# 2027 ADVERTISING RATES

# Pottery Making Illustrated

## 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:**
$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/February | Nov. 20, 2026 | Nov. 30, 2026 | Dec. 22, 2026 |
| March/April | Jan. 22, 2027 | Jan. 29, 2027 | Feb. 23, 2027 |
| May/June | Mar. 26, 2027 | Apr. 2, 2027 | Apr. 27, 2027 |
| July/Aug | May 14, 2027 | May 21, 2027 | June 22, 2027 |
| September/October | Jul. 23, 2027 | Jul. 30, 2027 | Aug. 24, 2027 |
| November/December | Sep. 10, 2027 | Sep. 17, 2027 | Oct. 26, 2027 |



Sarah Leckie

## Information

**EFFECTIVE DATE**
January/February 2027 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.