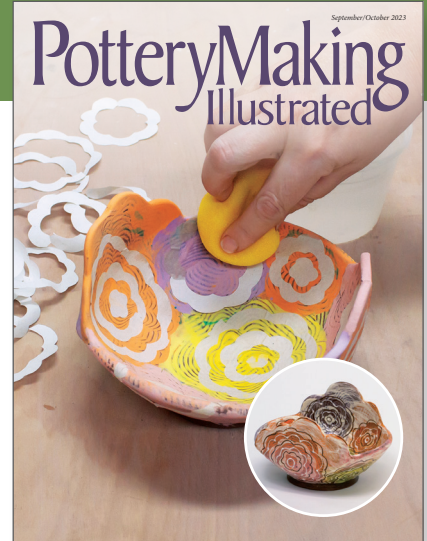
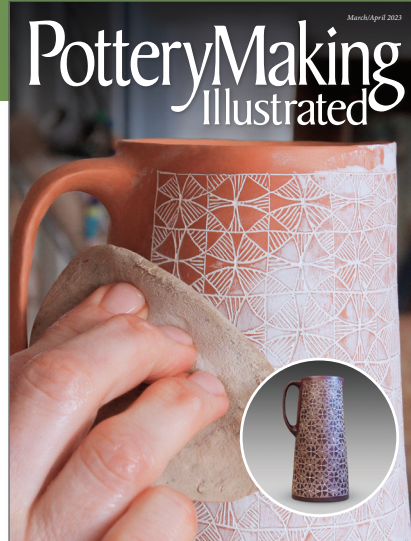
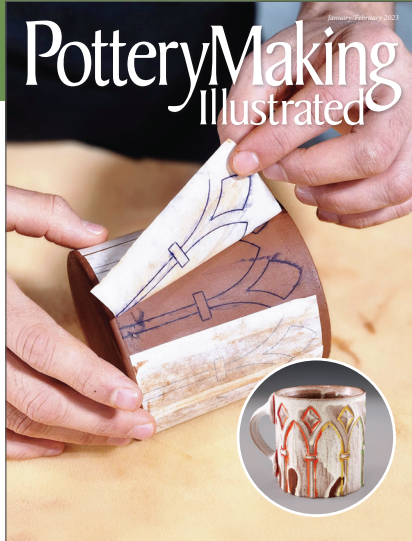
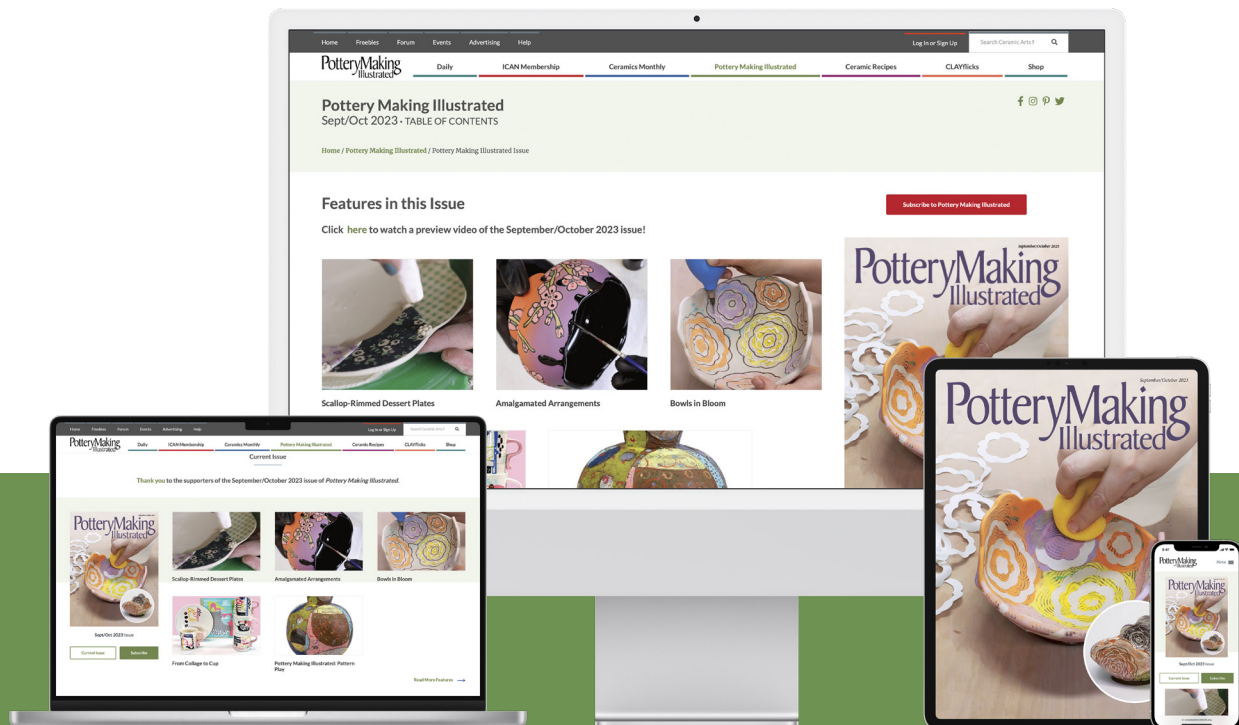


# PotteryMaking Illustrated



# MEDIAKIT 2024



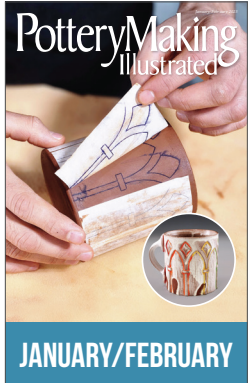
# 2024 EDITORIAL CALENDAR



Samantha Oliver

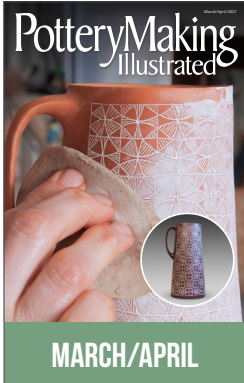


Kirsty Kash



**Reservation Deadline**  
NOVEMBER 10, 2023

**Materials Deadline**  
NOVEMBER 17, 2023



**Reservation Deadline**  
JANUARY 19, 2024

**Materials Deadline**  
JANUARY 26, 2024



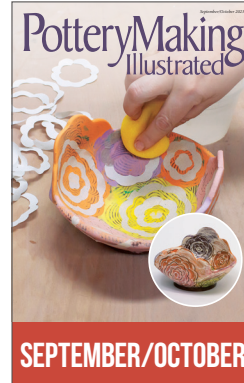
**Reservation Deadline**  
MARCH 22, 2024

**Materials Deadline**  
MARCH 29, 2024



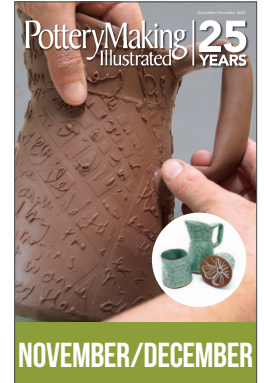
**Reservation Deadline**  
MAY 1, 2024

**Materials Deadline**  
MAY 8, 2024



**Reservation Deadline**  
JULY 19, 2024

**Materials Deadline**  
JULY 26, 2024



**Reservation Deadline**  
SEPTEMBER 20, 2024

**Materials Deadline**  
SEPTEMBER 27, 2024

## PMI READERSHIP CONTEST + VIRGINIA-AREA POTTERS

• Pottery Making Illustrated's annual contests have become a hit with readers! In this next iteration, we are ramping up the stakes and asking artists to not only show their best work, but also show us how they make it!

• This issue will also feature ceramic artists from the Mid-Atlantic region as we prepare for the annual NCECA 2024 conference in Richmond, Virginia.

• Bonus distribution: NCECA 2024, Richmond, Virginia.

## HANDBUILDING

The slab roller, extruder, 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 and functional projects, talented artists and authors will share their ideas on studio set up and resources.

## THROWING

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

• Professional along with up-and-coming ceramic artists will offer advice and provide insights on new techniques in wheel throwing and functional ceramics. Studio potters also share their secrets and tips to help readers improve their throwing skills and take their pots to the next level.

## CERAMIC TOOLS

A look at the variety of tools potters use to form and fire functional pots.

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

## 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.

## 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, and so on need to be visually appealing and well designed. Discover new forms and techniques just in time for holiday gifts and sales.



# 2024 ADVERTISING RATES

## Pottery Making Illustrated

### 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
$\frac{2}{3}$ page	\$1,690	\$1,620	\$1,440	\$1,320	\$1,235	\$1,160	\$1,070
$\frac{1}{2}$ page island	\$1,510	\$1,420	\$1,270	\$1,175	\$1,120	\$1,010	\$940
$\frac{1}{2}$ page	\$1,355	\$1,290	\$1,160	\$1,070	\$985	\$920	\$860
$\frac{1}{3}$ page	\$1,070	\$1,010	\$905	\$840	\$795	\$730	\$675
$\frac{1}{4}$ page	\$815	\$775	\$675	\$635	\$585	\$550	\$525
$\frac{1}{6}$ page	\$605	\$585	\$535	\$510	\$460	\$415	\$380

#### 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](mailto:mthiel@ceramics.org).

**For Classified Advertising**, contact Pam Wilson at (614) 794-5826 or email at [pwilson@ceramics.org](mailto:pwilson@ceramics.org).

### Important Dates

ISSUE	RESERVE BY	MATERIALS DUE	MAIL
January/February	Nov. 10, 2023	Nov. 17, 2023	Dec. 12, 2023
March/April	Jan. 19, 2024	Jan. 26, 2024	Feb. 20, 2024
May/June	Mar. 22, 2024	Mar. 29, 2024	Apr. 23, 2024
July/Aug	May 1, 2024	May 8, 2024	June 18, 2024
September/October	Jul. 19, 2024	Jul. 26, 2024	Aug. 20, 2024
November/December	Sep. 20, 2024	Sep. 27, 2024	Oct. 22, 2024



Michael Hall

### Information

#### EFFECTIVE DATE

January/February 2024 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](mailto: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](mailto:mthiel@ceramics.org) for specifications, quantities, shipping instructions and rates.

# 2024 PRODUCTION SPECIFICATIONS

## Pottery Making Illustrated

### 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: Saddle Stitch

### 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.

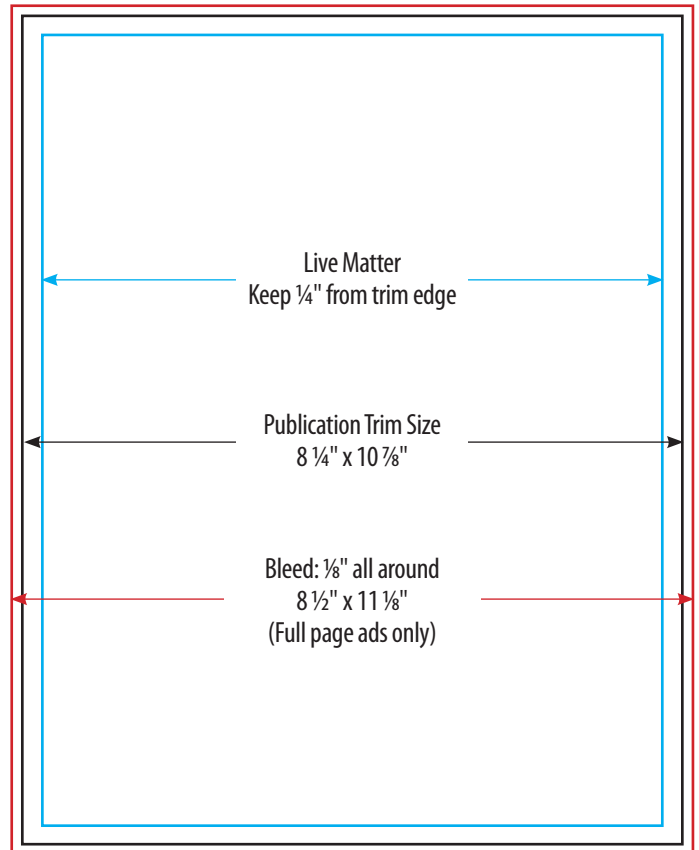
**COLOR:** All color images must be set to CMYK output with no ICC or CIE color profiles attached. Pantone spot colors must be converted to CMYK output. A hard-copy proof is required in order for color to be considered critical. The publisher cannot be held responsible for the reproduction quality if 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](mailto:pwilson@ceramics.org).



Jonathan Steele

# ARTS GUIDES

## Pottery Making Illustrated

### 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:

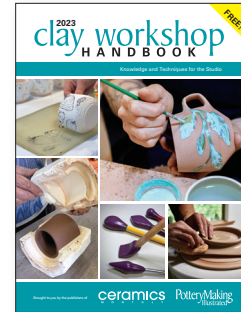
January 5, 2024

#### Materials Due:

January 12, 2024

#### Mail Date:

May 7, 2024



**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 2024 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

#### Reserve By:

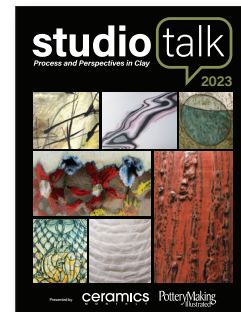
February 2, 2024

#### Materials Due:

February 9, 2024

#### Mail Date:

May 21, 2024



**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 2024 issue and *Pottery Making Illustrated* November/December 2024 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:

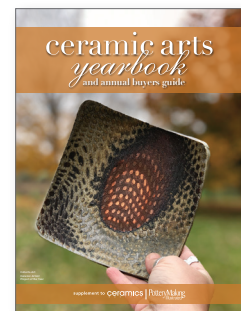
August 30, 2024

#### Materials Due:

September 6, 2024

#### Mail Date:

October 15, 2024



**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.



# PotteryMaking Illustrated

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