

# 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;  
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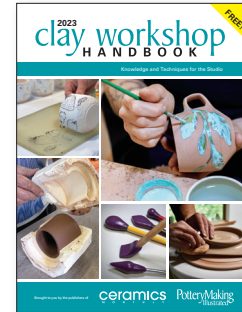
January 5, 2024

#### 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

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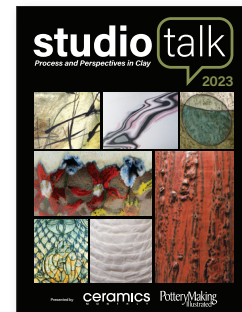
February 2, 2024

#### 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

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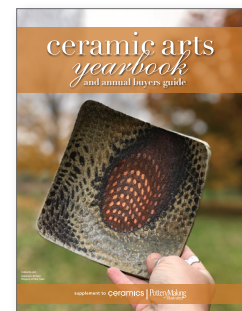
August 30, 2024

#### 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.