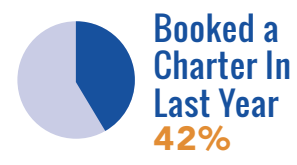
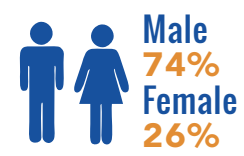
Audience Profile



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.





Print Magazines

Distribution varies based on the season with our in-season average around **25,000** copies and ranges from **19,000** to **27,000*** throughout the year.

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



12
ISSUES
PER YEAR



19,000 - 27,000
AVG. COPIES
PER MONTH*



800+
DISTRIBUTION
LOCATIONS



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.

1,700+
AVG. MONTHLY
READS*

7.6%+
OF READERS
CLICK LINKS*

6:40
AVG. MONTHLY
READ TIME*



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.



20,000+
SOCIAL
FOLLOWERS



Email



10,000+
EMAIL
SUBSCRIBERS



29.3%
EMAIL
OPEN RATE

Web



46,000+
AVG. MONTHLY
PAGE VIEWS*



20,000+
AVG. MONTHLY
USERS*

*June 1, 2022 - June 1, 2023

Frequency

SpinSheet Magazine is the only monthly sailing magazine on the East Coast, and we're one of three monthlies in the whole United States. We're second only to Latitude 38 in number of pages of content, and we're very close, especially with our Annapolis Sailboat Show issue which typically exceeds 160+ pages!

Sailing Magazines by the Numbers

SpinSheet	12 issues
Latitude 38	12 issues
48 North (Seattle)	12 issues <i>(half our page count each month)</i>
Sail Magazine	8 issues per year
Sailing World	4 per year
Cruising World	9 per year <i>(includes August charter issue)</i>
Sailing	8 issues
Windcheck (Long Island Sound) ..	10 issues
Points East (New England)	9 issues
Ocean Navigator	8 issues
Passagemaker	8 issues
Latitudes & Attitudes	4 per year



Readership

With SpinSheet Magazine, you saturate the market and get more exposure to active sailors in the Chesapeake region than with any other magazine. Here is what SpinSheet readers have to say.

"Looove me some Spinsheet. I feel in the know and I always learn something!"

~ Ashley L.

"SpinSheet is my go-to resource for all things sailing in the middle Chesapeake, especially Annapolis. I enjoy the articles (even wrote a few), and I support many of your sponsors when I'm home."

~ Russ B.

"Love Spin Sheet! Especially the articles about events happening locally. Or checking out great events I missed. I always like to read about raft-ups that take place on the bay. Articles are well written and have good pictures. Makes me feel like I was at every event."

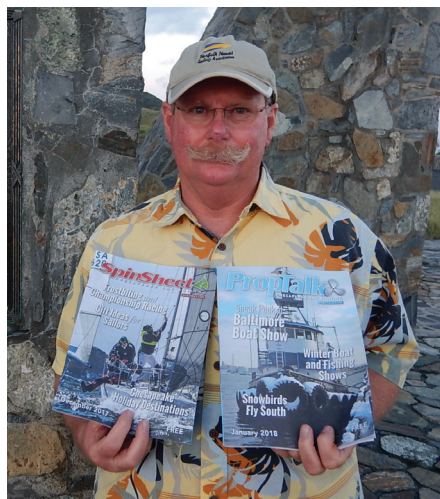
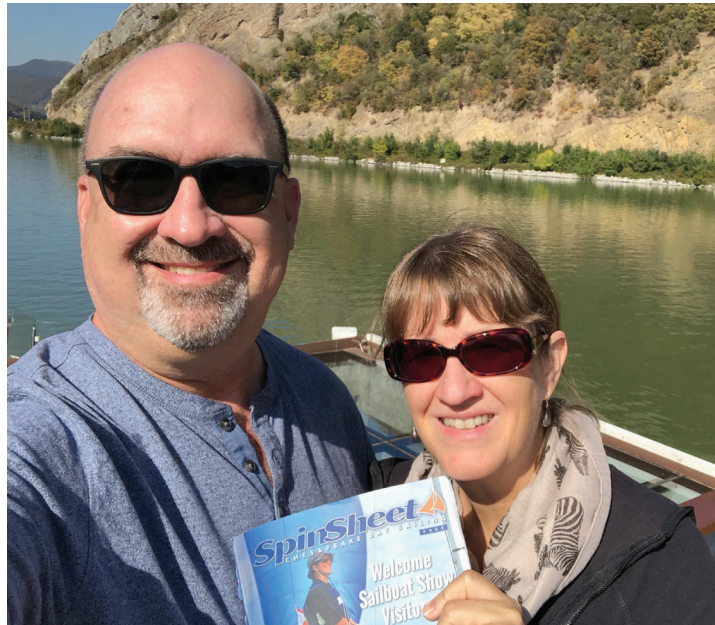
~ Susan M.

"Great coverage of all things sailing and events on Chesapeake Bay!"

~ Robert W.

"Terrific source of news on everything sailing-related in the Chesapeake Bay region."

~ Leslie T.



In 2020, we celebrated SpinSheet's 25th Anniversary!

We asked several faithful readers and longtime friends of the SpinSheet program about their memories of the magazine and what SpinSheet has come to mean to them. Here's what they had to say:

"Spinsheet is the Chesapeake Bay. It is the perfect blend of local knowledge with informational flavor that regardless of your on the water experience is helpful. It is the one sailing periodical that I read every month. Thank you as regardless of where I am in the world in that moment I feel like I am home!"

Terry Hutchinson

*Skipper and executive director
of American Magic*



"Trivia question: What always seems to be on my car seat, down below in my chart table, in my travel case, or next to my bed? You guessed it - SpinSheet. I am a regular reader of SpinSheet. Every issue is filled with relevant information, lots of boats, regattas, and personalities. It is hard to believe 25 years have passed so swiftly. I look forward to SpinSheet for the next 25 years and beyond. Congratulations on this milestone and keep up the good work."

Gary Jobson

Sailing commentator and author



"Congratulations to everyone on the SpinSheet Team for achieving this tremendous milestone! I remember when Mary and Dave were at Rags Mag working for Choppy Harris and how excited they were to then start out on their own. That was just a couple of years after we started J/World sailing school.

It was great to be on a first name basis with the owners of the "new" local sailing magazine. We were desperate to get our company's name out in the local area and found that there was no better place to do it than by advertising in SpinSheet. They and their staff also provided us with great publicity for many of our special events, probably more than we deserved. Without question, the exposure we were afforded through SpinSheet contributed greatly to putting J/World on the map! Happy to see them going strong today! Thanks SpinSheet!"

Jahn Tihansky

US Naval Academy Varsity Offshore Sailing Team

Key Advertisers



2024 Editorial Calendar

<p>January</p>	<ul style="list-style-type: none"> • Plan Your 2024 Sailing Charter Vacation • Frostbite Racing on the Chesapeake • Safety Series Part 1: Update on Onboard and Personal Safety Devices <p>Ads Close: December 9, 2023 • On-The-Docks: December 29, 2023</p>	<p>July</p>	<ul style="list-style-type: none"> • Fourth of July Fireworks on the Bay • Where To Cruise on the Chesapeake This Summer • Summer Racing Part 1: Boomerang Race, Screwpile Regatta, and Race to Baltimore <p>Special distribution at the Screwpile Regatta in Solomons (mid-July)</p> <p>Ads Close: June 9, 2024 • On-The-Docks: June 28, 2024</p>
<p>February</p>	<ul style="list-style-type: none"> • Kids Sailing and Camps • Safety Series Part 2: What We Can Learn from Navy Sailing • A Chesapeake Cruiser's Dream: Sailing the Caribbean • Racing Down South <p>Ads Close: January 10, 2024 • On-The-Docks: January 30, 2024</p>	<p>August</p>	<ul style="list-style-type: none"> • Southbound Cruising Preparation • Light-Air Sailing Challenges and Tips • Summer Racing Part 2: Governor's Cup, Oxford Regatta, Cape Charles Cup, and CRAB Cup <p>Ads Close: July 10, 2024 • On-The-Docks: July 28, 2024</p>
<p>March</p>	<ul style="list-style-type: none"> • Spring Commissioning • Improving Your DIY Skills • Safety Series Part 3: Why Smart Sailors Don't Miss Safety-at-Sea Seminars • Chesapeake Bay Marinas <p>Ads Close: February 10, 2024 • On-The-Docks: February 28, 2024</p>	<p>September</p>	<ul style="list-style-type: none"> • Sneak Peek at the U.S. Sailboat Show • The Joy of Fall Cruising • Summer Racing Part 3: Labor Day Regattas, Navy Sailing Oxford Race, and Hospice Cup <p>Special distribution at the Annapolis Labor Day Regatta</p> <p>Ads Close: August 10, 2024 • On-The-Docks: August 28, 2024</p>
<p>April</p>	<ul style="list-style-type: none"> • Learn to Sail and Hone Your Skills (for Adults) • Offshore Sailing Part 1: Preparation for Offshore Racing • Early Season Racing Part 1: Charleston Race Week and Chesapeake Spring Tune-Up Regattas <p>Special Distribution at Charleston Race Week (April 18-21, 2024)</p> <p>Ads Close: March 10, 2024 • On-The-Docks: March 28, 2024</p>	<p>October</p>	<ul style="list-style-type: none"> • U.S. Sailboat Show Guide and Tips • Visit Annapolis: Recommendations From the Locals • Fall Racing Part 1: Championship Regattas on the Chesapeake <p>Special distribution at the Annapolis Sailboat Show (mid-October) and championship regattas</p> <p>Ads Close: September 11, 2024 • On-The-Docks: September 28, 2024</p>
<p>May</p>	<ul style="list-style-type: none"> • New and Exciting in Marine Electronics • Offshore Sailing Part 2: Long-Term Cruising Challenges and Joys • Early Season Racing Part 2: Big Spring Chesapeake Regattas and Weeknight Racing Kick-Off <p>Special Distribution at the Annapolis Spring Sailboat Show (end of April)</p> <p>Ads Close: April 10, 2024 • On-The-Docks: April 27, 2024</p>	<p>November</p>	<ul style="list-style-type: none"> • Winter Charter Escapes • Top Winterization Tips • Fall Racing Part 2: Fall Championship Regatta Analysis <p>Ads Close: October 10, 2024 • On-The-Docks: October 30, 2024</p>
<p>June</p>	<ul style="list-style-type: none"> • Cruising: How To Raft Up Like a Pro • Offshore Sailing Part 3: Passagemaking With the Family • Early Season Racing Part 3: Newport to Bermuda, Annapolis to Bermuda, Southern Bay Race Week, and Maryland Leukemia Cup <p>Special distribution at Mustang Survival Annapolis Bermuda Ocean Race (June 7 start)</p> <p>Ads Close: May 10, 2024 • On-The-Docks: May 26, 2024</p>	<p>December</p>	<ul style="list-style-type: none"> • Holiday Gifts for Sailors • Chesapeake Waterfront Festivities • Fall Racing Part 3: More Championship Regatta Recaps and Photos, Frostbite Racing <p>Ads Close: November 10, 2024 • On-The-Docks: November 28, 2024</p>

FOR MORE INFORMATION, CALL **410.216.9309**



2024 Print Deadlines & Key Dates

Issue	Special Distribution	Ads Close	Invoice Date	On-The-Docks <i>(Approximate Dates)</i>
January		December 9, 2023	December 20, 2023	December 29, 2023
February		January 10, 2024	January 20, 2024	January 30, 2024
March		February 10, 2024	February 18, 2024	February 28, 2024
April	Special Distribution at Charleston Race Week (April 18-21, 2024)	March 10, 2024	March 18, 2024	March 28, 2024
May	Special Distribution at the Annapolis Spring Sailboat Show (end of April)	April 10, 2024	April 20, 2024	April 27, 2024
June	Special distribution at Mustang Survival Annapolis Bermuda Ocean Race (June 7 start)	May 10, 2024	May 20, 2024	May 26, 2024
July	Special distribution at the Screwpile Regatta in Solomons (mid-July)	June 9, 2024	June 20, 2024	June 28, 2024
August		July 10, 2024	July 20, 2024	July 28, 2024
September	Special distribution at the Annapolis Labor Day Regatta	August 10, 2024	August 19, 2024	August 28, 2024
October	Special distribution at the Annapolis Sailboat Show (mid-October) and championship regattas	September 11, 2024	September 20, 2024	September 28, 2024
November		October 10, 2024	October 20, 2024	October 30, 2024
December		November 11, 2024	November 18, 2024	November 28, 2024

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Ad Size Specifications

Magazine Display Ad Sizes

Ad Size	Dimensions (in.)
Full Page Bleed	Page Size 8.5" x 11" ⚠ Trim: 8.125" x 10.625" Safe Area 7.5" x 10"
Full Page	7.25" x 9.5"
2/3 Page	4.78" x 9.5"* 7.25" x 4.625" (Hor)
1/2 Page	4.78" x 7" (Island*) 3.54" x 9.5" (Vert)
1/3 Page	4.78" x 4.625" 2.3" x 9.5" (Vert)**
1/4 Page	3.54" x 4.625"
Sponsorship Banner 1	Ad Size 8.5" x 2.25" ⚠ Safe Area 7.5" x 2.25"
Sponsorship Banner 2	Ad Size 8.5" x .5" ⚠ Safe Area 7.5" x .5"
1/6 Page	4.78" x 2.25" (Hor) 2.3" x 4.625" (Vert)
1/8 Page	3.54" x 2.188"

⚠ **No Text or Logos Outside Safe Area**
No Printer Marks (i.e. Crop, Trim, Bleed Marks)

* 1/2 island and 2/3 not available in brokerage section

** 1/3 vertical only available when combined with 2/3

Brokerage Ad Sizes

Ad Size	Dimensions (in.)
1"	1.69" x 1"
2"	1.69" x 2"
3"	1.69" x 3"

Marketplace Ad Sizes

Ad Size	Dimensions (in.)
1"	2.3" x 1"
2"	2.3" x 2"
3"	2.3" x 3"

Web Ad Sizes - SS, PT, FT and SSN

Ad Size	Dimensions (px)
Banner	728 x 90
Block	300 x 250

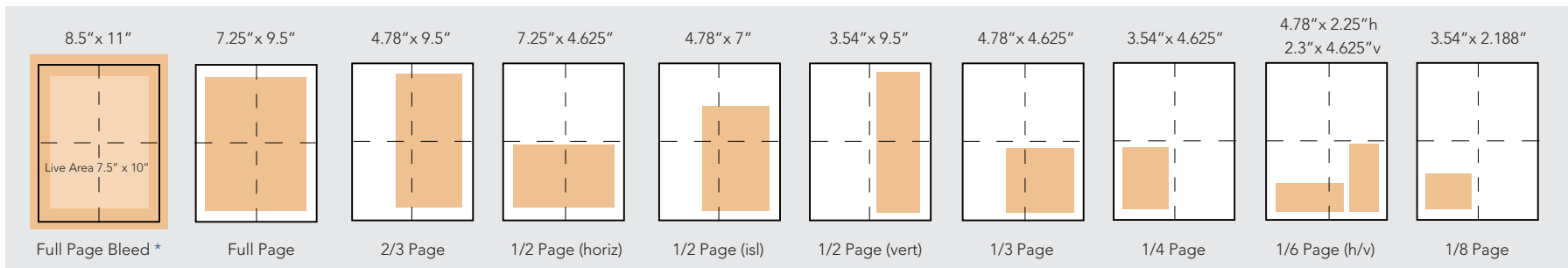
Preferred file type for web ads are .gif, .png, .jpg in RGB format at 72 ppi.

E-Blast Guidelines

- 1) Submit HTML file with max. width of 800px for Mailchimp embed
- OR 2) Submit Text, Images and URLs for email creation.

Web Pop Up Ad Guidelines

- 1) Submit.gif, .png, .jpg file with max. width/height of 800px
- OR 2) Submit Text, Images and URLs for ad creation.



Print Ready Ad Submission Guidelines

- All files should be in CMYK format
- Preferred file types: .pdf OR .jpg
- Resolution should be at a minimum 300 dpi.
- Do not include bleed/crop marks

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