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

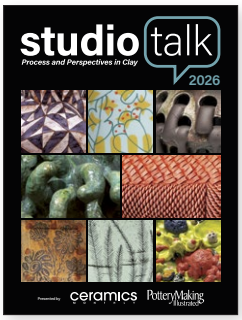
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Reserve By:
April 9, 2027

Materials Due:
April 16, 2027

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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

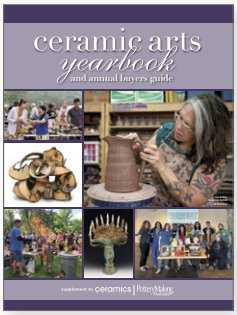
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$740 for full page;
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$440 for ⅓ page, ¼ page, ⅙ page

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.