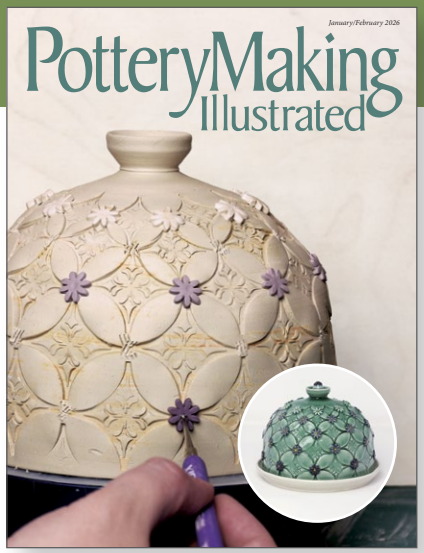
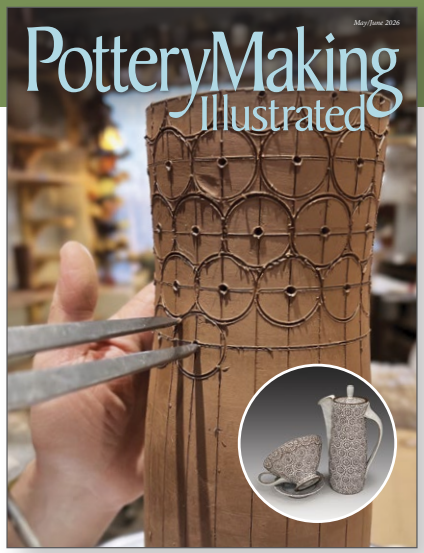
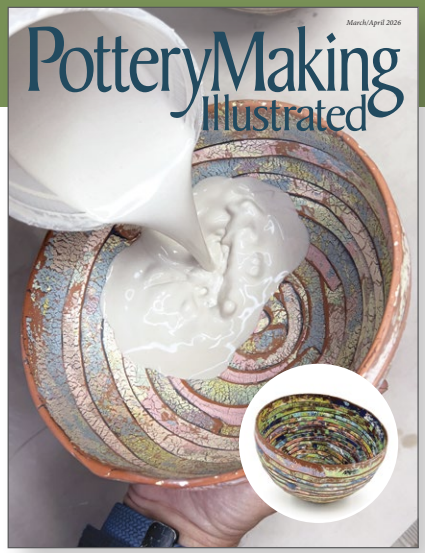
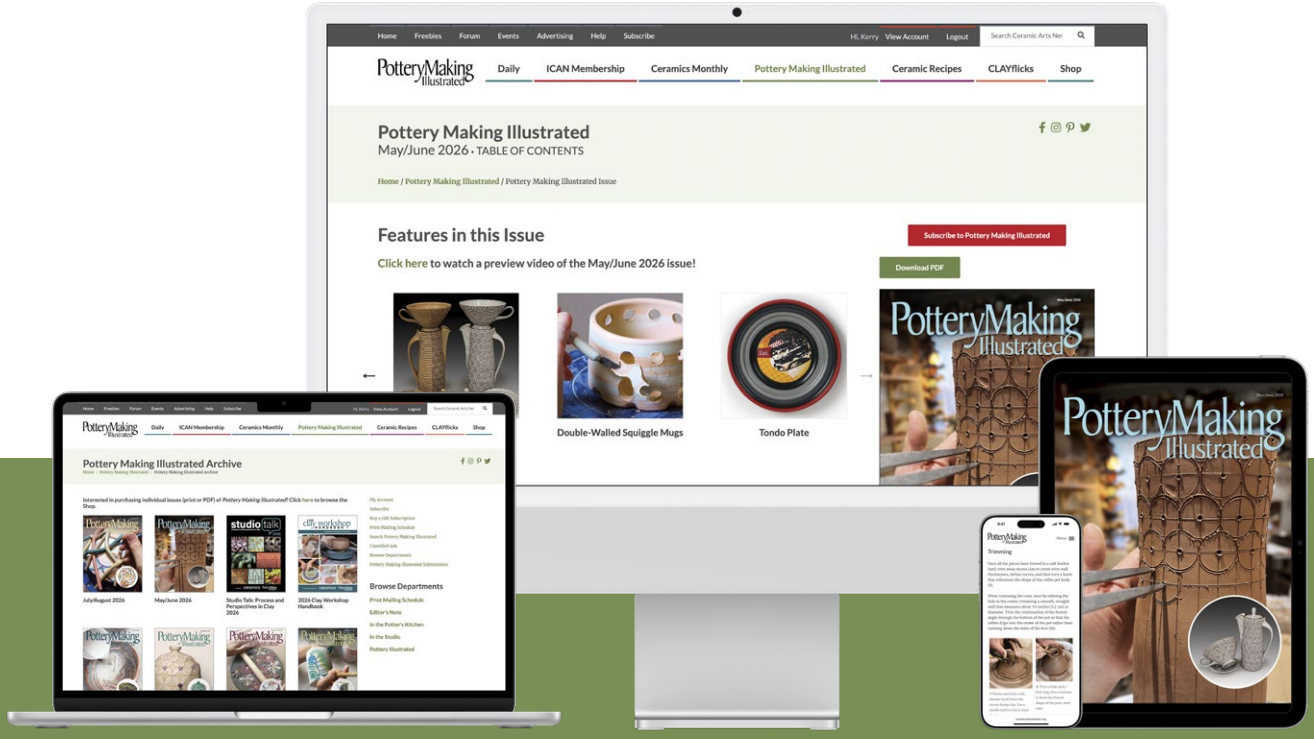
PotteryMaking Illustrated







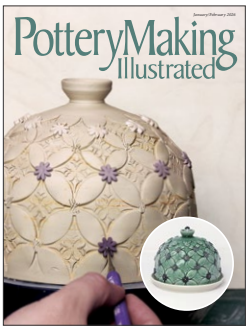
MEDIA KIT 2027



2027 EDITORIAL CALENDAR



Stephen Biggerstaff | Brian Westrick | Be Rose



JANUARY/FEBRUARY

Reservation Deadline
NOVEMBER 20, 2026

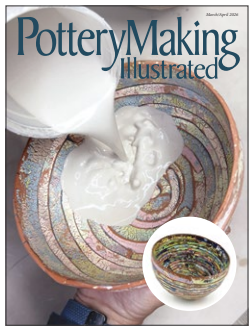
Materials Deadline
NOVEMBER 30, 2026

PMI READERSHIP CONTEST + MARYLAND-AREA POTTERS

• Pottery Making Illustrated's annual contests have become a hit with readers! We ask artists to not only present their best work, but show us how they make it too! We get a sneak peek into their best forming, tools, glazing, and firing tips!

• This issue will also feature ceramic artists from Baltimore and the surrounding region as we prepare for the annual NCECA 2026 conference in Baltimore, Maryland.

• Bonus distribution: NCECA 2026, Baltimore, Maryland.



MARCH/APRIL

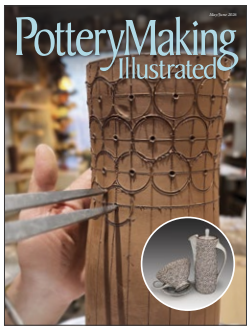
Reservation Deadline
JANUARY 22, 2027

Materials Deadline
JANUARY 29, 2027

HANDBUILDING

The slab roller, extruder, press 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 vessels and functional dinnerware projects, talented artists and authors will share their ideas on studio set up, creative inspiration, and educational resources.



MAY/JUNE

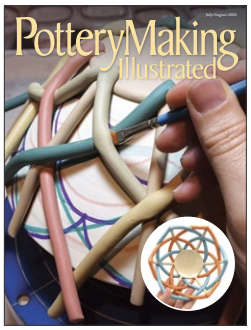
Reservation Deadline
MARCH 26, 2027

Materials Deadline
APRIL 2, 2027

THROWING

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

• Professional and up-and-coming artists will share well-honed advice on new techniques in wheel throwing and functional ceramics. Studio potters also share their secrets and tips for better altering, carving, and faceting from the wheel to help readers improve their throwing skills and take their pots to the next level.



JULY/AUGUST

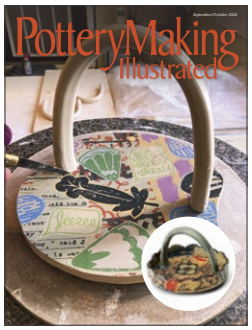
Reservation Deadline
MAY 14, 2027

Materials Deadline
MAY 21, 2027

PMI 30TH ANNIVERSARY + CERAMIC TOOLS

• Potters have long been obsessed with any and all tools that make their forms not only easier to produce but also provide intruiging results . Discover the myriad ways potters employ tools in their studios to form, alter, carve, shape, cut, join, glaze, decorate, burnish, fire, and do everything else in between.

• Help us celebrate PMI's 30th anniversary with a tribute to best of the past.



SEPTEMBER/OCTOBER

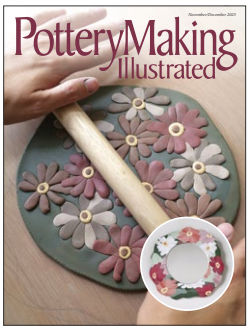
Reservation Deadline
JULY 23, 2027

Materials Deadline
JULY 30, 2027

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.



NOVEMBER/DECEMBER

Reservation Deadline
SEPTEMBER 10, 2027

Materials Deadline
SEPTEMBER 17, 2027

FUNCTIONAL OBJECTS

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

• Functional objects not necessarily meant for food use are becoming increasingly more common in contemporary studio practices. Household item such as trays, candle holders, lighting fixtures, match strikers, napkin holders, jewelry, etc. need to be visually appealing and well designed. Discover new forms and techniques just in time for holiday gifts and sales.

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.

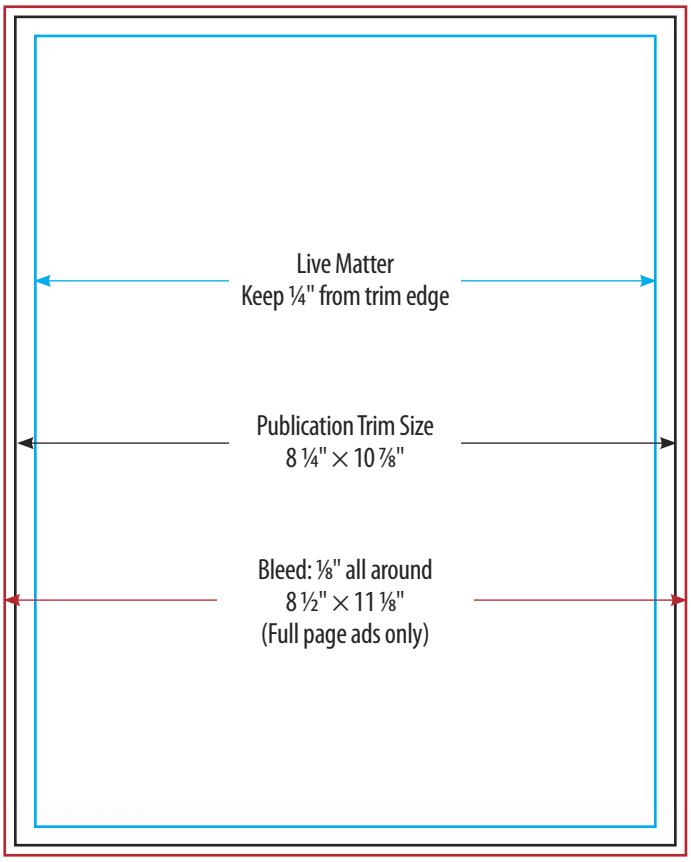
2027 PRODUCTION SPECIFICATIONS

Pottery Making Illustrated

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: Saddle Stitch



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.



Sarah German

ARTS GUIDES

Pottery Making Illustrated

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

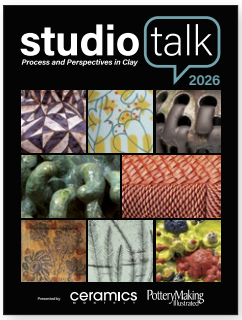
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$255 for ½ page, ⅓ page;
$200 for ¼ page, ⅙ page

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

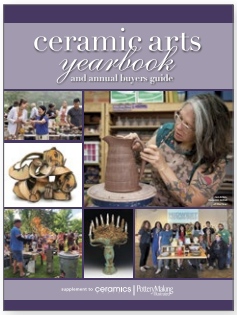
Add color:
$740 for full page;
$625 for ⅔ page, ½ island, ½ page;
$440 for ⅓ page, ¼ page, ⅙ page

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.

Pottery Making Illustrated

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