

# *Proptalk*

## MEDIA KIT

**SpinSheet Publishing Company** | 612 Third Street, Suite 3C Annapolis, MD 21403 | 410.216.9309 | [proptalk.com](http://proptalk.com)

## Brand Overview



**PropTalk Magazine** is the largest powerboat and watersports title 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.

**PropTalk**   
PROPTALK.COM

# Audience Profile

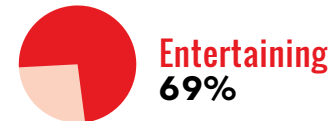
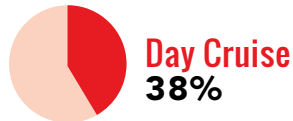
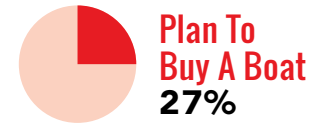
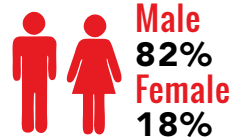


Average Days Spent On The Water

32



Our audience is comprised of active powerboaters, fishermen, and watersport enthusiasts who depend on us for Chesapeake Bay boating news/events, boat reviews, destination information, fishing reports 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 **24,000** to **35,000\*** throughout the year.

PropTalk is a free publication distributed at over **950 locations** including marinas, coffee houses, taverns and stores around the Chesapeake Bay region.



**12**  
ISSUES  
PER YEAR



**25,000**  
COPIES  
PER MONTH\*



**950**  
DISTRIBUTION  
LOCATIONS



## 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.



**18,000+**  
SOCIAL  
FOLLOWERS



## Email



**10,000+**  
EMAIL  
SUBSCRIBERS



**28.87%**  
EMAIL  
OPEN RATE

## Web



**30,000+**  
AVG. MONTHLY  
PAGE VIEWS\*



**14,000+**  
AVG. MONTHLY  
USERS\*

\*July 1, 2024 - October 31, 2024



## 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\*



# Readership

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

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## Reader Reviews



[facebook.com/proptalk/reviews](https://facebook.com/proptalk/reviews)

"Great information on and about the Bay, Bay life and boating. Plus we have the dock bar guide printed out and are trying to visit each one! It gives us a destination to try on every boat day."

~ **Michael L.**

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"Love reading their stories. Articles are informative and relative to all boating aspects of the Chesapeake Bay."

~ **Tammy M.**

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"Great publication! Lots of good information."

~ **David B.**

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"The best part of PropTalk Magazine is that it's local! Features on the best of the Chesapeake Bay including boats, boat owners, local businesses and hidden gems are perfect for Marylanders, visitors and those dreaming of life on the water! Keep up the good work PropTalk!"

~ **Paula B.**

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# Key Advertisers



# 2025 Editorial Calendar

<p><b>January</b></p>	<p><b>Planning for the Boating Season</b></p> <ul style="list-style-type: none"> <li>• Roundup of Winter Boat and Fishing Shows</li> <li>• Guide to the Chesapeake Bay Boat Show</li> <li>• Tips for Planning Your Boating Season</li> </ul> <p>Special Distribution at the Chesapeake Bay Boat Show</p> <p>Ads Close: November 25, 2024 • On-The-Docks: December 14, 2024</p>	<p><b>July</b></p>	<p><b>Cruising Adventures</b></p> <ul style="list-style-type: none"> <li>• July 4 Fireworks Planner</li> <li>• September Cover Contest Continues</li> <li>• Dock Bar Guide (June-September)</li> <li>• Cruising Series Part 3: Emotionally Prepping for Long-Term Cruising</li> </ul> <p>Ads Close: May 23, 2025 • On-The-Docks: June 14, 2025</p>
<p><b>February</b></p>	<p><b>Buying a Boat</b></p> <ul style="list-style-type: none"> <li>• How to Buy a Boat</li> <li>• Boat Insurance: Do You Need it?</li> </ul> <p>Special Distribution at the Richmond Boat Show (Jan 24-26) and the Mid-Atlantic Sports and Boat Show (Jan 31 - Feb 2)</p> <p>Ads Close: December 17, 2024 • On-The-Docks: January 14, 2025</p>	<p><b>August</b></p>	<p><b>Summer Fun</b></p> <ul style="list-style-type: none"> <li>• September Cover Contest Continues</li> <li>• Cruising Adventures</li> <li>• Dock Bar Guide (June-September)</li> </ul> <p>Ads Close: June 25, 2025 • On-The-Docks: July 16, 2025</p>
<p><b>March</b></p>	<p><b>Marina Issue</b></p> <ul style="list-style-type: none"> <li>• Chesapeake Bay Marinas and Boatyards</li> <li>• Spring Safety Reminders</li> </ul> <p>Ads Close: January 24, 2025 • On-The-Docks: February 14, 2025</p>	<p><b>September</b></p>	<p><b>Seize the End of Summer</b></p> <ul style="list-style-type: none"> <li>• Annapolis Powerboat Show Sneak Peek</li> <li>• Charter Series Part 1</li> <li>• Dock Bar Guide (June-September)</li> </ul> <p>Ads Close: July 25, 2025 • On-The-Docks: August 15, 2025</p>
<p><b>April</b></p>	<p><b>Spring Commissioning</b></p> <ul style="list-style-type: none"> <li>• Spring Commissioning: Preparing Your Boat for the Season</li> <li>• What's New in Electronics</li> <li>• Sneak Peek at the Bay Bridge Boat Show</li> </ul> <p>Ads Close: February 25, 2025 • On-The-Docks: March 15, 2025</p>	<p><b>October</b></p>	<p><b>Annapolis Powerboat Show Issue</b></p> <ul style="list-style-type: none"> <li>• Annapolis Powerboat Show Planner</li> <li>• Spotlight on New and Premiering Boats</li> <li>• See the Bay: Annapolis</li> <li>• Charter Series Part II</li> </ul> <p>Special Distribution at the Annapolis Powerboat Show (Oct 2-5)</p> <p>Ads Close: August 25, 2025 • On-The-Docks: September 13, 2025</p>
<p><b>May</b></p>	<p><b>Bay Bridge Boat Show Issue</b></p> <ul style="list-style-type: none"> <li>• Bay Bridge Boat Show Planner</li> <li>• Spotlight on New and Exciting Boats</li> <li>• How to Sell a Boat</li> <li>• Cruising Series Part 1: Prepping Your Boat for Long-Term Cruising</li> </ul> <p>Special Distribution at the Bay Bridge Boat Show (Apr 11-13)</p> <p>Ads Close: March 25, 2025 • On-The-Docks: April 11, 2025</p>	<p><b>November</b></p>	<p><b>Winterization and Chartering</b></p> <ul style="list-style-type: none"> <li>• Winterization and Winter Storage</li> <li>• Charter Series Part III</li> </ul> <p>Ads Close: September 25, 2025 • On-The-Docks: October 15, 2025</p>
<p><b>June</b></p>	<p><b>Kickoff the Season</b></p> <ul style="list-style-type: none"> <li>• Dock Bar Guide (June-September)</li> <li>• Start of Summer Cover Contest (June-September)</li> <li>• Cruising Series Part 2: Route Planning, Navigation, &amp; More</li> </ul> <p>Ads Close: April 25, 2025 • On-The-Docks: May 15, 2025</p>	<p><b>December</b></p>	<p><b>Holidays</b></p> <ul style="list-style-type: none"> <li>• Holiday Gift Guide for Boaters</li> <li>• Roundup of Lighted Boat Parades Around the Bay</li> <li>• Chesapeake Holiday Destinations</li> </ul> <p>Ads Close: October 24, 2025 • On-The-Docks: November 13, 2025</p>

FOR MORE INFORMATION, CALL **410.216.9309**

# 2025 Print Deadlines & Key Dates

Issue	Special Distribution	Ads Close	Invoice Date	On-The-Docks (Approximate Dates)
January	Special Distribution at the Chesapeake Bay Boat Show	November 23, 2024	December 7, 2024	December 14, 2024
February	Special Distribution at the Richmond Boat Show January 24-26 and the Mid-Atlantic Sports and Boat Show January 31 - February 2	December 22, 2024	January 7, 2025	January 12, 2025
March		January 25, 2025	February 7, 2025	February 14, 2025
April		February 24, 2025	March 7, 2025	March 14, 2025
May	Special Distribution at the Bay Bridge Boat Show	March 24, 2025	April 7, 2025	April 12, 2025
June		April 25, 2025	May 6, 2025	May 12, 2025
July		May 25, 2025	June 7, 2025	June 14, 2025
August		June 26, 2025	July 7, 2025	July 14, 2025
September		July 25, 2025	August 5, 2025	August 14, 2025
October	Special Distribution at the Annapolis Powerboat Show	August 25, 2025	September 7, 2025	September 14, 2025
November		September 23, 2025	October 7, 2025	October 11, 2025
December		October 25, 2025	November 7, 2025	November 13, 2025

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# Ad Size Specifications

## Magazine Display Ad Sizes

Ad Size	Dimensions (in.)
Full Page	Page Size 8.5" x 11"
Bleed	⚠ 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)
	4.78" x 4.625"
1/3 Page	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

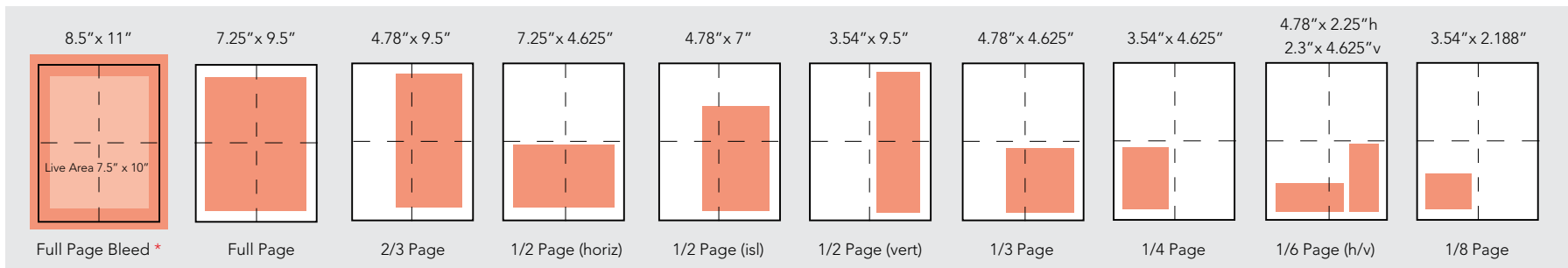
Preferred file type for web ads are .gif, .png, .jpg in RGB format at 72 ppi.

### 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

## Contact



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