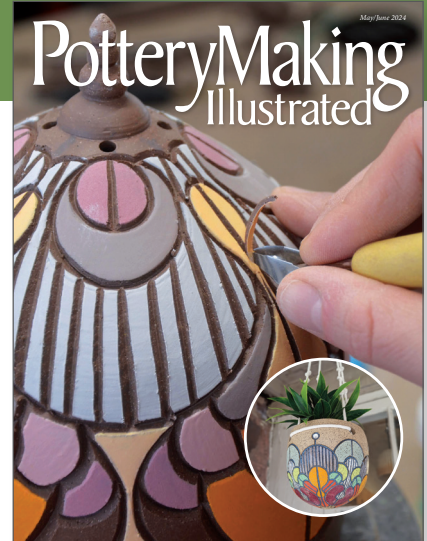
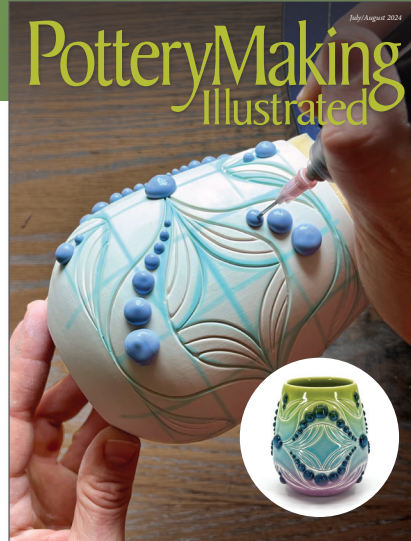
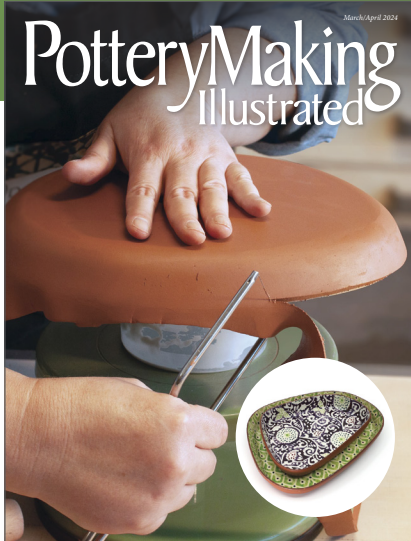
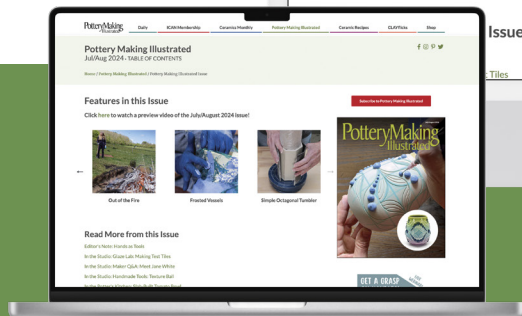
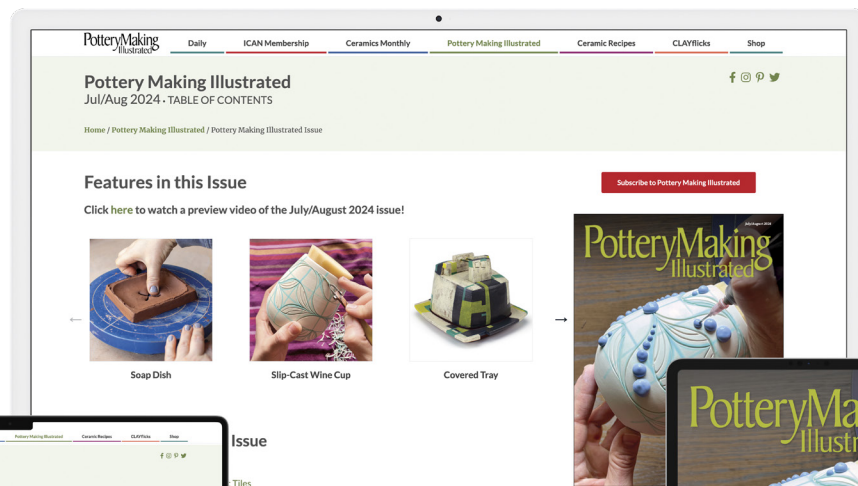


Pottery Making Illustrated



MEDIA KIT 2025



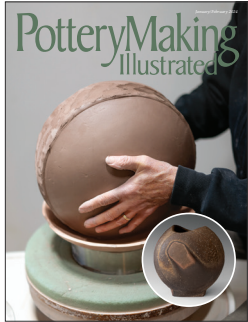
2025 EDITORIAL CALENDAR



Celia Feldberg



Brenton Duhan



JANUARY/FEBRUARY

Reservation Deadline
NOVEMBER 15, 2024

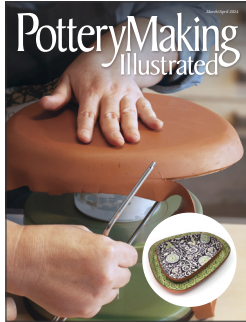
Materials Deadline
NOVEMBER 21, 2024

PMI READERSHIP CONTEST + UTAH-AREA POTTERS

• Pottery Making Illustrated's annual contests have become a hit with readers! In this next iteration, we are asking artists to not only show their best work, but also show us how they make it too!

• This issue will also feature ceramic artists from the Western region of the US as we prepare for the annual NCECA 2025 conference in Salt Lake City, Utah.

• Bonus distribution: NCECA 2025, Salt Lake City, Utah.



MARCH/APRIL

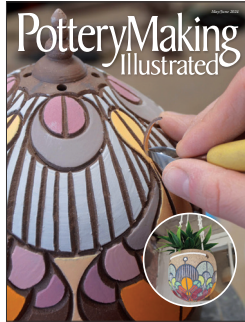
Reservation Deadline
JANUARY 17, 2025

Materials Deadline
JANUARY 24, 2025

HANDBUILDING

The slab roller, extruder, molds, templates, and hand tools open up a world of opportunities for ideas in this growing area of interest for readers.

• This issue focuses on handbuilding techniques for both sculptural and functional projects, talented artists and authors will share their ideas on studio set up and resources.



MAY/JUNE

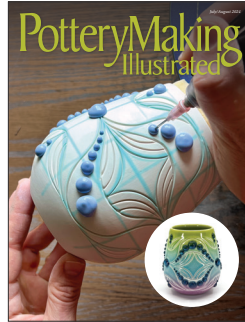
Reservation Deadline
MARCH 21, 2025

Materials Deadline
MARCH 28, 2025

THROWING

Using the wheel puts a creative spin on making all kinds of work from functional to sculptural—always a reader favorite.

• Professional along with up-and-coming ceramic artists will offer advice and provide insights on new techniques in wheel throwing and functional ceramics. Studio potters also share their secrets and tips to help readers improve their throwing skills and take their pots to the next level.



JULY/AUGUST

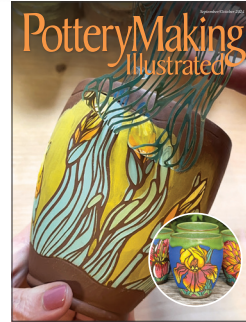
Reservation Deadline
MAY 2, 2025

Materials Deadline
MAY 9, 2025

CERAMIC TOOLS

A look at the variety of tools potters use to form and fire functional pots.

• Potters have long been obsessed with any and all tools that make their forms not only easier to produce but will also produce intriguing results. Discover the myriad ways up-and-coming and veteran potters employ tools in their studios to form, alter, carve, shape, cut, join, glaze, decorate, burnish, fire, and do everything else in between.



SEPTEMBER/OCTOBER

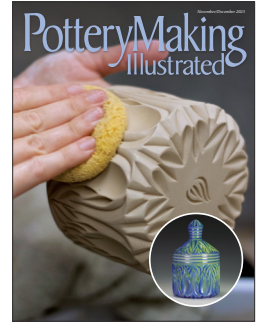
Reservation Deadline
JULY 18, 2025

Materials Deadline
JULY 25, 2025

GLAZING & SURFACE DECORATION

The possibilities of surface decoration and design are endless—one of our hottest topics!

• We'll explore new and exciting aspects of decorating and some of the unusual techniques perfected by talented ceramic artists. We'll feature innovative processes, what's new with commercial glazes, and ideas for ceramic surfaces.



NOVEMBER/DECEMBER

Reservation Deadline
SEPTEMBER 19, 2025

Materials Deadline
SEPTEMBER 26, 2025

FUNCTIONAL OBJECTS

Step-by-step techniques for making and finishing functional objects for everyday use.

• Functional objects not necessarily meant for food use are becoming increasingly more common in contemporary studio practices. Household item such as trays, candle holders, lighting fixtures, match strikers, napkin holders, and so on need to be visually appealing and well designed. Discover new forms and techniques just in time for holiday gifts and sales.

2025 ADVERTISING RATES

Pottery Making Illustrated

Advertising Rates

SIZES	1x	3x	6x	10x	13x	16x	19x
Full page	\$2,110	\$2,005	\$1,790	\$1,660	\$1,555	\$1,440	\$1,345
2/3 page	\$1,690	\$1,620	\$1,440	\$1,320	\$1,235	\$1,160	\$1,070
1/2 page island	\$1,510	\$1,420	\$1,270	\$1,175	\$1,120	\$1,010	\$940
1/2 page	\$1,355	\$1,290	\$1,160	\$1,070	\$985	\$920	\$860
1/3 page	\$1,070	\$1,010	\$905	\$840	\$795	\$730	\$675
1/4 page	\$815	\$775	\$675	\$635	\$585	\$550	\$525
1/6 page	\$605	\$585	\$535	\$510	\$460	\$415	\$380

Add color:

\$740 for full page
 \$625 for 2/3 page, 1/2 island or 1/2 page
 \$440 for 1/3 page, 1/4 page or 1/6 page

For Display Advertising, contact Mona Thiel at (614) 794-5834 or email at mthiel@ceramics.org.

For Classified Advertising, contact Pam Wilson at (614) 794-5826 or email at pwilson@ceramics.org.

Important Dates

ISSUE	RESERVE BY	MATERIALS DUE	MAILS
January/February	Nov. 15, 2024	Nov. 21, 2024	Dec. 17, 2024
March/April	Jan. 17, 2025	Jan. 24, 2025	Feb. 18, 2025
May/June	Mar. 21, 2025	Mar. 28, 2025	Apr. 22, 2025
July/Aug	May 2, 2025	May 9, 2025	June 17, 2025
September/October	Jul. 18, 2025	Jul. 25, 2025	Aug. 19, 2025
November/December	Sep. 19, 2025	Sep. 26, 2025	Oct. 21, 2025



Ali Schorman

Information

EFFECTIVE DATE

January/February 2025 issue

FREQUENCY

Bimonthly

COVER RATES

Covers are sold on a non-cancelable 4-color basis for the contract year. Rates for the second and third cover positions are the earned color rate plus 25%. The rate for cover four is the earned color rate plus 35%.

PREFERRED POSITIONS

Preferred positions are sold on a non-cancelable 4-color basis for the contract year. The rate for special positions is the earned color rate plus 10%.

AGENCY COMMISSION & TERMS

15% of gross billing to recognized agencies on space, color and preferred position charges, provided payment is made within 30 days of the invoice date. Thereafter, gross rates apply, and a late fee of 1.5% monthly is assessed.

WEBSITE ADVERTISING

For more information contact Mona Thiel at mthiel@ceramics.org.

INSERTS AND TIP-ONS

Subject to publisher approval. Stock and copy sample must be submitted to the publisher by the first of the month, two months prior to the scheduled issue for publisher approval (for example, January 1 for a March/April issue). Contact Mona Thiel at mthiel@ceramics.org for specifications, quantities, shipping instructions and rates.

2025 PRODUCTION SPECIFICATIONS

Pottery Making Illustrated

Advertisement Sizes

	(width x height)
2 facing pages (with bleed)	16.75" x 11.125"
Full page (with bleed)	8.5" x 11.125"
2/3 page	4.625" x 10"
1/2 page island	4.625" x 7.375"
1/2 page (vertical)	3.375" x 10"
1/2 page (horizontal)	7" x 4.875"
1/3 page (vertical)	2.25" x 10"
1/3 square	4.625" x 4.875"
1/4 page	3.375" x 4.875"
1/6 page	2.25" x 4.875"

Publication Trim Size: 8 1/4" x 10 7/8"

Bleed: 1/8" all around (Full page ads only)

Live Matter: Keep 1/4" from trim edge (Full page ads only)

Type of Binding: Saddle Stitch

Graphics Requirements

FILES: A press-quality PDF (compatible with Acrobat 6 (PDF 1.5) or greater) is preferred (with all fonts embedded). Other file formats accepted are JPEG, TIFF, EPS and most major Macintosh page-layout programs. Please do not include any printer marks.

FONTS: OpenType fonts are preferred. All fonts must be embedded in your PDF or provided with a packaged layout file.

ART: All placed images, graphics, logos, and fonts must be included.

RESOLUTION: Color art, 300 ppi. Low-resolution images will be resampled to appropriate levels as needed.

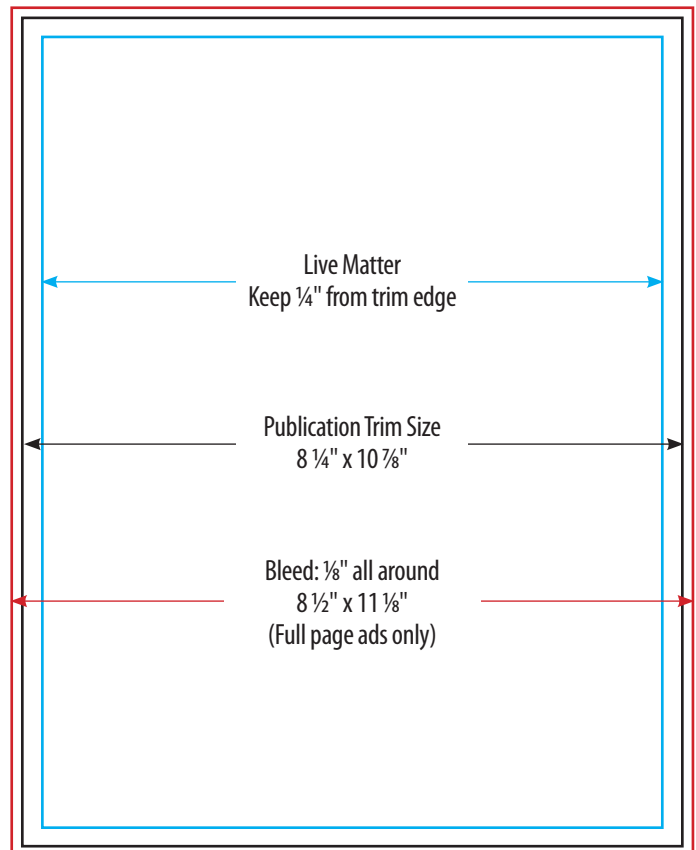
COLOR: All color images must be set to CMYK output with no ICC or CIE color profiles attached. Pantone spot colors must be converted to CMYK output. A hard-copy proof is required in order for color to be considered critical. The publisher cannot be held responsible for the reproduction quality if the proofing requirements are not met or if materials are submitted past closing date.

HALFTONES: Black-and-white files should be set to gray scale.

Files may be submitted via email or file transfer services.

Please label artwork with the Issue Date, Advertiser Name, File Name.

For proofs and file transfer instructions, contact Pam Wilson at pwilson@ceramics.org.



Stephanie
Wilhelm



Avesha
DeWolfe

ARTS GUIDES

Pottery Making Illustrated

Workshop Handbook Advertising Rates

SIZES	1x	3x	6x	10x	13x	16x	19x
Full page	\$2,110	\$2,005	\$1,790	\$1,660	\$1,555	\$1,440	\$1,345
2/3 page	\$1,690	\$1,620	\$1,440	\$1,320	\$1,235	\$1,160	\$1,070
1/2 page island	\$1,510	\$1,420	\$1,270	\$1,175	\$1,120	\$1,010	\$940
1/2 page	\$1,355	\$1,290	\$1,160	\$1,070	\$985	\$920	\$860
1/3 page	\$1,070	\$1,010	\$905	\$840	\$795	\$730	\$675
1/4 page	\$815	\$775	\$675	\$635	\$585	\$550	\$525
1/6 page	\$605	\$585	\$535	\$510	\$460	\$415	\$380

Distribution: • Distributed free to workshops, community art centers, and other ceramic art event venues
• Available to all to download as a free PDF from CeramicArtsNetwork.org

Add color:

\$370 for full page,
2/3 page, 1/2 island;
\$255 for 1/2 page, 1/3 page;
\$200 for 1/4 page, 1/6 page

Reserve By:

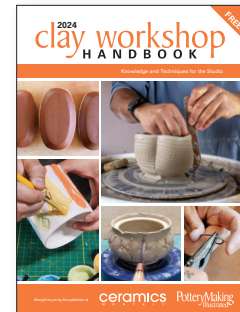
January 24, 2025

Materials Due:

January 31, 2025

Mail Date:

May 6, 2025



WORKSHOP IN PRINT: Reaches potters attending educational workshops, where they continue their personal growth in ceramics. This is your chance to reach highly motivated individuals expanding their skills.

Studio Talk Advertising Rates

SIZES	1x	3x	6x	10x	13x	16x	19x
Full page	\$1,590	\$1,500	\$1,345	\$1,250	\$1,165	\$1,080	\$1,010
2/3 page	\$1,270	\$1,220	\$1,080	\$985	\$920	\$865	\$805
1/2 page island	\$1,135	\$1,065	\$955	\$875	\$840	\$765	\$710
1/2 page	\$1,015	\$975	\$865	\$805	\$750	\$700	\$645
1/3 page	\$800	\$765	\$685	\$620	\$590	\$545	\$510
1/4 page	\$605	\$580	\$510	\$475	\$440	\$420	\$395
1/6 page	\$455	\$440	\$410	\$390	\$355	\$330	\$295

Distribution: • Co-mailed with *Ceramics Monthly* June/July/August 2025 issue
• Available to all to download as a free PDF from CeramicArtsNetwork.org

Add color:

\$370 for full page,
2/3 page, 1/2 island;
\$255 for 1/2 page, 1/3 page;
\$200 for 1/4 page, 1/6 page

Reserve By:

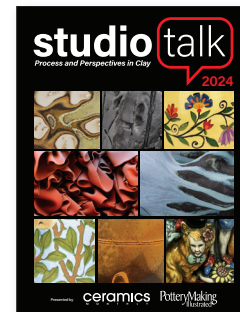
April 4, 2025

Materials Due:

April 11, 2025

Mail Date:

May 20, 2025



STUDIO TALK IN PRINT: Through a question-and-answer format, selected up-and-coming and established artists making distinctive work share their backstories, studio practice, techniques, and thoughts on the ceramics field. Reader takeaways include practical tips, discussions of materials, tools, equipment, kilns, and processes to experiment with in their own studios.

Ceramic Arts Yearbook Advertising Rates

SIZES	1x	3x	6x	10x	13x	16x	19x
Full page	\$3,335	\$3,175	\$2,845	\$2,595	\$2,430	\$2,265	\$2,100
2/3 page	\$2,655	\$2,530	\$2,260	\$2,065	\$1,950	\$1,785	\$1,670
1/2 page island	\$2,375	\$2,230	\$1,995	\$1,825	\$1,735	\$1,610	\$1,510
1/2 page	\$2,130	\$2,035	\$1,785	\$1,670	\$1,575	\$1,465	\$1,345
1/3 page	\$1,670	\$1,605	\$1,430	\$1,295	\$1,225	\$1,145	\$1,080
1/4 page	\$1,270	\$1,195	\$1,080	\$1,000	\$920	\$870	\$810
1/6 page	\$950	\$920	\$840	\$775	\$700	\$670	\$590

Distribution: • Co-mailed with *Ceramics Monthly* November 2025 issue and *Pottery Making Illustrated* November/December 2025 issue
• Available to all to download as a free PDF from CeramicArtsNetwork.org

Add color:

\$740 for full page;
\$625 for 2/3 page,
1/2 island, 1/2 page;
\$440 for 1/3 page,
1/4 page, 1/6 page

Reserve By:

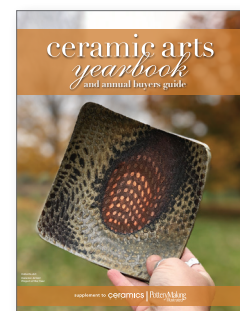
August 29, 2025

Materials Due:

September 5, 2025

Mail Date:

October 14, 2025



ANNUAL YEARBOOK AND BUYERS GUIDE: This comprehensive guide and studio reference is the first place readers of both *Ceramics Monthly* and *Pottery Making Illustrated* turn to for researching equipment and supplies before placing orders. They'll also keep it on hand as a reference throughout the year.

Pottery Making Illustrated

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