

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.



Male
74%
Female
26%



48% spend \$5K or more per year
27% earn more than \$200K
47% earn \$100-200K



Average Age
55



Of Years Boating
20



Boat Owners
75%



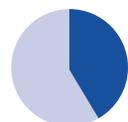
Plan To Buy a Boat
27%



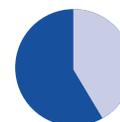
Booked a Charter In Last Year
42%



Plan To Charter In Next Year
49%



Racing
46%



Day Cruising
63%



Print Magazines

Distribution varies based on the season with our in-season average around **20,000** 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



20,000
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.

3,700+
AVG. MONTHLY
READS*

3%+
OF READERS
CLICK LINKS*

5:36
AVG. MONTHLY
READ TIME*

Social Media

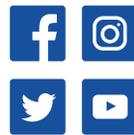
Daily blog posts featuring breaking news on the Bay.

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

Weekly e-blasts to dedicated readers and target audience.



21,000+
SOCIAL
FOLLOWERS



Email



12,000+
EMAIL
SUBSCRIBERS



30%
EMAIL
OPEN RATE

Web



100,000+
AVG. MONTHLY
EVENTS*



15,000+
AVG. MONTHLY
USERS*

*November 2024 - November 2025

*2025 statistics based on all SPF publications.

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 (half our page count each month)
Sail Magazine	8 issues per year
Sailing World	4 per year
Cruising World	9 per year (includes August charter issue)
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."

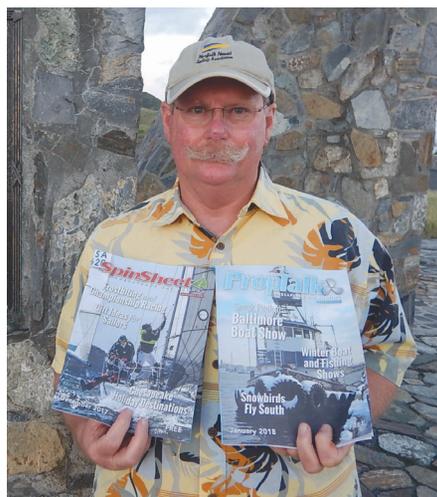
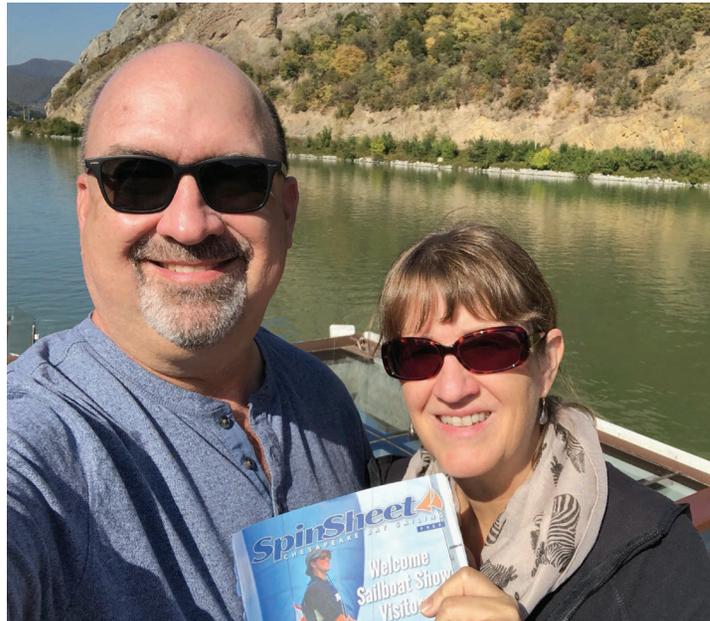
~ Susan M.

"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 2025, we celebrated SpinSheet's 30th 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 30 years have passed so swiftly. I look forward to SpinSheet for the next 30 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

Sailing Coach

Former USNA Varsity Offshore Sailing Team Head Coach

Key Advertisers



2026 Editorial Calendar

<p>January</p>	<ul style="list-style-type: none"> • Start Sailing (or Sail More) in 2026 • Charter Series Part 1: The Caribbean • Offshore Series Part 1: Sailing Around the World—From Idea to Plan <p>Ads Close: December 10, 2025 • On-The-Docks: December 29, 2025</p>	<p>July</p>	<ul style="list-style-type: none"> • Fourth of July Fireworks on the Bay • Planning a Chesapeake Charter • Summer Racing Part 1: Boomerang Race and Race to Baltimore <p>Ads Close: June 10, 2026 • On-The-Docks: June 29, 2026</p>
<p>February</p>	<ul style="list-style-type: none"> • Winter Learning: Seminars, Lectures, and Other Off-Season Learning Opportunities • Plan Now for Summer Fun: Kids Sailing and Camps • Winter Charter Series Part 2: The Mediterranean • Offshore Series Part 2: Choosing the Right Boat for Long Offshore Journeys • The Southern Racing Scene <p>Ads Close: January 9, 2026 • On-The-Docks: January 28, 2026</p>	<p>August</p>	<ul style="list-style-type: none"> • Taking the ICW or Offshore Route—Considerations for Choosing Which Way To Head South • Advanced Planning for Your 2027 Sailing Charter Escape • Summer Racing Part 2: Recaps of Bermuda Races, Governor’s Cup, Oxford Regatta, Cape Charles Cup, and CRAB Cup <p>Ads Close: July 10, 2026 • On-The-Docks: July 28, 2026</p>
<p>March</p>	<ul style="list-style-type: none"> • Spring Commissioning • Chesapeake Bay Marinas • Offshore Series Part 3: Choosing Your Offshore Crew Wisely, a Circumnavigator’s Tips • Winter Charter Series Part 3: Chartering in the U.S. <p>Ads Close: February 10, 2026 • On-The-Docks: February 26, 2026</p>	<p>September</p>	<ul style="list-style-type: none"> • Sneak Peek at the U.S. Sailboat Show • Top Chesapeake Destinations To Visit in Autumn • Summer Racing Part 3: Labor Day Regattas, Navy Sailing Oxford Race, and Hospice Cup <p>Ads Close: August 10, 2026 • On-The-Docks: August 28, 2026</p>
<p>April</p>	<ul style="list-style-type: none"> • Adult Sailing Schools for All Levels: Learn To Sail and Hone Your Skills • Safety Series Part 1: Preparing 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 16-19, 2026), Bay Bridge Boat Show (Apr. 17-19), and Annapolis Spring Sailboat Show (April 24-26)</p> <p>Ads Close: March 10, 2026 • On-The-Docks: March 27, 2026</p>	<p>October</p>	<ul style="list-style-type: none"> • Annapolis Sailboat Show Guide and Tips • The Local’s Guide to Annapolis • Best Chesapeake Anchorages for Fall Foliage • Fall Racing Part 1: Championship Regattas on the Chesapeake <p>Special distribution at the Annapolis Sailboat Show (October 15-18) and championship regattas</p> <p>Ads Close: September 10, 2026 • On-The-Docks: September 28, 2026</p>
<p>May</p>	<ul style="list-style-type: none"> • What’s New in Sailing Electronics • Safety Series Part 2: Teaching New Crew About Safety on Your Boat • FAQs for Junior Sailing Parents: What To Know Before Your Kids Go to Sailing Camp • Early Season Racing Part 2: Helly Hansen Sailing World Regatta, Spring Fling Regattas, and Weeknight Racing Kick-Off <p>Ads Close: April 10, 2026 • On-The-Docks: April 29, 2026</p>	<p>November</p>	<ul style="list-style-type: none"> • Caribbean Winter Escape • Winterization • Fall Racing Part 2: Fall Championship Regatta Recaps and Analysis • Recap of the Youth Sailing Season <p>Ads Close: October 9, 2026 • On-The-Docks: October 29, 2026</p>
<p>June</p>	<ul style="list-style-type: none"> • Best Practices for Group Cruise Planning • Safety Series Part 3: How To Equip Your Boat for Coastal and Offshore Sailing Safety • Early Season Racing Part 3: Charleston RW Recap, Newport to Bermuda, Annapolis to Bermuda, Southern Bay Race Week, and Maryland Cures Cancer <p>Special distribution at Annapolis to Bermuda Race (June 5)</p> <p>Ads Close: May 11, 2026 • On-The-Docks: May 29, 2026</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, Analysis, and Photos <p>Ads Close: November 10, 2026 • On-The-Docks: November 27, 2026</p>

FOR MORE INFORMATION, CALL **410.216.9309**



2026 Print Deadlines & Key Dates

Issue	Special Distribution	Ads Close	Invoice Date	On-The-Docks <i>(Approximate Dates)</i>
January		December 10, 2025	December 19, 2025	December 29, 2025
February		January 19, 2026	January 20, 2026	January 28, 2026
March		February 10, 2026	February 20, 2026	February 26, 2026
April	Special Distribution at Charleston Race Week (April 18-21) and the Bay Bridge Boat Show (April 11-13).	March 10, 2026	March 20, 2026	March 27, 2026
May	Special Distribution at the Annapolis Spring Sailboat Show (April 26-28)	April 10, 2026	April 20, 2026	April 29, 2026
June	Special distribution at Annapolis Newport Race Race (June 6 & 7 start) and Southern Bay Race Week (May 30 - June 1)	May 11, 2026	May 20, 2026	May 29, 2026
July	Special distribution at the Screwpile Regatta (mid-July)	June 10, 2026	June 19, 2026	June 29, 2026
August		July 10, 2026	July 20, 2026	July 28, 2026
September	Special distribution at the Annapolis Labor Day Regatta	August 10, 2026	August 20, 2026	August 28, 2026
October	Special distribution at the Annapolis Sailboat Show (mid-October) and championship regattas	September 10, 2026	September 18, 2026	September 28, 2026
November		October 9, 2026	October 20, 2026	October 29, 2026
December		November 10, 2026	November 20, 2026	November 27, 2026

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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

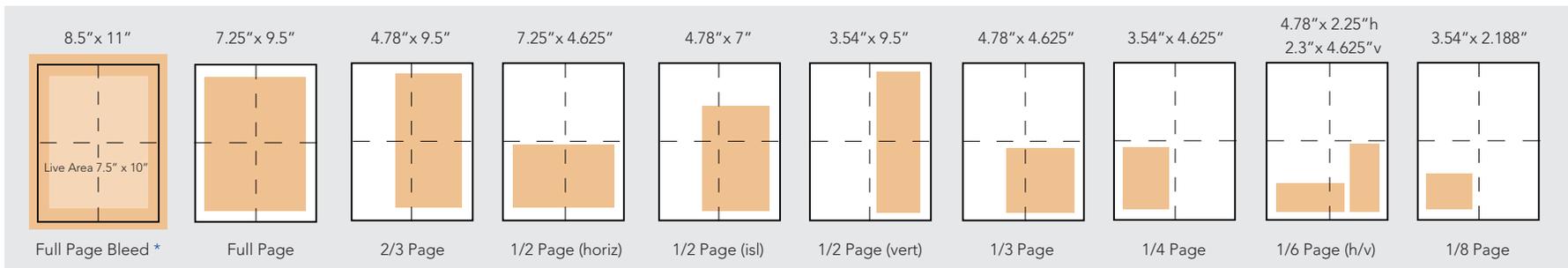
Preferred file type for web ads are .gif, .png, .jpg in RGB format at 72 ppi.

E-Blast Guidelines

- 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

- 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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