

Proptalk

MEDIA KIT

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

Brand Overview



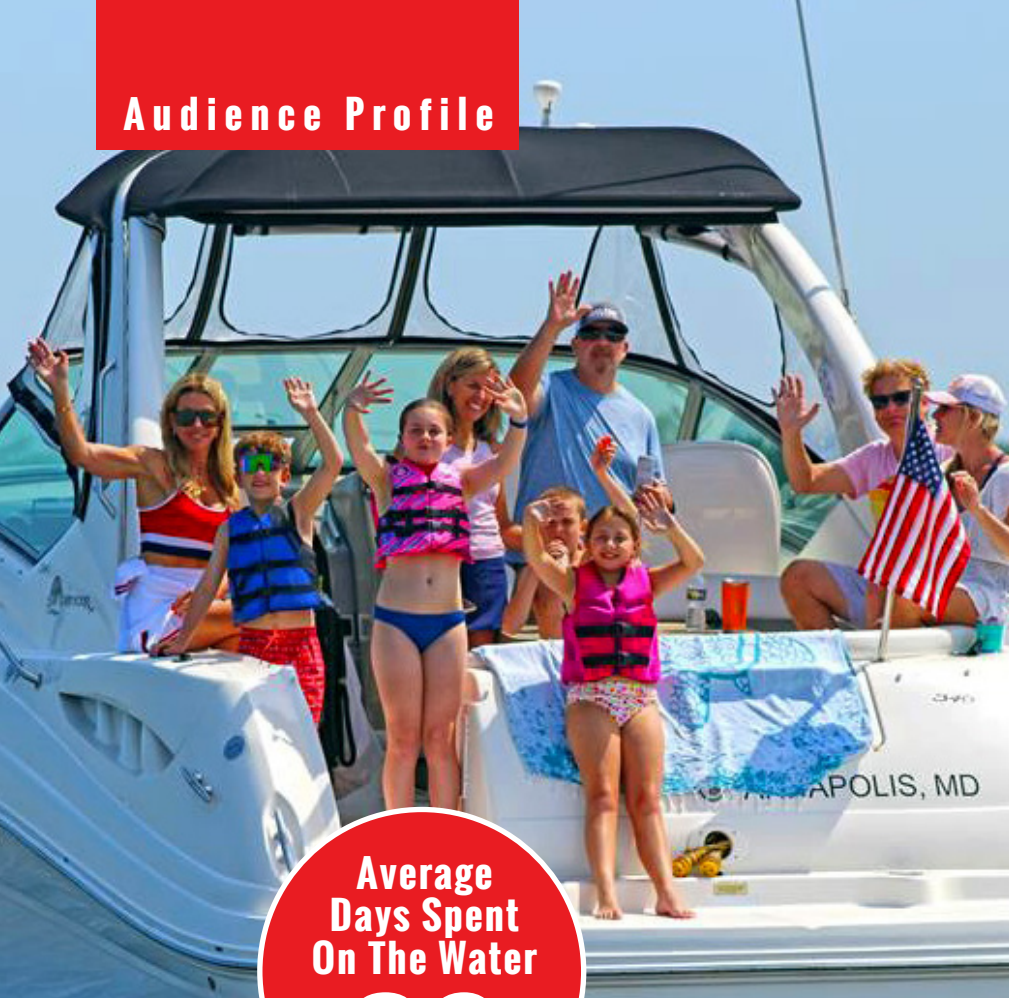
PropTalk Magazine is the largest powerboat and watersports title on the Chesapeake Bay.

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 
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Audience Profile

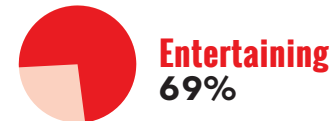
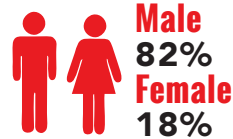


Average Days Spent On The Water

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.



19,000+
SOCIAL
FOLLOWERS



Email



10,000+
EMAIL
SUBSCRIBERS



29%
EMAIL
OPEN RATE

Web



53,000+
AVG. MONTHLY
EVENTS*



10,500+
AVG. MONTHLY
USERS*

*November 2024 - November 2025



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*

PropTalk
PROPTALK.COM

*2025 statistics based on all SPF publications.

Readership

In 2025, we celebrated PropTalk's 20th Anniversary!

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.

Reader Reviews



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.

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

~ Tammy M.

"Great publication! Lots of good information."

~ David B.

"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.



Key Advertisers



ANNAPOLIS
BOAT SHOWS



S&J YACHTS
BROKERS FOR FINE YACHTS



Bay Shore
Marine



PROGRESSIVE

ANNAPOLIS
CRUISAIR, INC.



BERT JABIN
YACHT YARD

2026 Editorial Calendar

<p>January</p>	<p>Winter in Chesapeake Country</p> <ul style="list-style-type: none"> • Roundup of Winter Boat and Fishing Shows • New Year's Eve Celebrations & First Day Hikes <p>Ads Close: November 21, 2025 • On-The-Docks: December 12, 2025</p>	<p>July</p>	<p>Mid-Summer Fun</p> <ul style="list-style-type: none"> • July 4 Fireworks Planner • Summer Cover Contest Continues • Dock Bar Guide (June-September) <p>• Ads Close: May 26, 2026 • On-The-Docks: June 12, 2026</p>
<p>February</p>	<p>Planning for the Boating Season</p> <ul style="list-style-type: none"> • Guide to the Chesapeake Bay Boat Show in Timonium • Winter Learning: Classes & Seminars • Capt. John Smith National Historic Trail: Part 1 <p>Special Distribution at the Mid-Atlantic Sports and Boat Show (Jan 31 - Feb 1) and the Chesapeake Bay Boat Show (Feb 8 -12)</p> <p>Ads Close: December 23, 2025 • On-The-Docks: January 14, 2026</p>	<p>August</p>	<p>Embrace the Season</p> <ul style="list-style-type: none"> • Summer Cover Contest Continues • Cruising Adventures • Dock Bar Guide (June-September) <p>Ads Close: June 25, 2026 • On-The-Docks: July 14, 2026</p>
<p>March</p>	<p>Marinas</p> <ul style="list-style-type: none"> • Chesapeake Bay Marinas and Boatyards • Capt. John Smith National Historic Trail: Part 2 <p>Ads Close: January 23, 2026 • On-The-Docks: February 12, 2026</p>	<p>September</p>	<p>Cover Contest</p> <ul style="list-style-type: none"> • Annapolis Powerboat Show Sneak Peek • Charter Series Part I • Dock Bar Guide (June-September) • Marina Directory <p>Ads Close: July 24, 2026 • On-The-Docks: August 14, 2026</p>
<p>April</p>	<p>Spring Commissioning</p> <ul style="list-style-type: none"> • Spring Commissioning (and Getting Your Engine Ready for the Season) • What's New in Electronics? • Sneak Peek at the Bay Bridge Boat Show • Capt. John Smith National Historic Trail: Part 3 <p>Ads Close: February 25, 2026 • On-The-Docks: March 13, 2026</p>	<p>October</p>	<p>Fall Boat Show Issue</p> <ul style="list-style-type: none"> • Annapolis Powerboat Show Planner • Spotlight on New and Premiering Boats • See the Bay: Annapolis • Charter Series Part II <p>Special Distribution at the Annapolis Powerboat Show (Oct 8 - 11)</p> <p>Ads Close: August 25, 2026 • On-The-Docks: September 14, 2026</p>
<p>May</p>	<p>Spring Boat Show Issue</p> <ul style="list-style-type: none"> • Guide to the Bay Bridge Boat Show at Safe Harbor Narrows Points • Spotlight on New and Exciting Boats • What Boat is Right for Me? <p>Special Distribution at the Bay Bridge Boat Show (April 17 - 19)</p> <p>Ads Close: March 25, 2026 • On-The-Docks: April 14, 2026</p>	<p>November</p>	<p>Winterization</p> <ul style="list-style-type: none"> • Winterization and Winter Storage • Charter Series Part III <p>Ads Close: September 25, 2026 • On-The-Docks: October 13, 2026</p>
<p>June</p>	<p>Kickoff the Season</p> <ul style="list-style-type: none"> • Pets Onboard • Camping and Boating • Start of the Summer Cover Contest • Dock Bar Guide (June-September) <p>Ads Close: April 24, 2026 • On-The-Docks: May 14, 2026</p>	<p>December</p>	<p>Holidays</p> <ul style="list-style-type: none"> • Holiday Gift Guide for Boaters • Roundup of Lighted Boat Parades Around the Bay • Chesapeake Holiday Destinations <p>Ads Close: October 26, 2026 • On-The-Docks: November 12, 2026</p>

FOR MORE INFORMATION, CALL **410.216.9309**



2026 Print Deadlines & Key Dates

Issue	Special Distribution	Ads Close	Invoice Date	On-The-Docks (Approximate Dates)
January		November 21, 2025	December 5, 2025	December 12, 2025
February	Special Distribution at the Mid-Atlantic Sports and Boat Show and the Chesapeake Bay Boat Show	December 23, 2025	January 7, 2026	January 14, 2026
March		January 23, 2026	February 6, 2026	February 12, 2026
April		February 25, 2026	March 6, 2026	March 13, 2026
May	Special Distribution at the Bay Bridge Boat Show	March 25, 2026	April 7, 2026	April 14, 2026
June		April 24, 2026	May 7, 2026	May 14, 2026
July		May 26, 2026	June 5, 2026	June 12, 2026
August		June 25, 2026	July 7, 2026	July 14, 2026
September		July 24, 2026	August 7, 2026	August 14, 2026
October	Special Distribution at the Annapolis Powerboat Show	August 25, 2026	September 7, 2026	September 14, 2026
November		September 25, 2026	October 7, 2026	October 13, 2026
December		October 26, 2026	November 6, 2026	November 12, 2026

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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

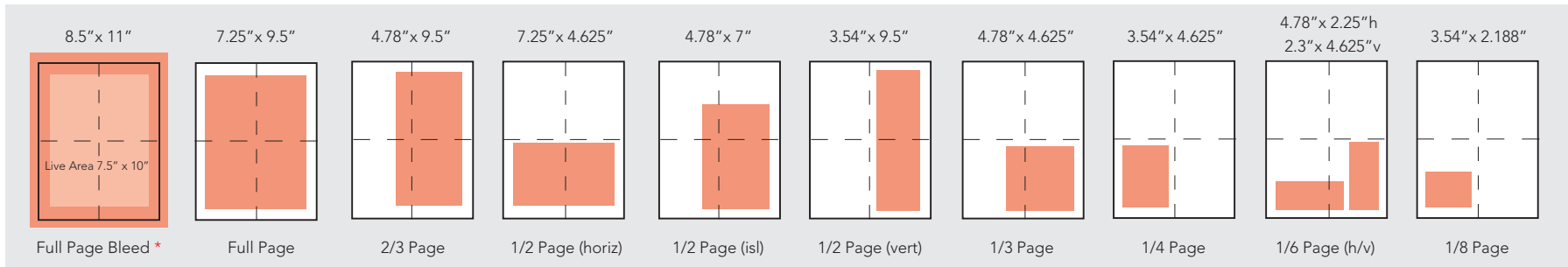
Preferred file type for web ads are .gif, .png, .jpg in RGB format at 72 ppi.

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

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