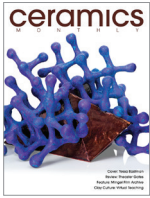


2022  
**MEDIAKIT**

**ceramics**  
M O N T H L Y



# 2022 EDITORIAL CALENDAR



## JANUARY

**Reservation Deadline**  
NOVEMBER 3, 2021

**Materials Deadline**  
NOVEMBER 10, 2021

### ATMOSPHERIC FIRING

We share artists' approaches to firing their work in a non-neutral kiln environment, from salt, soda, wood, and reduction firing to raku, pit, barrel, and saggar firing. The goal? To inspire readers to seek out new firing opportunities with these various techniques.

- Our exclusive annual comprehensive listing of ceramics residencies and fellowships engages those at the beginning of their careers along with established artists who are working on new ideas. Make sure you engage them, too!

## FEBRUARY

**Reservation Deadline**  
DECEMBER 2, 2021

**Materials Deadline**  
DECEMBER 9, 2021

### GET DOWN TO BUSINESS

We all want to help artists be successful at what they do. This issue presents advice from ceramic artists, business owners, and financial experts alike to get multiple perspectives on what it takes to turn a passion for clay into a vocation.

- Building business smarts helps artists manage their time and money. This reduces burn out from stress and leads to more stability and income they can confidently reinvest in their creative pursuits.

## MARCH

**Reservation Deadline**  
JANUARY 13, 2022

**Materials Deadline**  
JANUARY 21, 2022

### MASTERS IN THE FIELD

We'll highlight a few of the icons of studio ceramics, and outline how their work and influence affects the field today.

- Join us in acknowledging our roots and giving credit to those who blazed the trails we still explore today.
- Get your products and services in front of those who are new to clay, are building their studios, or are planning their production flow.

## APRIL

**Reservation Deadline**  
FEBRUARY 11, 2022

**Materials Deadline**  
FEBRUARY 18, 2022

### MAKING A DIFFERENCE

Discover how contemporary artists pool resources and use contemporary tools to effect change in their communities.

- Gain visibility for your products and services with artists who are building their personal studios or envisioning new creative communities.
- Our Summer Workshops listings help folks find opportunities to train beyond traditional education, and learn to use new tools, equipment, and techniques. Make sure your message is front and center.

## MAY

**Reservation Deadline**  
MARCH 11, 2022

**Materials Deadline**  
MARCH 18, 2022

### EMERGING ARTISTS

The next generation of ceramic artists is always present, but not always obvious. In this highly anticipated issue, we search them out and share their inspiring work with the wider field.

- We shine a light on works and artists that deserve recognition for their accomplishments. Highlight your company or organization's connection to our field's emerging talent.
- Emerging Artist Gallery Section

## JUNE/JULY/AUGUST

**Reservation Deadline**  
APRIL 8, 2022

**Materials Deadline**  
APRIL 15, 2022

### WORKING POTTERS

The definition of a working potter evolves continually. We keep up with the current practices, studio setups, and observations of those carrying on traditions and exploring new possibilities.

- From making a living to making a life, this issue highlights all that is good, bad, and complex about working in clay as a main source of income.
- Our extended summer issue is always a feast for the eyes, and gets a lot of play over several months.

## SEPTEMBER

**Reservation Deadline**  
JULY 1, 2022

**Materials Deadline**  
JULY 8, 2022

### EARTHENWARE

This issue focuses on artists using earthenware clay bodies and low-firing techniques. It also includes images of work by the winners of our annual, audience-wide contest designed to help artists get inspired and try new things in the studio.

- Our focus includes a look at current works made by both top artists in the field and rising talent.
- Help artists gear up with information and inspiration after their summer vacations.

## OCTOBER

**Reservation Deadline**  
JULY 22, 2022

**Materials Deadline**  
JULY 29, 2022

### GALLERY GUIDE

Gallerists and artists share their experiences of exhibiting and selling work. The focus? To get the most out of the gallery relationship while finding inventive ways to reach and to best serve customers. Artists also share their passion and motivations for collecting artwork by their peers.

- Whether you're looking to buy or sell, the Gallery Guide is the resource you need, so you know where to go.

## NOVEMBER

**Reservation Deadline**  
AUGUST 26, 2022

**Materials Deadline**  
SEPTEMBER 2, 2022

### CAREER SWITCH

Many people come to clay as a second career—some on purpose, some quite by accident, but all with a lot of passion.

Some always dream of a life in clay, and others discover it out of the blue. We continue our popular focus on artists who discover (or rediscover) clay after successful careers in different fields.

- Showcase your products and services to help new ceramic artists and old pros alike express their creativity.

## DECEMBER

**Reservation Deadline**  
OCTOBER 7, 2022

**Materials Deadline**  
OCTOBER 14, 2022

### BALANCING FORM AND FUNCTION

Artists share their processes for balancing creative possibilities with functional practicalities.

- Connecting the link between the concept and performance of pots, we'll explore various approaches to functional design, all based on the maker's intent.
- Join the conversation by including your message in this issue.

# 2022 ADVERTISING RATES

# ceramics

M O N T H L Y

## Advertising Rates

SIZES	1x	3x	6x	10x	13x	16x	19x
Full page	\$3,005	\$2,840	\$2,550	\$2,340	\$2,195	\$2,040	\$1,870
2/3 page	\$2,405	\$2,275	\$2,040	\$1,870	\$1,740	\$1,615	\$1,510
1/2 page island	\$2,125	\$2,010	\$1,855	\$1,645	\$1,570	\$1,445	\$1,350
1/2 page	\$1,915	\$1,850	\$1,615	\$1,510	\$1,415	\$1,315	\$1,200
1/3 page	\$1,510	\$1,445	\$1,295	\$1,160	\$1,120	\$1,035	\$950
1/4 page	\$1,140	\$1,090	\$960	\$885	\$840	\$795	\$740
1/6 page	\$865	\$840	\$760	\$700	\$635	\$605	\$540

### 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](mailto:mthiel@ceramics.org).

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

## Important Dates

ISSUE	RESERVE BY	MATERIALS DUE	MAIL
January	Nov. 3, 2021	Nov. 10, 2021	Dec. 7, 2021
February	Dec. 2, 2021	Dec. 9, 2021	Jan. 11, 2022
March	Jan. 13, 2022	Jan. 21, 2022	Feb. 15, 2022
April	Feb. 11, 2022	Feb. 18, 2022	Mar. 15, 2022
May	Mar. 11, 2022	Mar. 18, 2022	Apr. 12, 2022
June/July/August	Apr. 8, 2022	Apr. 15, 2022	May 24, 2022
September	Jul. 1, 2022	Jul. 8, 2022	Aug. 16, 2022
October	Jul. 22, 2022	Jul. 29, 2022	Sept. 13, 2022
November	Aug. 26, 2022	Sept. 2, 2022	Oct. 11, 2022
December	Oct. 7, 2022	Oct. 14, 2022	Nov. 15, 2022



Stuart Gair

## Information

### EFFECTIVE DATE

January 2022 issue

### FREQUENCY

Monthly except the June/July/August issue.

### COVER RATES

Covers are sold on a non-cancelable four-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 four-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 may be assessed.

### WEBSITE ADVERTISING

For more information contact Mona Thiel at [mthiel@ceramics.org](mailto: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 issue). Contact Mona Thiel at [mthiel@ceramics.org](mailto:mthiel@ceramics.org) for specifications, quantities, shipping instructions and rates.

# 2022 PRODUCTION SPECIFICATIONS

# ceramics

M O N T H L Y

## 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: Perfect

## Mechanical 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.

**FONTS:** Type 1 fonts are required. TrueType fonts will be replaced with the closest match available.

**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.

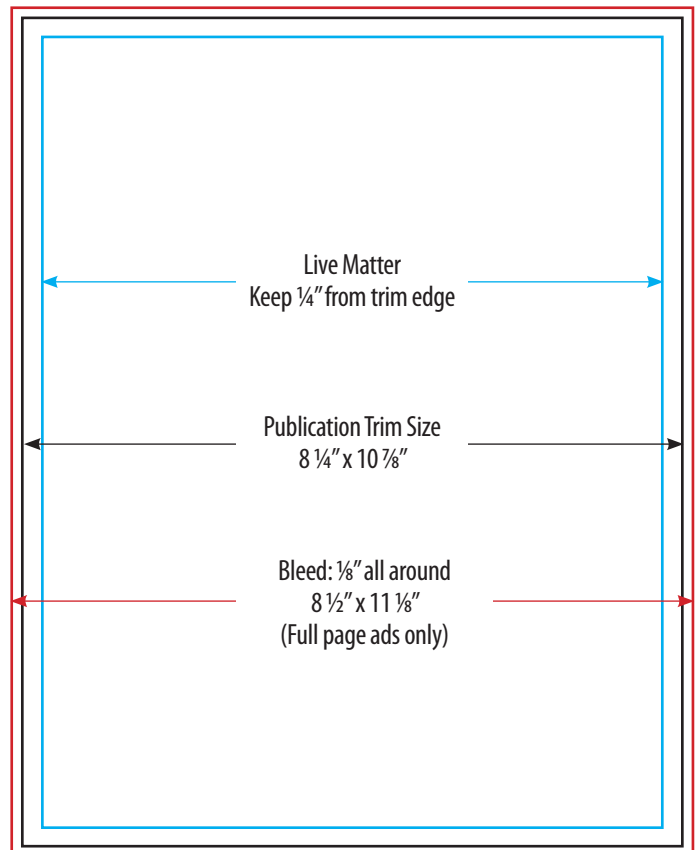
**COLOR:** All color images must be set to CMYK output with no ICC or CIE color profiles attached. Pantone spot colors must be converted to CMYK output. A hard-copy proof is required in order for color to be considered critical. The publisher cannot be held responsible for the reproduction quality if 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 FTP.

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

For proofs and file transfer instructions, contact Pam Wilson at [pwilson@ceramics.org](mailto:pwilson@ceramics.org).



Samantha Momeyer

# ARTS GUIDES

# ceramics

M O N T H L Y

## Workshop Handbook Advertising Rates

SIZES	1x	3x	6x	10x	13x	16x	19x
Full page	\$2,010	\$1,910	\$1,705	\$1,580	\$1,480	\$1,370	\$1,280
2/3 page	\$1,610	\$1,545	\$1,370	\$1,255	\$1,175	\$1,105	\$1,020
1/2 page island	\$1,440	\$1,350	\$1,210	\$1,120	\$1,065	\$960	\$895
1/2 page	\$1,290	\$1,230	\$1,105	\$1,020	\$940	\$875	\$820
1/3 page	\$1,020	\$960	\$860	\$800	\$755	\$695	\$645
1/4 page	\$775	\$740	\$645	\$605	\$555	\$525	\$500
1/6 page	\$575	\$555	\$510	\$485	\$440	\$395	\$360

### 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:

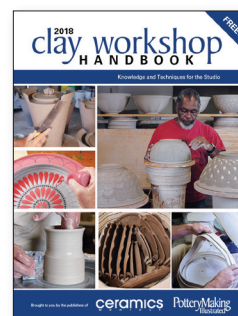
February 25, 2022

### Materials Due:

March 4, 2022

### Mail Date:

May 10, 2022



**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	\$1,515	\$1,430	\$1,280	\$1,190	\$1,110	\$1,030	\$960
2/3 page	\$1,210	\$1,160	\$1,030	\$940	\$875	\$825	\$765
1/2 page island	\$1,080	\$1,015	\$910	\$835	\$800	\$730	\$675
1/2 page	\$965	\$930	\$825	\$765	\$715	\$665	\$615
1/3 page	\$760	\$730	\$650	\$590	\$560	\$520	\$485
1/4 page	\$575	\$550	\$485	\$450	\$420	\$400	\$375
1/6 page	\$435	\$420	\$390	\$370	\$340	\$315	\$280

### 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:

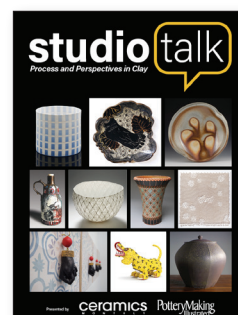
April 22, 2022

### Materials Due:

April 29, 2022

### Mail Date:

May 24, 2022



**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.

### Distribution:

- Co-mailed with *Ceramics Monthly* June/July/August 2022 issue
- Distributed free to workshops, community art centers, and other ceramic art event venues
- Available free to all on the *Ceramics Monthly* and *Pottery Making Illustrated* tablet apps
- Free to all to download as a PDF from CeramicArtsNetwork.org

## Ceramic Arts Yearbook Advertising Rates

SIZES	1x	3x	6x	10x	13x	16x	19x
Full page	\$3,175	\$3,025	\$2,710	\$2,470	\$2,315	\$2,155	\$2,000
2/3 page	\$2,530	\$2,410	\$2,150	\$1,965	\$1,855	\$1,700	\$1,590
1/2 page island	\$2,260	\$2,125	\$1,900	\$1,740	\$1,650	\$1,535	\$1,440
1/2 page	\$2,030	\$1,940	\$1,700	\$1,590	\$1,500	\$1,395	\$1,280
1/3 page	\$1,590	\$1,530	\$1,360	\$1,235	\$1,165	\$1,090	\$1,030
1/4 page	\$1,210	\$1,140	\$1,030	\$950	\$875	\$830	\$770
1/6 page	\$905	\$875	\$800	\$740	\$665	\$640	\$560

### 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:

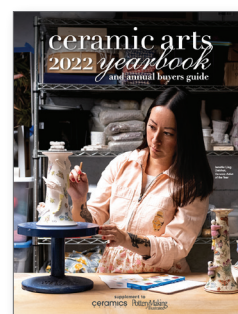
August 5, 2022

### Materials Due:

August 12, 2022

### Mail Date:

October 11, 2022



**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.



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