



## Connect With Chesapeake Bay Boaters

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

# 1

- *PropTalk* is engaging, upbeat, and free.
- *PropTalk* is fresh every month (in print and online).
- *PropTalk* goes where boaters go.

# 2

- Our avid readers are consumers.
- Readers remember what they see in *PropTalk*.
- Every reader is a potential customer of yours.

# 3

- *PropTalk* has its finger on the pulse of the industry.
- We are a maritime community resource.
- *PropTalk* sponsors events, charities, and groups that boaters care about.
- We support our advertisers.

## 2010 Editorial Calendar

# Jan

- New Boats and Stuff
- Winter Reading
- Winter Boat Show Preview

# Feb

- Winter Learning Options
- Baltimore Boat Show Issue
- Focus on Baltimore  
*Special Distribution at the Baltimore Boat Show*

# Mar

- Chesapeake Bay Marinas and Boatyards

# Apr

- Fishing Focus, Opening Day
- Spring Commissioning
- Kids and Boats/Kids' Camps
- The First Run of the Season

# May

- Bay Bridge Boat Show Issue  
*Special Distribution at the Bay Bridge Boat Show*

# Jun

- Classic Boats
- New Life for Old Boats
- Summer Reading

# Jul

- Watersports
- July 4 Focus/Fireworks Planner
- Poker Runs

# Aug

- Powerboat Racing
- Summer Fun
- Bluewater Fishing

# Sen

- Motoryachts
- Trawler Fest Preview
- Cocktails Onboard

# Oct

- U.S. Powerboat Show Preview  
*Special Distribution at Trawler Fest*

# Nov

- Cruising, Winter Charters, Southern Trips
- U.S. Powerboat Show Issue
- Destination Annapolis
- Last Run of the Season  
*Distributed at the U.S. Powerboat Show*

# Dec

- Holiday Gift Guide
- Lighted Boat Parades
- Winterization

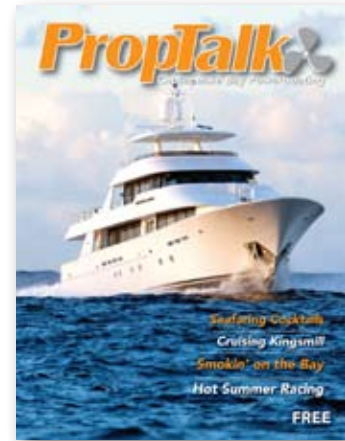


## Print Advertising

*PropTalk* Magazine is the essential source for powerboaters, consistently providing fresh, accurate, informative, and original content. Monthly press runs average 35,000, and 100% of the readers are interested in powerboats 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



*PropTalk* is easy to find at over 850 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 Tides and Currents, Cruising Club Notes, Boatshop Reports, Powerboat Racing, Fishing, Marketplace, Brokerage, and Classifieds.

Every issue is online at [PropTalk.com](http://PropTalk.com) with your ad at no additional charge.

### Ad Space Reservations & Artwork

Are due by the 25th of the month two months prior to publication month. For example, art for the March issue, which is distributed February 15, is due January 25.

\* 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

proptalk.com

**PropTalk.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 or even less when combined with a print ad package.

### A Complete Program

We have a terrific ad team at *PropTalk* and *SpinSheet*. 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.