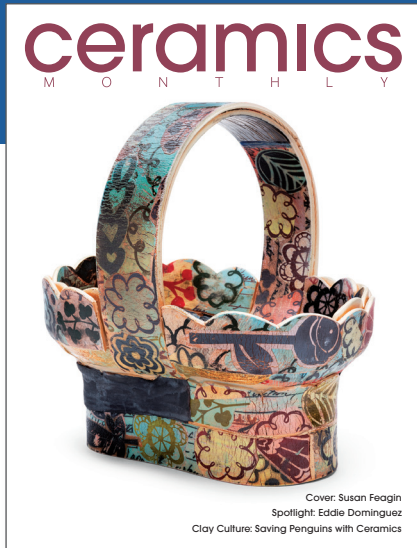
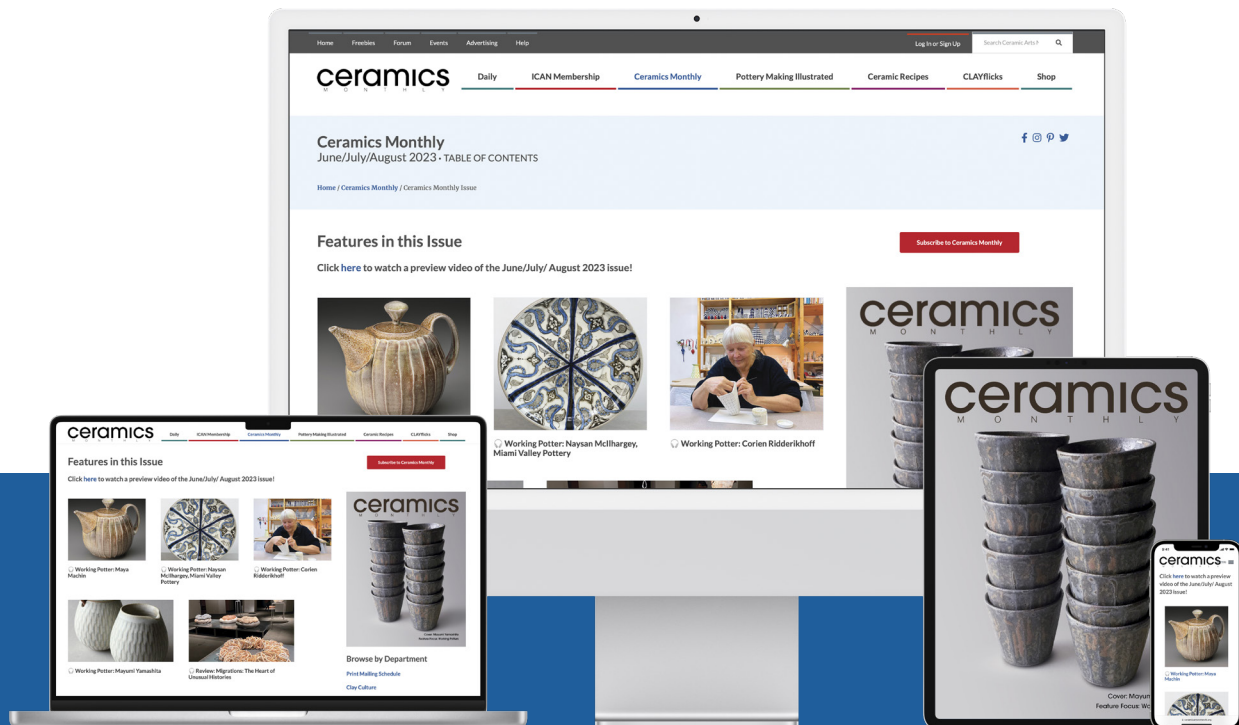


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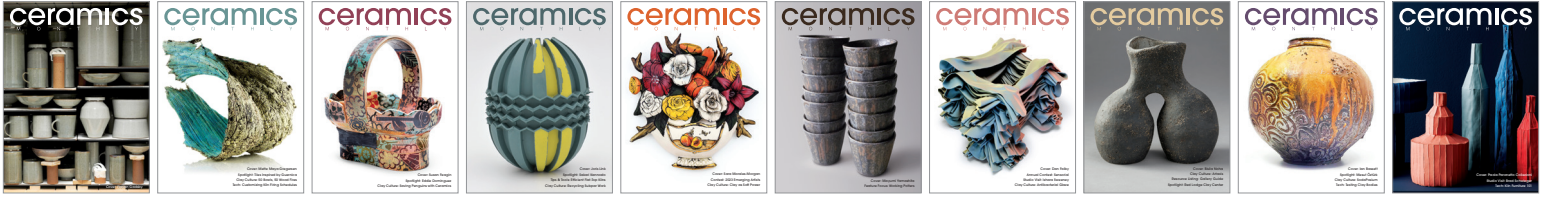
M O N T H L Y



MEDIAKIT 2024



2024 EDITORIAL CALENDAR



JANUARY

Reservation Deadline
NOVEMBER 2, 2023

Materials Deadline
NOVEMBER 9, 2023

LEARNING SKILLS

We all want to expand our ceramic knowledge and technical skills. This issue presents the myriad ways clay artists learn their craft, from workshops to traditional degree programs to videos online. There are more possibilities than ever to pick up a new process.

- Linked online to 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 1, 2023

Materials Deadline
DECEMBER 8, 2023

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.

- Get your products and services in front of those who are committed to creating ceramic artwork, and perhaps interested in exploring a new clay body or temperature range in their studio.

MARCH

Reservation Deadline
JANUARY 12, 2024

Materials Deadline
JANUARY 19, 2024

COLLECTIVES AND COLLABORATION

Many elements of working in clay benefit from teamwork. Sharing information, tools and facilities, and common goals can yield tremendous results that would be impossible to achieve alone. We'll highlight several artists who work in partnerships or groups to create ceramic work.

- Share your products and services with those interested in working collaboratively, at small and large scales, to create bodies of work and standalone community projects.

APRIL

Reservation Deadline
FEBRUARY 16, 2024

Materials Deadline
FEBRUARY 23, 2024

MAKING A DIFFERENCE

Discover contemporary artists who are working to effect social and environmental change in their communities.

- Gain visibility for your products and services with artists who are building their personal studios or envisioning new creative communities.
- Linked online, our Summer Workshops listing helps 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 15, 2024

Materials Deadline
MARCH 22, 2024

EMERGING ARTISTS

The next generation of ceramic artists is always present, but not always obvious. In this highly anticipated issue, we identify top talent from hundreds of *Ceramics Monthly* Emerging Artist contest submissions 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 19, 2024

Materials Deadline
APRIL 26, 2024

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 12, 2024

Materials Deadline
JULY 19, 2024

HIGH FIRED PLUS CONTEST

This issue focuses on artists who fire their work at high temperatures, cone 8 and above. 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
AUGUST 9, 2024

Materials Deadline
AUGUST 16, 2024

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
SEPTEMBER 13, 2024

Materials Deadline
SEPTEMBER 20, 2024

FIGURATIVE & NARRATIVE WORK

We'll highlight artists creating a wide range of narrative work from representational to abstract, and from the vessel to sculpture and installation.

- Join us in exploring work by artists who explore the creative potential of communicating stories through clay.
- Showcase your products and services to help new ceramic artists and old pros alike express their creativity.

DECEMBER

Reservation Deadline
OCTOBER 18, 2024

Materials Deadline
OCTOBER 25, 2024

KITCHEN POTS

To function or not to function, that is the question. And it has many answers, as we'll discover by talking to potters making work for one of the hardest working and demanding rooms in the house: the kitchen.

- 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.

2024 ADVERTISING RATES

ceramics

M O N T H L Y

Advertising Rates

| SIZES | 1x | 3x | 6x | 10x | 13x | 16x | 19x |
|---------------------------|---------|---------|---------|---------|---------|---------|---------|
| Full page | \$3,155 | \$2,980 | \$2,680 | \$2,455 | \$2,305 | \$2,140 | \$1,965 |
| $\frac{2}{3}$ page | \$2,525 | \$2,390 | \$2,140 | \$1,965 | \$1,825 | \$1,695 | \$1,585 |
| $\frac{1}{2}$ page island | \$2,230 | \$2,110 | \$1,950 | \$1,725 | \$1,650 | \$1,515 | \$1,420 |
| $\frac{1}{2}$ page | \$2,010 | \$1,945 | \$1,695 | \$1,585 | \$1,485 | \$1,380 | \$1,260 |
| $\frac{1}{3}$ page | \$1,585 | \$1,515 | \$1,360 | \$1,220 | \$1,175 | \$1,085 | \$1,000 |
| $\frac{1}{4}$ page | \$1,195 | \$1,145 | \$1,010 | \$930 | \$880 | \$835 | \$775 |
| $\frac{1}{6}$ page | \$910 | \$880 | \$800 | \$735 | \$665 | \$635 | \$565 |

Add color:

\$740 for full page
 \$625 for $\frac{2}{3}$ page, $\frac{1}{2}$ island or $\frac{1}{2}$ page
 \$440 for $\frac{1}{3}$ page, $\frac{1}{4}$ page or $\frac{1}{6}$ 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 | MAIL |
|------------------|----------------|----------------|----------------|
| January | Nov. 2, 2023 | Nov. 9, 2023 | Dec. 5, 2023 |
| February | Dec. 1, 2023 | Dec. 8, 2023 | Jan. 16, 2024 |
| March | Jan. 12, 2024 | Jan. 19, 2024 | Feb. 13, 2024 |
| April | Feb. 16, 2024 | Feb. 23, 2024 | Mar. 19, 2024 |
| May | Mar. 15, 2024 | Mar. 22, 2024 | Apr. 16, 2024 |
| June/July/August | Apr. 19, 2024 | Apr. 26, 2024 | May 21, 2024 |
| September | Jul. 12, 2024 | Jul. 19, 2024 | Aug. 13, 2024 |
| October | Aug. 9, 2024 | Aug. 16, 2024 | Sept. 17, 2024 |
| November | Sept. 13, 2024 | Sept. 20, 2024 | Oct. 15, 2024 |
| December | Oct. 18, 2024 | Oct. 25, 2024 | Nov. 19, 2024 |



Susan Feagin

Information

EFFECTIVE DATE

January 2024 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.

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 for specifications, quantities, shipping instructions and rates.

2024 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

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.

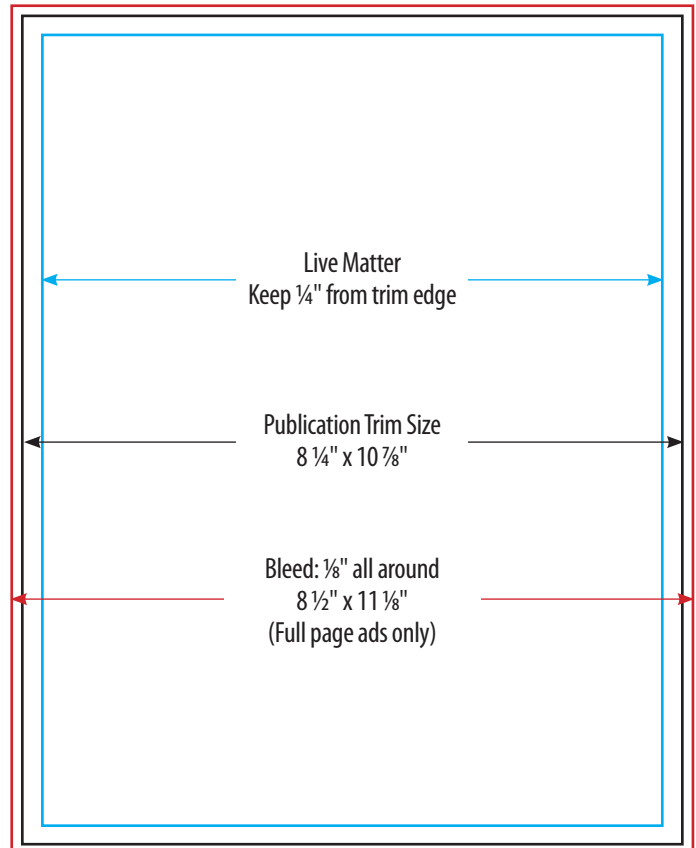
COLOR: All color images must be set to CMYK output with no ICC or CIE color profiles attached. Pantone spot colors must be converted to CMYK output. A hard-copy proof is required in order for color to be considered critical. The publisher cannot be held responsible for the reproduction quality if the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



Evelyn Ward

ARTS GUIDES

ceramics

M O N T H L Y

Workshop Handbook Advertising Rates

| SIZES | 1x | 3x | 6x | 10x | 13x | 16x | 19x |
|-----------------|---------|---------|---------|---------|---------|---------|---------|
| Full page | \$2,110 | \$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:

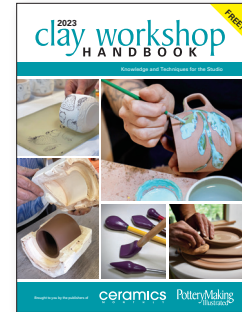
January 5, 2024

Materials Due:

January 12, 2024

Mail Date:

May 7, 2024



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 2024 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:

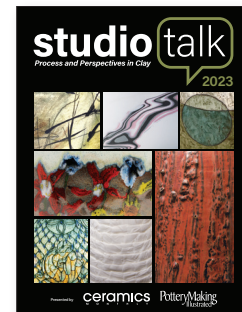
February 2, 2024

Materials Due:

February 9, 2024

Mail Date:

May 21, 2024



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 2024 issue and *Pottery Making Illustrated* November/December 2024 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:

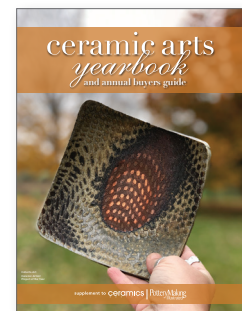
August 30, 2024

Materials Due:

September 6, 2024

Mail Date:

October 15, 2024



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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