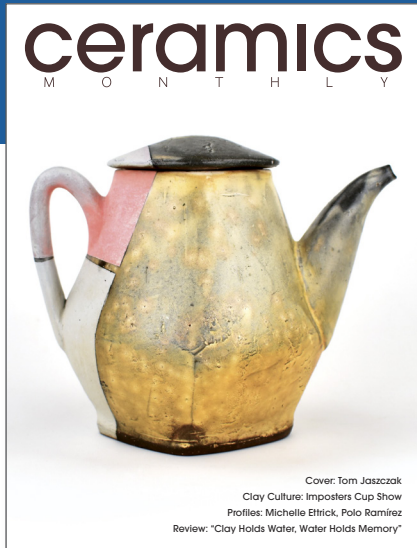
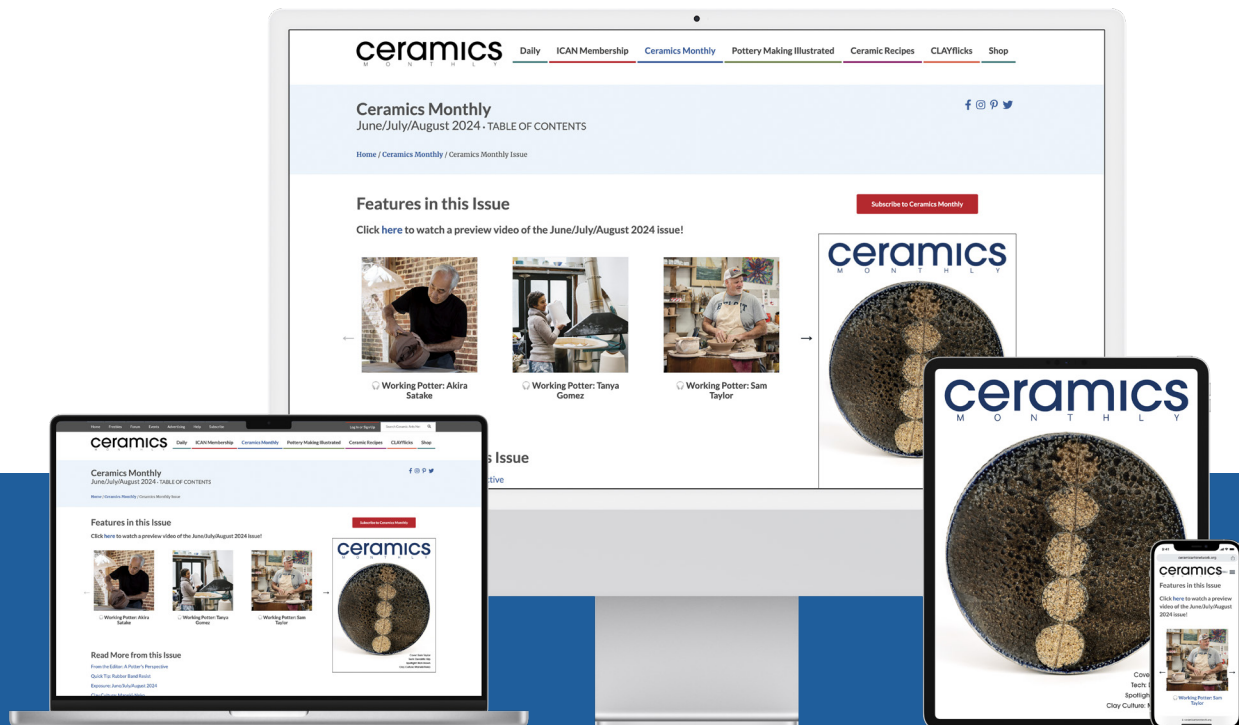


ceramics

M O N T H L Y



MEDIAKIT 2025



2025 EDITORIAL CALENDAR



JANUARY

Reservation Deadline
NOVEMBER 6, 2024

Materials Deadline
NOVEMBER 13, 2024

SKILLS, TOOLS, AND RESOURCES

We all want to expand our ceramic knowledge and technical skills. This issue presents the myriad ways artists learn their craft, apply a new skill or tool, and expand their research. There are more possibilities than ever for exploring in clay.

- Linked online to the exclusive *Ceramics Monthly* annual listing of ceramics residencies and fellowships, sharing opportunities for those at the beginning of their careers along with established artists who are working on new ideas.

FEBRUARY

Reservation Deadline
DECEMBER 6, 2024

Materials Deadline
DECEMBER 13, 2024

PROCESS FORWARD

We share artists' approaches to constructing complex and classic forms in the studio. The goal? To inspire readers to seek out new methods for forming functional and sculptural work.

- Get your 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.

MARCH

Reservation Deadline
JANUARY 10, 2025

Materials Deadline
JANUARY 17, 2025

COLLECTIVES AND 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 several 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 2025, Salt Lake City, Utah.

APRIL

Reservation Deadline
FEBRUARY 7, 2025

Materials Deadline
FEBRUARY 14, 2025

FIGURATIVE & NARRATIVE CLAY

We'll highlight 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 help new ceramic artists and old pros alike express their creativity.
- Linked online, our Summer Workshops listing helps folks find opportunities to train beyond traditional education and learn to use new tools, equipment, and techniques. Make sure your message is front and center.

MAY

Reservation Deadline
FEBRUARY 28, 2025

Materials Deadline
MARCH 7, 2025

EMERGING ARTISTS

The next generation of ceramic artists is always present, but not always obvious. 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.

JUNE/JULY/AUGUST

Reservation Deadline
APRIL 18, 2025

Materials Deadline
APRIL 25, 2025

WORKING POTTERS

We keep up with the current practices, studio setups, and observations of artists pursuing a career in pottery.

- From making a living to making a life, this issue highlights the realities of working in clay as a main source of income.
- Our extended summer issue is always a feast for the eyes, and gets a lot of play over several months.
- This issue is mailed to existing subscribers and then to new subscribers who signed up over the summer, so your ad is not missed by anyone!

SEPTEMBER

Reservation Deadline
JULY 11, 2025

Materials Deadline
JULY 18, 2025

MATERIALITY PLUS CONTEST

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

- Our focus includes a look at current works made by both top artists in the field and rising talent.
- Help artists gear up with information and inspiration after their summer vacations.

OCTOBER

Reservation Deadline
AUGUST 8, 2025

Materials Deadline
AUGUST 15, 2025

GALLERY GUIDE

Gallerists and artists discuss their experiences of exhibiting and selling ceramic art. Artists also share their passion and motivations for collecting artwork by their peers and finding innovative ways to share their work.

- Whether you're looking to buy or sell, the Gallery Guide (in print and online) is the resource you need, so you know where to go.

NOVEMBER

Reservation Deadline
SEPTEMBER 12, 2025

Materials Deadline
SEPTEMBER 19, 2025

SURFACE DEVELOPMENT

Readers will be introduced to contemporary artists who are pushing the limits of surface decoration through a variety of techniques and layered processes.

- Gain visibility for your products and services with artists who are building their personal style and visual vocabulary, or are exploring an exciting new technique in the studio.

DECEMBER

Reservation Deadline
OCTOBER 17, 2025

Materials Deadline
OCTOBER 24, 2025

KITCHEN POTS

To function or not to function, that is the question. Potters tell us there are many answers when making work for one of the hardest working and demanding rooms in the house: the kitchen.

- 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 by including your message in this issue.

2025 ADVERTISING RATES

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M O N T H L Y

Advertising Rates

SIZES	1x	3x	6x	10x	13x	16x	19x
Full page	\$3,155	\$2,980	\$2,680	\$2,455	\$2,305	\$2,140	\$1,965
$\frac{2}{3}$ page	\$2,525	\$2,390	\$2,140	\$1,965	\$1,825	\$1,695	\$1,585
$\frac{1}{2}$ page island	\$2,230	\$2,110	\$1,950	\$1,725	\$1,650	\$1,515	\$1,420
$\frac{1}{2}$ page	\$2,010	\$1,945	\$1,695	\$1,585	\$1,485	\$1,380	\$1,260
$\frac{1}{3}$ page	\$1,585	\$1,515	\$1,360	\$1,220	\$1,175	\$1,085	\$1,000
$\frac{1}{4}$ page	\$1,195	\$1,145	\$1,010	\$930	\$880	\$835	\$775
$\frac{1}{6}$ page	\$910	\$880	\$800	\$735	\$665	\$635	\$565

Add color:

\$740 for full page
 \$625 for $\frac{2}{3}$ page, $\frac{1}{2}$ island or $\frac{1}{2}$ page
 \$440 for $\frac{1}{3}$ page, $\frac{1}{4}$ page or $\frac{1}{6}$ 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. 6, 2024	Nov. 13, 2024	Dec. 10, 2024
February	Dec. 6, 2024	Dec. 13, 2024	Jan. 21, 2025
March	Jan. 10, 2025	Jan. 17, 2025	Feb. 11, 2025
April	Feb. 7, 2025	Feb. 14, 2025	Mar. 18, 2025
May	Feb. 28, 2025	Mar. 7, 2025	Apr. 15, 2025
June/July/August	Apr. 18, 2025	Apr. 25, 2025	May 20, 2025
September	Jul. 11, 2025	Jul. 18, 2025	Aug. 12, 2025
October	Aug. 8, 2025	Aug. 15, 2025	Sept. 23, 2025
November	Sept. 12, 2025	Sept. 19, 2025	Oct. 14, 2025
December	Oct. 17, 2025	Oct. 24, 2025	Nov. 18, 2025



Ernest Miller

Information

EFFECTIVE DATE

January 2025 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.

2025 PRODUCTION SPECIFICATIONS

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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: Perfect

Graphics 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. Please do not include any printer marks.

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. Low-resolution images will be resampled to appropriate levels as needed.

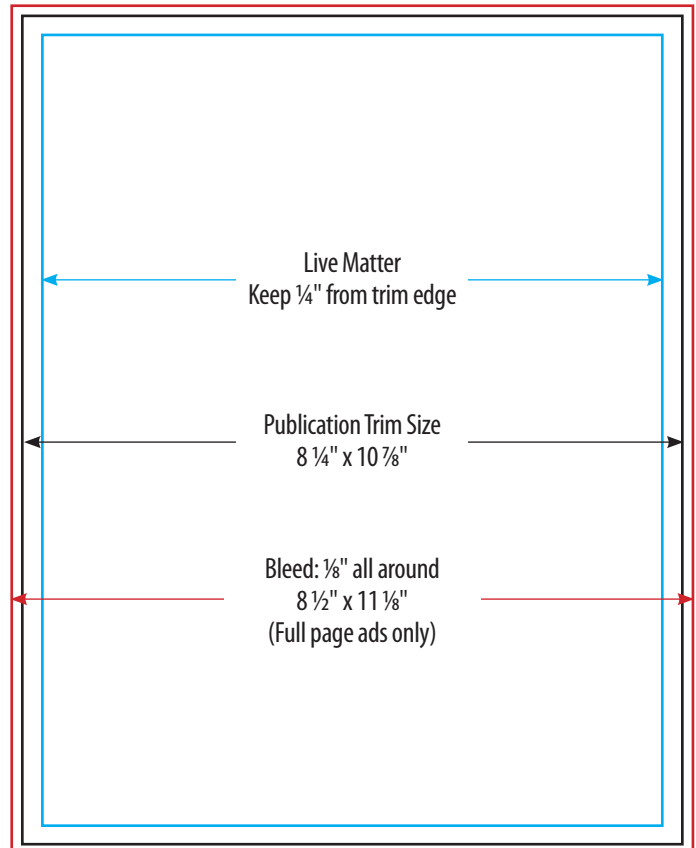
COLOR: All color images must be set to CMYK output with no ICC or CIE color profiles attached. Pantone spot colors must be converted to CMYK output. A hard-copy proof is required in order for color to be considered critical. The publisher cannot be held responsible for the reproduction quality if the 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 file transfer services.

Please label artwork with the Issue Date, Advertiser Name, File Name.

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



Jean White

ARTS GUIDES

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M O N T H L Y

Workshop Handbook Advertising Rates

SIZES	1x	3x	6x	10x	13x	16x	19x
Full page	\$2,110	\$2,005	\$1,790	\$1,660	\$1,555	\$1,440	\$1,345
2/3 page	\$1,690	\$1,620	\$1,440	\$1,320	\$1,235	\$1,160	\$1,070
1/2 page island	\$1,510	\$1,420	\$1,270	\$1,175	\$1,120	\$1,010	\$940
1/2 page	\$1,355	\$1,290	\$1,160	\$1,070	\$985	\$920	\$860
1/3 page	\$1,070	\$1,010	\$905	\$840	\$795	\$730	\$675
1/4 page	\$815	\$775	\$675	\$635	\$585	\$550	\$525
1/6 page	\$605	\$585	\$535	\$510	\$460	\$415	\$380

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

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:

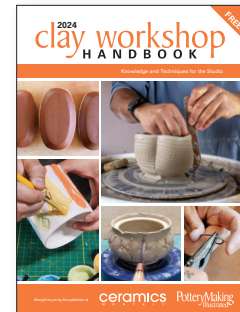
January 24, 2025

Materials Due:

January 31, 2025

Mail Date:

May 6, 2025



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	\$1,590	\$1,500	\$1,345	\$1,250	\$1,165	\$1,080	\$1,010
2/3 page	\$1,270	\$1,220	\$1,080	\$985	\$920	\$865	\$805
1/2 page island	\$1,135	\$1,065	\$955	\$875	\$840	\$765	\$710
1/2 page	\$1,015	\$975	\$865	\$805	\$750	\$700	\$645
1/3 page	\$800	\$765	\$685	\$620	\$590	\$545	\$510
1/4 page	\$605	\$580	\$510	\$475	\$440	\$420	\$395
1/6 page	\$455	\$440	\$410	\$390	\$355	\$330	\$295

Distribution: • Co-mailed with *Ceramics Monthly* June/July/August 2025 issue
• Available to all to download as a free PDF from CeramicArtsNetwork.org

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

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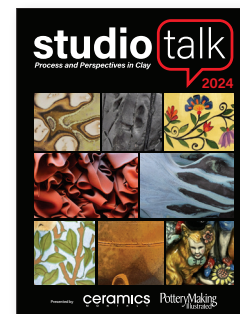
April 4, 2025

Materials Due:

April 11, 2025

Mail Date:

May 20, 2025



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	\$3,335	\$3,175	\$2,845	\$2,595	\$2,430	\$2,265	\$2,100
2/3 page	\$2,655	\$2,530	\$2,260	\$2,065	\$1,950	\$1,785	\$1,670
1/2 page island	\$2,375	\$2,230	\$1,995	\$1,825	\$1,735	\$1,610	\$1,510
1/2 page	\$2,130	\$2,035	\$1,785	\$1,670	\$1,575	\$1,465	\$1,345
1/3 page	\$1,670	\$1,605	\$1,430	\$1,295	\$1,225	\$1,145	\$1,080
1/4 page	\$1,270	\$1,195	\$1,080	\$1,000	\$920	\$870	\$810
1/6 page	\$950	\$920	\$840	\$775	\$700	\$670	\$590

Distribution: • Co-mailed with *Ceramics Monthly* November 2025 issue and *Pottery Making Illustrated* November/December 2025 issue
• Available to all to download as a free PDF from CeramicArtsNetwork.org

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:

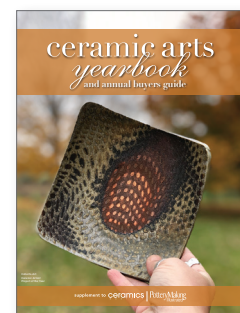
August 29, 2025

Materials Due:

September 5, 2025

Mail Date:

October 14, 2025



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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