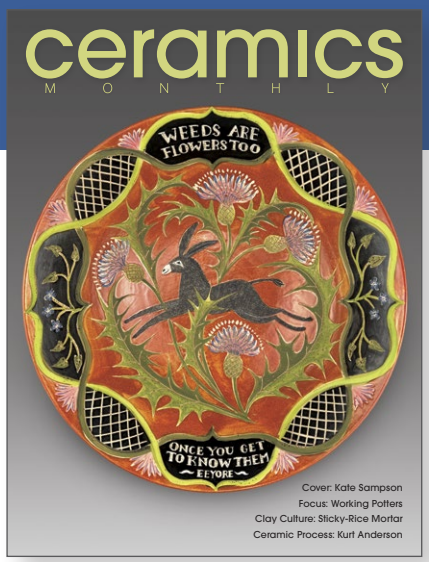
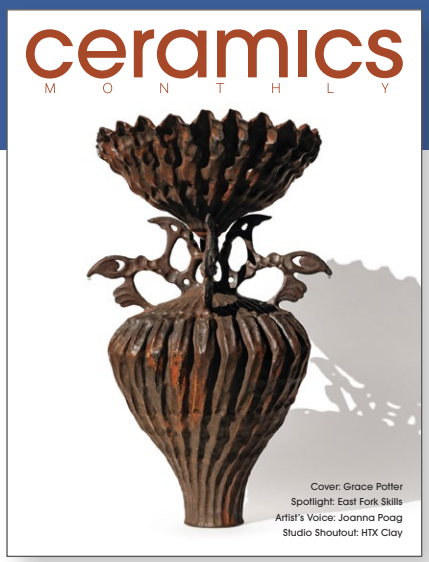
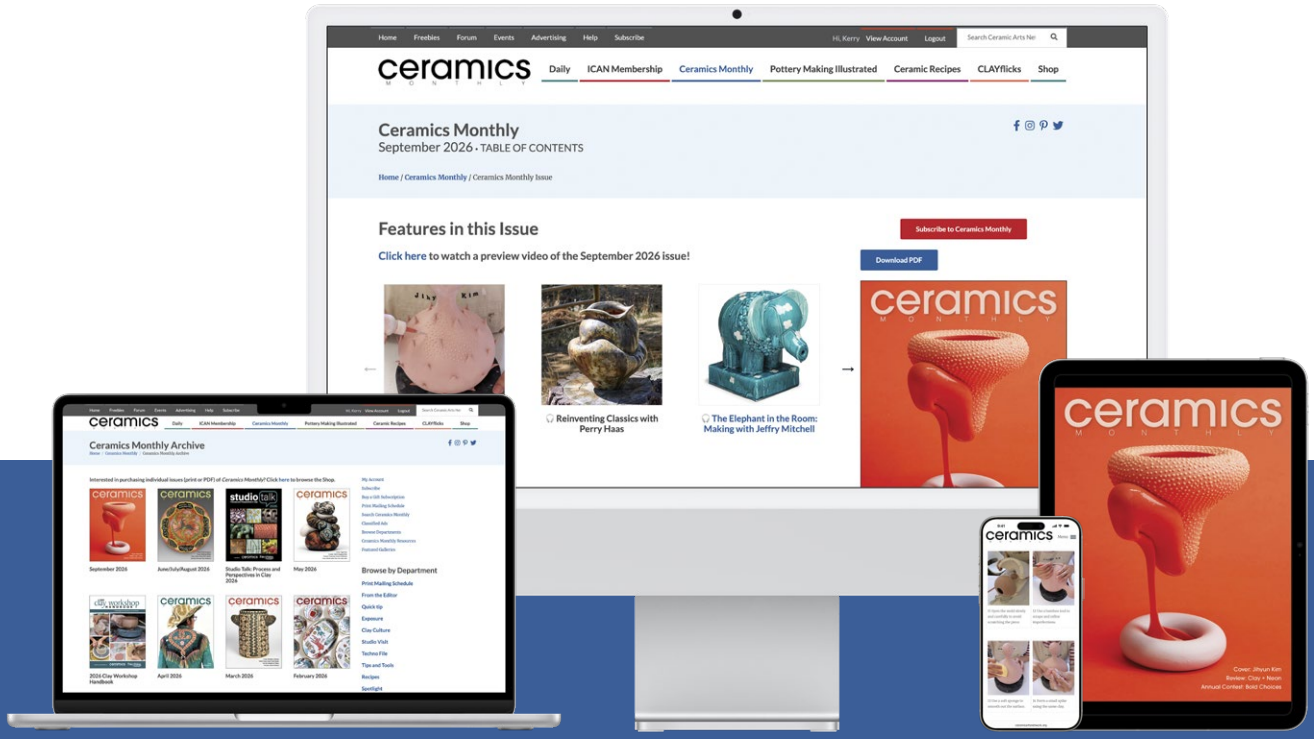
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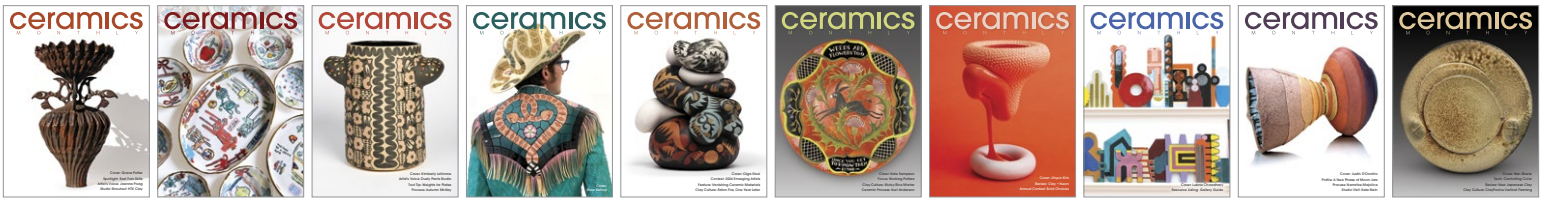




MEDIA KIT 2027



2027 EDITORIAL CALENDAR



JANUARY

Reservation Deadline
NOVEMBER 4, 2026

Materials Deadline
NOVEMBER 11, 2026

SUSTAINABILITY + RESOURCES
This issue kicks off the 75th year of *Ceramics Monthly*.

This issue presents the myriad ways artists expand their research, utilize the materials and resources available to them, and the lasting ecological and economic impact of sustainability in clay.

- Readers will connect with your energy-efficient equipment, legacy brand offerings, and new products.
- Bonus: exclusive *Ceramics Monthly* annual online resource listing of Residencies.

FEBRUARY

Reservation Deadline
DECEMBER 4, 2026

Materials Deadline
DECEMBER 11, 2026

PROCESS FORWARD + TOOLS
Along with new ways of making, this issue highlights innovative tools artists employ in their workspace to increase their efficiency, creativity, techniques, and safety.

- Get your tools, products, and services in front of those who are committed to creating ceramic artwork and perhaps interested in exploring a new technique or process in their studio. Show our readers what you have to offer!

MARCH

Reservation Deadline
JANUARY 15, 2027

Materials Deadline
JANUARY 22, 2027

COLLECTIVES + COLLABORATION
Many elements of working in clay benefit from teamwork. Sharing information, tools, facilities, and common goals can yield tremendous results that would be impossible to achieve alone. We'll highlight 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.
- Bonus distribution: NCECA 2027 in Baltimore, Maryland.

APRIL

Reservation Deadline
FEBRUARY 12, 2027

Materials Deadline
FEBRUARY 19, 2027

FIGURATIVE + NARRATIVE CLAY
We'll showcase artists creating a wide range of narrative work from representational to abstract, and from the vessel to sculpture and installation.

- Showcase your products and services to make sure your message is front and center.
- People and their stories make an impact in our community. Share your educational programming offerings to increase Summer Workshop enrollment.
- Bonus: exclusive *Ceramics Monthly* annual online resource listing of Summer Workshops.

MAY

Reservation Deadline
MARCH 19, 2027

Materials Deadline
MARCH 26, 2027

EMERGING ARTISTS
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 in one of our most popular annual issues.

JUNE/JULY/AUGUST

Reservation Deadline
APRIL 23, 2027

Materials Deadline
APRIL 30, 2027

WORKING POTTERS
From making a living to making a life, this issue highlights the realities of working in clay full time and provides inspiration to those looking to do the same.

- Help aspiring potters build their dream studios with your equipment and products.
- With two mail dates, in both early and mid-summer, your ad will not be missed by anyone!
- Bonus: this issue is poly-bagged with *Studio Talk*, an increasingly popular supplemental issue filled with in-depth process and studio content from the year's newest voices in clay.

SEPTEMBER

Reservation Deadline
JULY 16, 2027

Materials Deadline
JULY 23, 2027

MATERIALITY + CONTEST
This issue focuses on the importance of clay as both material and metaphor. It also includes images of work by the winners of our annual, readership-wide contest designed to help artists get inspired and try new techniques in the studio.

- An increased number of artists highlighted in our contest means additional eyes on your campaign.
- Help artists gear up with information and inspiration after their summer vacations.

OCTOBER

Reservation Deadline
AUGUST 13, 2027

Materials Deadline
AUGUST 20, 2027

GALLERY GUIDE
Gallerists and artists discuss their experiences of exhibiting, selling, and collecting ceramic art.

- Whether you're looking to buy or sell, the *Ceramics Monthly* Gallery Guide resource listing (in print and online) is the resource you need to find ceramics on display wherever you go.
- Readers refer to this issue throughout the year, leading to lasting brand impressions.

NOVEMBER

Reservation Deadline
SEPTEMBER 17, 2027

Materials Deadline
SEPTEMBER 24, 2027

BOLD CHOICES
Readers will be introduced to contemporary artists who are pushing the limits of what clay can do and say.

- Gain visibility for your products and services with artists who are building their personal style and visual vocabulary and pushing themselves further in the studio.
- Bonus: this issue is polybagged with the *Ceramic Arts Yearbook and Buyers Guide*.

DECEMBER

Reservation Deadline
OCTOBER 22, 2027

Materials Deadline
OCTOBER 29, 2027

FUNCTIONALITY
To function or not to function, that is the question. Ceramic artists describe their considerations when making pottery meant for use.

- 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 and share the versatility and function of your products by including your message in this issue.

2027 ADVERTISING RATES

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Advertising Rates

SIZES	1x	3x	6x	10x	13x	16x	19x
Full page	$3,220	$3,040	$2,735	$2,505	$2,350	$2,185	$2,005
⅔ page	$2,575	$2,440	$2,185	$2,005	$1,860	$1,730	$1,615
½ page island	$2,275	$2,150	$1,990	$1,760	$1,685	$1,545	$1,450
½ page	$2,050	$1,985	$1,730	$1,615	$1,515	$1,410	$1,285
⅓ page	$1,615	$1,545	$1,385	$1,245	$1,200	$1,105	$1,020
¼ page	$1,220	$1,170	$1,030	$950	$900	$850	$790
⅙ page	$930	$900	$815	$750	$680	$650	$575

Add color:
$740 for full page
$625 for ⅔ page, ½ island or ½ page
$440 for ⅓ page, ¼ page or ⅙ 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	Nov. 4, 2026	Nov. 11, 2026	Dec. 15, 2026
February	Dec. 4, 2026	Dec. 11, 2026	Jan. 19, 2027
March	Jan. 15, 2027	Jan. 22, 2027	Feb. 16, 2027
April	Feb. 12, 2027	Feb. 19, 2027	Mar. 23, 2027
May	Mar. 19, 2027	Mar. 26, 2027	Apr. 20, 2027
June/July/August	Apr. 23, 2027	Apr. 30, 2027	May 25, 2027
September	Jul. 16, 2027	Jul. 23, 2027	Aug. 17, 2027
October	Aug. 13, 2027	Aug. 20, 2027	Sept. 21, 2027
November	Sept. 17, 2027	Sept. 24, 2027	Oct. 19, 2027
December	Oct. 22, 2027	Oct. 29, 2027	Nov. 23, 2027



Autumn McKay

Information

EFFECTIVE DATE
January 2027 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.

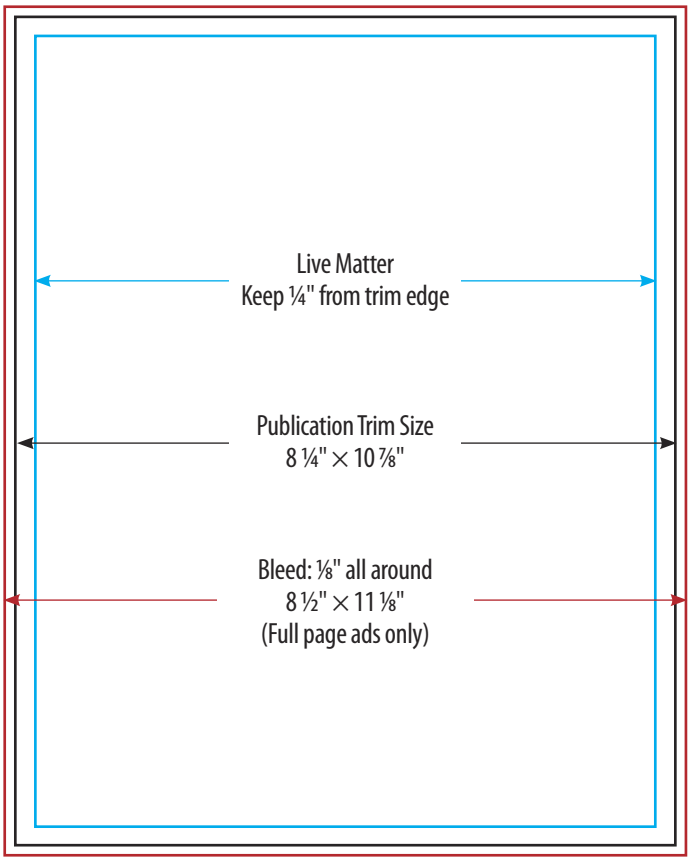
2027 PRODUCTION SPECIFICATIONS

ceramics MONTHLY

Advertisement Sizes

	(width × height)
Spread (2 facing pages) (with bleed)	16.75" × 11.125"
Full page (with bleed)	8.5" × 11.125"
⅔ page	4.625" × 10"
½ page island	4.625" × 7.375"
½ page (vertical)	3.375" × 10"
½ page (horizontal)	7" × 4.875"
⅓ page (vertical)	2.25" × 10"
⅓ square	4.625" × 4.875"
¼ page	3.375" × 4.875"
⅙ page	2.25" × 4.875"

Publication Trim Size: 8 ¼" × 10 ⅞"
Bleed: ⅛" all around (Full page ads only)
Live Matter: Keep ¼" from trim edge (Full page ads only)
Type of Binding: Perfect



Graphics Requirements

FILES: **A press-quality PDF is preferred** (with all fonts embedded). Do not include any printer marks or color profiles. Other file formats accepted are TIFF, EPS, Photoshop, or a packaged InDesign file.

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. Bitmap art, 600 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 should be converted to CMYK output. Black-and-white files should be set to grayscale.

Note: The publisher cannot be held responsible for the reproduction quality if the graphics requirements are not met or if materials are submitted past the due date.

Please name your file with the Issue Date, Advertiser Name, File Name.

Files may be submitted via email or file transfer services.

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



Joanna Poag

ARTS GUIDES

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Workshop Handbook Advertising Rates

SIZES	1x	3x	6x	10x	13x	16x	19x
Full page	$2,150	$2,045	$1,825	$1,695	$1,585	$1,470	$1,370
⅔ page	$1,725	$1,650	$1,470	$1,345	$1,260	$1,185	$1,090
½ page island	$1,540	$1,450	$1,295	$1,200	$1,140	$1,030	$960
½ page	$1,380	$1,315	$1,185	$1,090	$1,005	$940	$875
⅓ page	$1,090	$1,030	$925	$855	$810	$745	$690
¼ page	$830	$790	$690	$650	$595	$560	$535
⅙ page	$615	$595	$545	$520	$470	$425	$390

Add color:
$370 for full page, ⅔ page, ½ island;
$255 for ½ page, ⅓ page;
$200 for ¼ page, ⅙ page

Reserve By:
March 2, 2027

Materials Due:
March 16, 2027

Mail Date:
May 4, 2027

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



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	$1,620	$1,530	$1,370	$1,275	$1,190	$1,100	$1,030
⅔ page	$1,295	$1,245	$1,100	$1,005	$940	$880	$820
½ page island	$1,160	$1,085	$975	$895	$855	$780	$725
½ page	$1,035	$995	$880	$820	$765	$715	$660
⅓ page	$815	$780	$700	$630	$600	$555	$520
¼ page	$615	$590	$520	$485	$450	$430	$405
⅙ page	$465	$450	$420	$400	$360	$335	$300

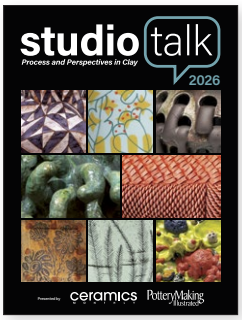
Add color:
$370 for full page, ⅔ page, ½ island;
$255 for ½ page, ⅓ page;
$200 for ¼ page, ⅙ page

Reserve By:
April 9, 2027

Materials Due:
April 16, 2027

Mail Date:
May 25, 2027

Distribution:
- Co-mailed with *Ceramics Monthly* June/July/August 2027 issue
- Available to all to download as a free PDF from CeramicArtsNetwork.org



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	$3,400	$3,240	$2,900	$2,645	$2,480	$2,310	$2,140
⅔ page	$2,710	$2,580	$2,305	$2,105	$1,990	$1,820	$1,705
½ page island	$2,425	$2,275	$2,035	$1,860	$1,770	$1,640	$1,540
½ page	$2,175	$2,075	$1,820	$1,705	$1,605	$1,495	$1,370
⅓ page	$1,705	$1,635	$1,460	$1,320	$1,250	$1,170	$1,100
¼ page	$1,295	$1,220	$1,100	$1,020	$940	$885	$825
⅙ page	$970	$940	$855	$790	$715	$685	$600

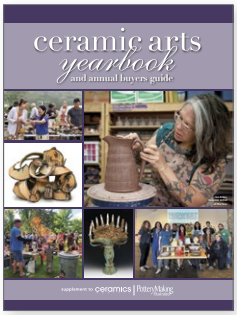
Add color:
$740 for full page;
$625 for ⅔ page, ½ island, ½ page;
$440 for ⅓ page, ¼ page, ⅙ page

Reserve By:
August 27, 2027

Materials Due:
September 3, 2027

Mail Date:
October 19, 2027

Distribution:
- Co-mailed with *Ceramics Monthly* November 2027 issue and *Pottery Making Illustrated* November/December 2027 issue
- Available to all to download as a free PDF from CeramicArtsNetwork.org



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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