



## Connect With Chesapeake Bay Sailors

*SpinSheet* is the magazine by, for, and about Chesapeake sailors. Every issue presents coverage of boats, gear, clubs, events, adventures, and personalities that make the Chesapeake one of the world's premier sailing regions.

# 1

- Where you find sailors, you find free copies of *SpinSheet*.
- Our readers pick up *SpinSheet* by choice 12 months per year.
- You'll find a captive, targeted audience in *SpinSheet* readers.

# 2

- *SpinSheet* staffers sail, race, cruise, coach, windsurf, paddleboard, and play on the Bay.
- We live the lifestyle we promote and understand our audience.
- Call us "lifestyle consultants." We can help you craft your message.

# 3

- *SpinSheet* supports our local sailing community through sponsorship and fundraisers.
- Sailors recognize our loyalty and believe that "Strong Community = *SpinSheet*."
- This loyalty is extended to our advertisers, who are members of the "family."

## 2010 Editorial Calendar

# Jan

- Key West Preview
- Baltimore Boat Show Issue

# Feb

- Winter Learning Issue
- Kids' Sailing
- KWRW Wrap Up
- Southern Racing

# Mar

- Continuing Coverage of Southern Racing
- Spring Commissioning
- Chesapeake Marina Life

# Apr

- Adult Sailing Schools
- Chartering the Chesapeake
- Bay Bridge Boat Show Issue

# May

- Spring Festival Scene
- New Life for Old Boats
- Mid-Week Racing
- Hampton and Southern Bay Race Week

# Jun

- Youth and Collegiate Racing
- Bermuda Races
- July 4/Fireworks

# Jul

- Solomons & Screwpile
- Rendezvous and Summer Cruising
- Living the Mid-Summer Dream: Boats and the Sailing Scene

# Aug

- Screwpile Coverage
- Log Canoes and Oxford

# Sen

- Boat Show Preview
- Fall Cruising Kick-Off
- Focus on St. Michaels
- Cruisers Head South

# Oct

- Boat Show Issue
- Southbound Cruising
- Visit Annapolis  
*Distributed at the U.S. Sailboat Show*

# Nov

- Winter Charter Getaways
- Winterizing Your Boat
- Sneak Peek at Holiday Gifts
- Lighted Boat Parades

# Dec

- Holiday Gift Guide
- Championship Racing

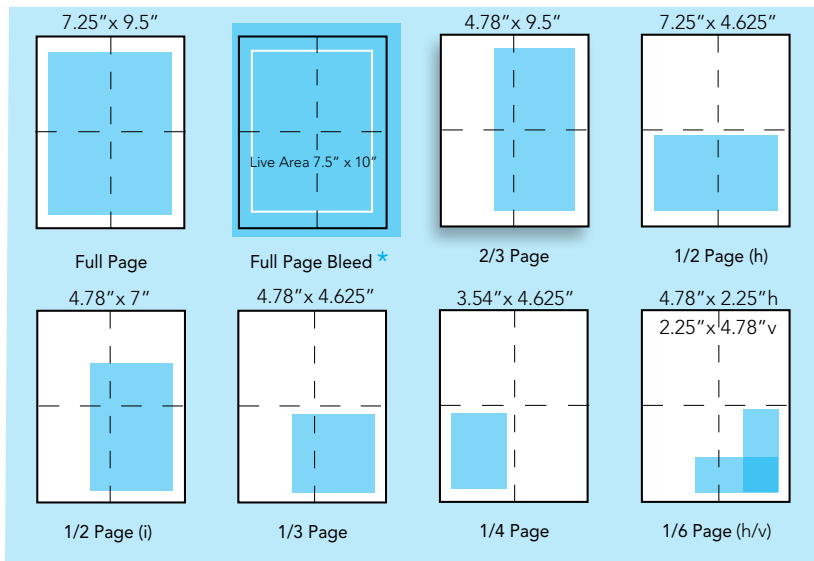


## Print Advertising

*SpinSheet* Magazine is the essential source for sailors, consistently providing fresh, accurate, informative, and original content. Monthly press runs average 35,000, and 100% of the readers are interested in sailing on the Chesapeake Bay.

### Display Rates 4 Color per insertion

Page Size	1x	6x	12x
Full Page Premium	\$2250	\$2025	\$1785
Full Page	\$1825	\$1645	\$1530
2/3 Page	\$1370	\$1230	\$1145
1/2 Page	\$1140	\$1025	\$920
1/3 Page	\$855	\$770	\$695
1/4 Page	\$615	\$555	\$485
1/6 Page	\$465	\$420	\$365



*SpinSheet* is easy to find at over 750 carefully selected, closely monitored locations throughout the mid-Atlantic - MD, VA, PA, DC, NJ, DE, as well as at West Marine locations in the major maritime centers on the east coast.

In every issue: Dock Talk, Chesapeake Calendar, Chesapeake Tide Tables, Cruising Club Notes, Chesapeake Racing Beat, Brokerage, and Classifieds.

Every issue is online at [SpinSheet.com](http://SpinSheet.com), and your ad will be there at no extra charge.

### Ad Space Reservations & Artwork

Are due by the 10th of the month prior to publication month. For example, art for the March issue, which is distributed February 30, is due February 10.

\* Trim Size: 8 x 10 1/2.  
Keep live matter within 7.5 x 10

### Production Charges

In-house time advertising change/create charge: \$75-\$150

spinsheet.com

### SpinSheet.com

features blogs, boats for sale, editorial, the entire print magazine, and more. Banner ads and button ads start as low as \$150 per month and are even less when purchased in conjunction with print advertising.

### A Complete Program

We have a terrific ad team at *SpinSheet* and *PropTalk*. You can take advantage of our many years of graphic design, copywriting, marketing, and sailing and powerboating experience. We know boaters, and we know the boating business, so we can work with you to design the right marketing program for your business.