

2022  
**MEDIAKIT**

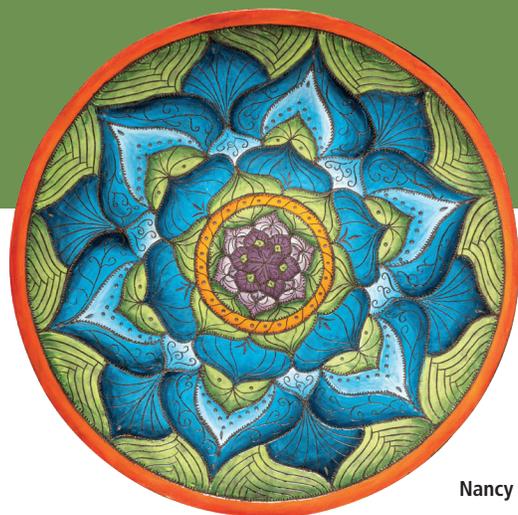
# Pottery Making Illustrated



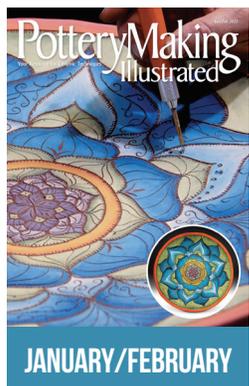
# 2022 EDITORIAL CALENDAR



Alan Johnson



Nancy Sowder



**Reservation Deadline**  
NOVEMBER 12, 2021

**Reservation Deadline**  
JANUARY 21, 2022

**Reservation Deadline**  
MARCH 18, 2022

**Reservation Deadline**  
MAY 13, 2022

**Reservation Deadline**  
JULY 8, 2022

**Reservation Deadline**  
SEPTEMBER 2, 2022

**Materials Deadline**  
NOVEMBER 19, 2021

**Materials Deadline**  
JANUARY 28, 2022

**Materials Deadline**  
MARCH 25, 2022

**Materials Deadline**  
MAY 20, 2022

**Materials Deadline**  
JULY 15, 2022

**Materials Deadline**  
SEPTEMBER 9, 2022

## PMI 25TH ANNIVERSARY

Pottery Making Illustrated will celebrate its 25th Anniversary by presenting a readership-wide contest titled, Potluck! This in-print exhibition of serving dishes, tableware, and functional vessels made for gatherings will feature not only the best of the reader's skills, but will also highlight the materials, tools, and processes used to create each winning piece.

## 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.

## THROWING

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

- Professional 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.

## LOW-FIRE CERAMICS

A look at a variety of forming, finishing, and firing techniques in the low-fire range.

- As ceramic artists look for more opportunities to explore functional pottery in the low-fire range of earthenware and the cones 06–3 firing range, we present a series of techniques dealing with low-fire clay, glaze, decorating and more.

## 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.

## FUNCTIONAL TABLEWARE

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

- Functional ceramics should be comfortable to use and food safe on top of being visually appealing and well designed. Learn how to manage all the demands of utilitarian wares just in time for holiday gifts and sales.

# 2022 ADVERTISING RATES

## Pottery Making Illustrated

### 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:

\$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/February	Nov. 12, 2021	Nov. 19, 2021	Dec. 14, 2021
March/April	Jan. 21, 2022	Jan. 28, 2022	Feb. 22, 2022
May/June	Mar. 18, 2022	Mar. 25, 2022	Apr. 19, 2022
July/Aug	May 13, 2022	May 20, 2022	June 14, 2022
September/October	Jul. 8, 2022	Jul. 15, 2022	Aug. 23, 2022
November/December	Sep. 2, 2022	Sep. 9, 2022	Oct. 18, 2022



Amanda Bury

### Information

#### EFFECTIVE DATE

January/February 2022 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](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/April issue). Contact Mona Thiel at [mthiel@ceramics.org](mailto:mthiel@ceramics.org) for specifications, quantities, shipping instructions and rates.

# 2022 PRODUCTION SPECIFICATIONS

## Pottery Making Illustrated

### Advertisement Sizes

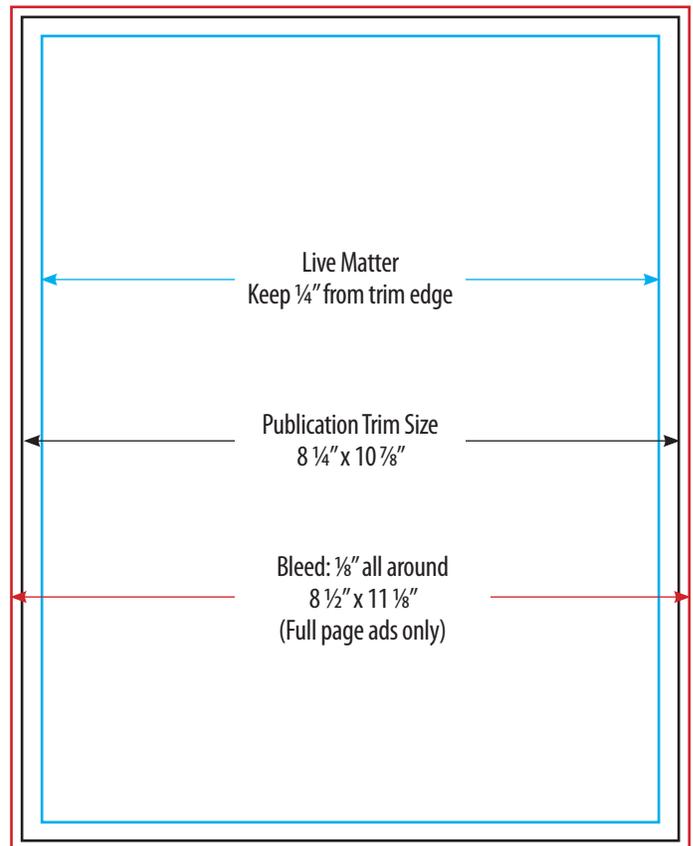
	(width x height)
2 facing pages (with bleed)	16.75" x 11.125"
Full page (with bleed)	8.5" x 11.125"
2/3 page	4.625" x 10"
1/2 page island	4.625" x 7.375"
1/2 page (vertical)	3.375" x 10"
1/2 page (horizontal)	7" x 4.875"
1/3 page (vertical)	2.25" x 10"
1/3 square	4.625" x 4.875"
1/4 page	3.375" x 4.875"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



### 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. 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).



Grace DePledge

# ARTS GUIDES

## Pottery Making Illustrated

### 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:**

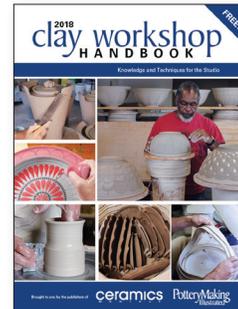
February 25, 2022

**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:**

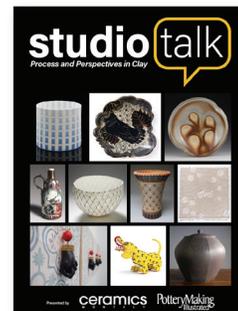
April 22, 2022

**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](http://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:**

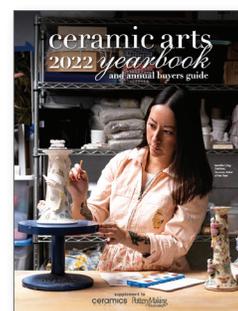
August 5, 2022

**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.



# Pottery Making Illustrated

National Sales Director

---

MONA THIEL  
[mthiel@ceramics.org](mailto:mthiel@ceramics.org)

Advertising Services

---

PAM WILSON  
[pwilson@ceramics.org](mailto:pwilson@ceramics.org)

Pottery Making Illustrated Editor

---

HOLLY GORING  
[hgoring@ceramics.org](mailto:hgoring@ceramics.org)

Pottery Making Illustrated Associate Editor

---

JESSICA KNAPP  
[jknapp@ceramics.org](mailto:jknapp@ceramics.org)