

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.

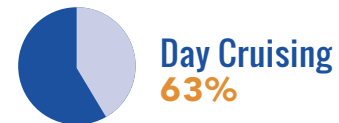
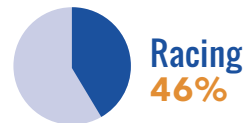
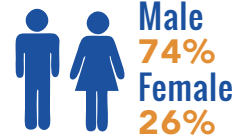
Audience Profile



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 **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.



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



11,000+
EMAIL
SUBSCRIBERS



29.91%
EMAIL
OPEN RATE

Web



52,000+
AVG. MONTHLY
PAGE VIEWS*



22,000+
AVG. MONTHLY
USERS*

*July 1, 2024 - October 31, 2024

*2024 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 <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.

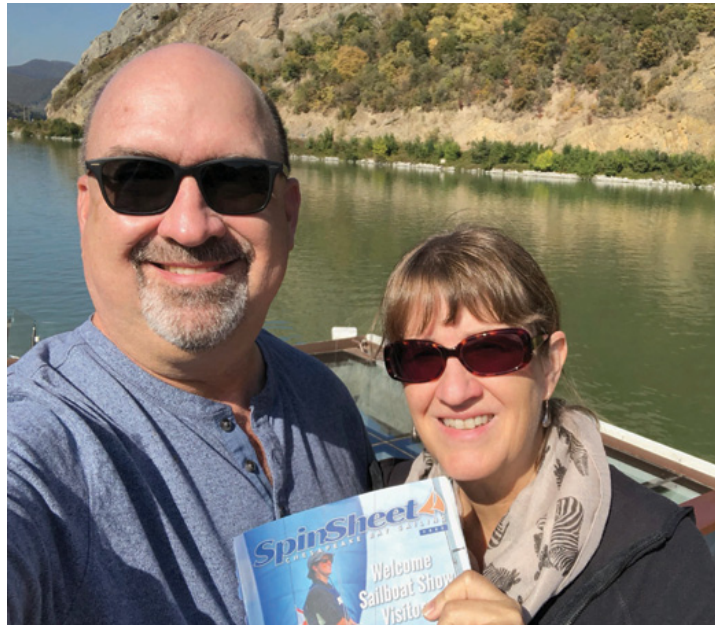
“Looove me some Spinsheet. I feel in the know and I always learn something!”

~ **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 2025, we are celebrating 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



2025 Editorial Calendar

January	<ul style="list-style-type: none"> • SpinSheet Century Club: Stories of the Century • What's on Your Winter Charter Bucket List? • Frostbite Racing on the Chesapeake • Safety Series Part 1— What the Experts Want You To Know <p>Ads Close: December 10, 2024 • On-The-Docks: December 28, 2024</p>
February	<ul style="list-style-type: none"> • Planning Now for Summertime Fun: Kids Sailing and Camps • Safety Series Part 2— Lessons Learned From Onboard Mishaps • Racing Down South <p>Ads Close: January 10, 2025 • On-The-Docks: January 30, 2025</p>
March	<ul style="list-style-type: none"> • Spring Commissioning for Your Sailboat • Safety Series Part 3: Medical Challenges at Sea • Chesapeake Bay Marinas <p>Ads Close: February 10, 2025 • On-The-Docks: February 28, 2025</p>
April	<ul style="list-style-type: none"> • Adult Sailing Schools for All Levels: Learning To Sail and Improving Your Skills • Offshore Sailing Adventures Part 1: Offshore Experiential Learning • How To Be an Outstanding Crew Member • Early Season Racing Part 1 <p>Special Distribution at Charleston Race Week (April 18-21) and the Bay Bridge Boat Show (April 11-13).</p> <p>Ads Close: March 10, 2025 • On-The-Docks: March 29, 2025</p>
May	<ul style="list-style-type: none"> • The Annapolis Spring Sailboat Show • Innovations in Sailing Electronics • Offshore Sailing Adventures Part 2: Tips for First-Time Offshore Sailors • Early Season Racing Part 2 <p>Special Distribution at the Annapolis Spring Sailboat Show (April 26-28)</p> <p>Ads Close: April 10, 2025 • On-The-Docks: April 25, 2025</p>
June	<ul style="list-style-type: none"> • Offshore Sailing Adventures Part 3: The Veteran Ocean Passagemaker's Playbook • Summer Sailstice Events on the Chesapeake • Early Season Racing Part 3 <p>Special distribution at Annapolis Newport Race Race (June 6 & 7 start) and Southern Bay Race Week (May 30 - June 1)</p> <p>Ads Close: May 9, 2025 • On-The-Docks: May 30, 2025</p>

July	<ul style="list-style-type: none"> • Fourth of July Fireworks on the Bay • Summer Events To Go to by Boat • Summer Racing Part 1: Southern Bay Race Week Report, Screwpile Regatta Preview, Annapolis to Newport Race Results. <p>Special distribution at the Screwpile Regatta (mid-July)</p> <p>Ads Close: June 10, 2025 • On-The-Docks: June 28, 2025</p>
August	<ul style="list-style-type: none"> • Southbound Cruising Preparation • Summer Racing Part 2: Race to Baltimore Results, Boomerang Race Report, Analysis from Annapolis Newport Race, Governor's Cup, Oxford Regatta, Cape Charles Cup. <p>Ads Close: July 11, 2025 • On-The-Docks: July 30, 2025</p>
September	<ul style="list-style-type: none"> • Sneak Peek at the Annapolis Sailboat Show • How To Plan a Sailing Charter Vacation • Summer Racing Part 3: Championship Previews. St. Mary's Governor's Cup Racers' Report, CRAB Cup Report, Oxford Regatta Results, Labor Day Action <p>Special distribution at the Annapolis Labor Day Regatta</p> <p>Ads Close: August 10, 2025 • On-The-Docks: August 29, 2025</p>
October	<ul style="list-style-type: none"> • Annapolis Sailboat Show Exclusive • Fall Racing Part 1: Navy Race to Oxford Results, Labor Day Regattas Reports, Championship Regattas <p>Special distribution at the Annapolis Sailboat Show (mid-October) and championship regattas</p> <p>Ads Close: September 10, 2025 • On-The-Docks: September 27, 2025</p>
November	<ul style="list-style-type: none"> • Caribbean Escape • Preparing Your Boat for Winter • Fall Racing Part 2: AYC Fall Race to Solomons Report, Championship Regattas, Frostbite Racing Kickoff <p>Ads Close: October 10, 2025 • On-The-Docks: October 30, 2025</p>
December	<ul style="list-style-type: none"> • Holiday Gifts for Sailors • Fall Racing Part 3: Championship Racing Wrap-Up and Photos and Frostbiting Action <p>Ads Close: November 10, 2025 • On-The-Docks: November 26, 2025</p>

FOR MORE INFORMATION, CALL **410.216.9309**



2025 Print Deadlines & Key Dates

Issue	Special Distribution	Ads Close	Invoice Date	On-The-Docks <i>(Approximate Dates)</i>
January		December 10, 2024	December 20, 2024	December 28, 2024
February		January 10, 2025	January 20, 2025	January 30, 2025
March		February 10, 2025	February 18, 2025	February 28, 2025
April	Special Distribution at Charleston Race Week (April 18-21) and the Bay Bridge Boat Show (April 11-13).	March 10, 2025	March 18, 2025	March 29, 2025
May	Special Distribution at the Annapolis Spring Sailboat Show (April 26-28)	April 10, 2025	April 20, 2025	April 25, 2025
June	Special distribution at Annapolis Newport Race Race (June 6 & 7 start) and Southern Bay Race Week (May 30 - June 1)	May 9, 2025	May 20, 2025	May 30, 2025
July	Special distribution at the Screwpile Regatta (mid-July)	June 10, 2025	June 20, 2025	June 28, 2025
August		July 10, 2025	July 20, 2025	July 30, 2025
September	Special distribution at the Annapolis Labor Day Regatta	August 11, 2025	August 19, 2025	August 29, 2025
October	Special distribution at the Annapolis Sailboat Show (mid-October) and championship regattas	September 10, 2025	September 20, 2025	September 27, 2025
November		October 10, 2025	October 20, 2025	October 30, 2025
December		November 10, 2025	November 18, 2025	November 26, 2025

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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

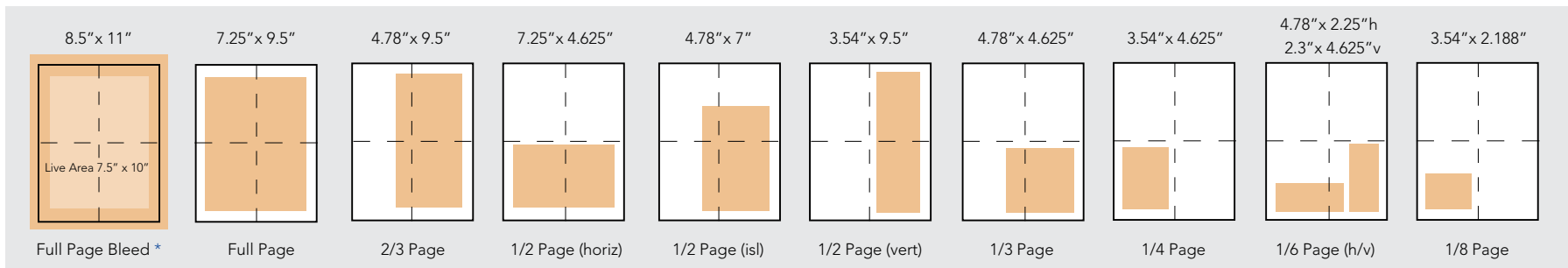
Preferred file type for web ads are .gif, .png, .jpg in RGB format at 72 ppi.

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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