

2020

MEDIA KIT

Pottery Making
Illustrated

WELCOME



Bill Janeri
Publisher



Holly Goring
Editor

Where potters look for tips and tools to improve

Few of us are truly experts. Most of us in the ceramic arts are constantly striving to improve. Whether we're just starting out, or still in the process of outfitting our studio, potters are always excited to learn a new technique or a unique approach to an old one. And we're eager to test it again and again.

Since 1998, *Pottery Making Illustrated* has helped potters at all skill levels increase their enjoyment and productivity in the studio. It's the only how-to publication of its kind! With easy-to-follow and well-illustrated techniques, our readers quickly learn new skills. And with practical information on tools and supplies in every issue, they're able to make sound decisions about what they need next for even greater success.

Pottery Making Illustrated is where potters look to improve their skills. *Pottery Making Illustrated* gives them the step-by-step processes to do it.

CONTENTS

Total Market Coverage	3
Skilled Readers	4
Active Readers	5
Engaged Customers	6
Purchasing Activities	7
In Each Issue	8
Editorial Calendar	9
Advertising Rates	10
Production Specifications	11
Ceramic Arts Yearbook	12
Arts Guides	13
ICAN Membership	14
Ceramic Arts Network	15
Contact Information	16

Cover artists (from top left to bottom right): Layne Peters, Mike Gesiakowski, Melissa Mytty, Joyce St. Clair Voltz, Kristin Schoonover, and Andrew McIntyre.



Dallas Wooten

TOTAL MARKET COVERAGE

POTTERY
MAKING
ILLUSTRATED
REACHES YOUR
CUSTOMERS
ACROSS MULTIPLE
PLATFORMS

In addition to the paid monthly circulation and retail distribution, *Pottery Making Illustrated* also offers bonus distribution at the annual NCECA conference.

Total Paid/Requested Circulation	17,594
Average Pass-Along Readership: 3	52,782
TOTAL MARKET REACH	70,376

From the Publisher's Statement in the November/December 2019 issue. Pass-along information from the 2019 *Pottery Making Illustrated* subscriber survey.

PRINT

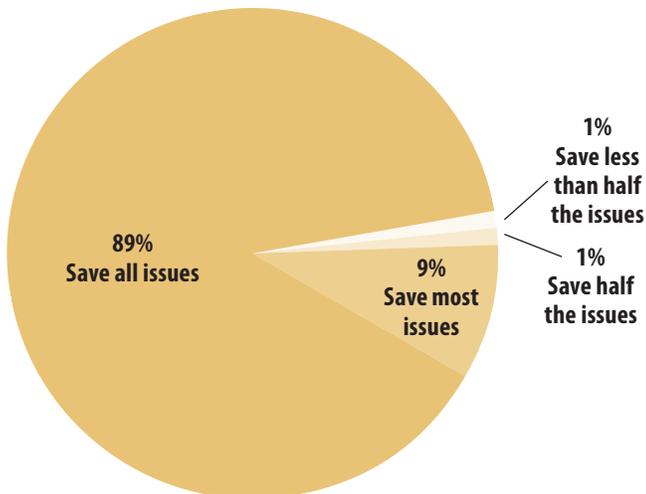


TABLET

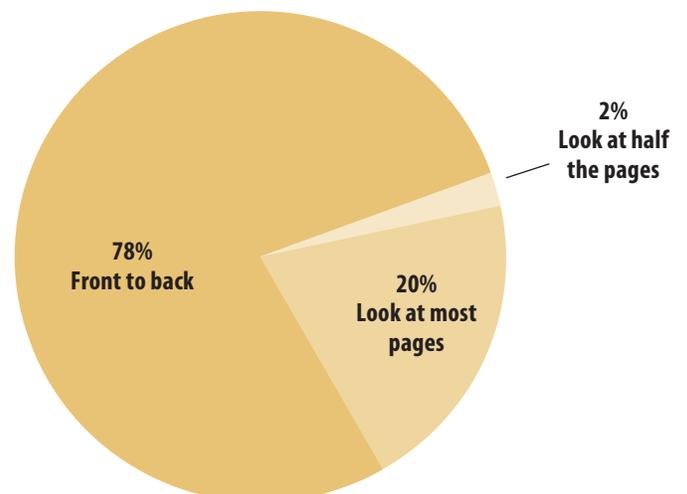


All print ads get complimentary placement in the Enhanced Tablet Edition.

Pottery Making Illustrated subscribers save issues for future reference



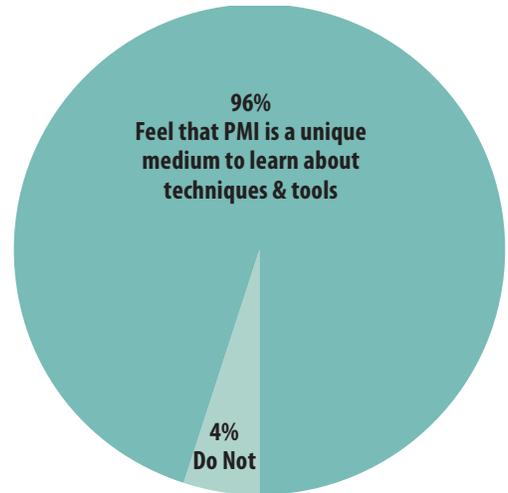
Pottery Making Illustrated subscribers go through most or all of EVERY issue



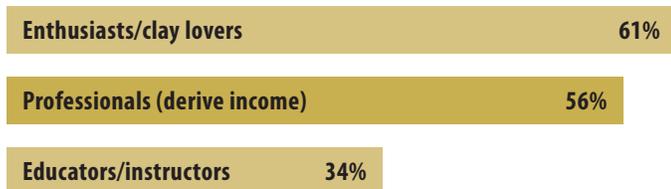
SKILLED READERS

HOW POTTERY
MAKING
ILLUSTRATED
SUBSCRIBERS ARE
INVOLVED WITH
CERAMIC ARTS

Readers rely on *Pottery Making Illustrated* to develop their skills

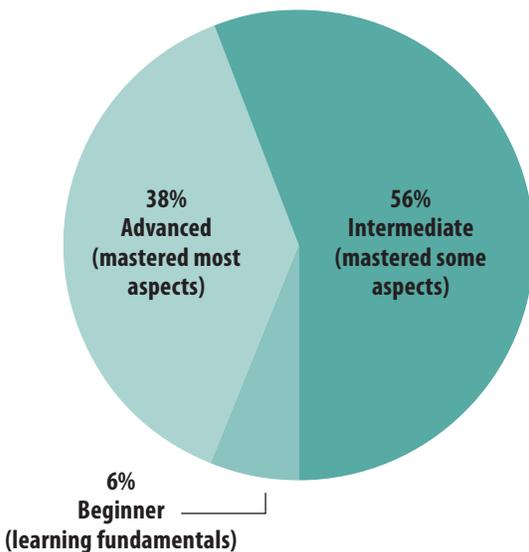


Types of readers



Multiple answers allowed.

Skill level in making ceramic art



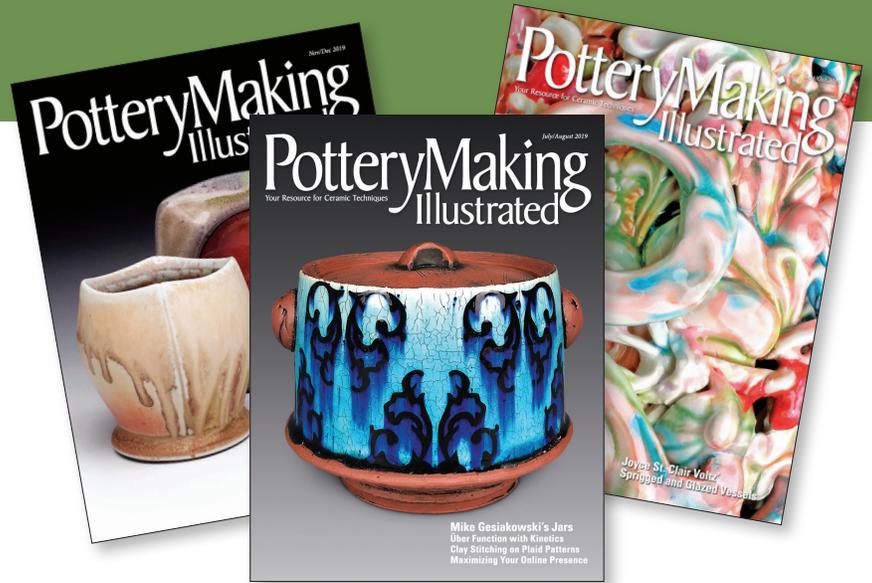
Dawn Candy

ACTIVE READERS

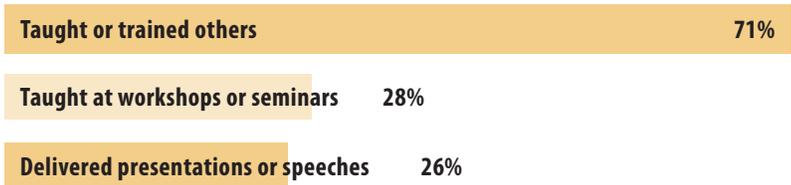
IMPROVE SKILLS

79%

OF POTTERY MAKING ILLUSTRATED READERS EXPECT TO ATTEND WORKSHOPS IN THE NEXT TWO YEARS

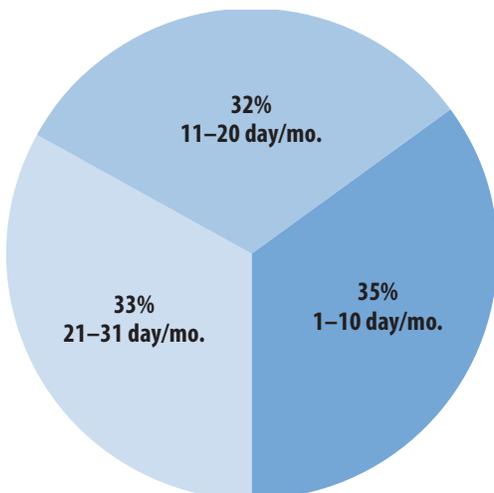


Subscribers teach and train others

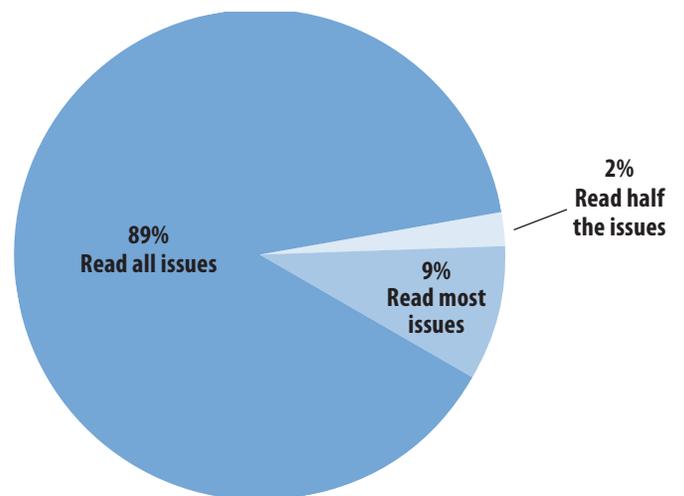


Multiple answers allowed.

Subscribers enjoy spending time in the studio each month



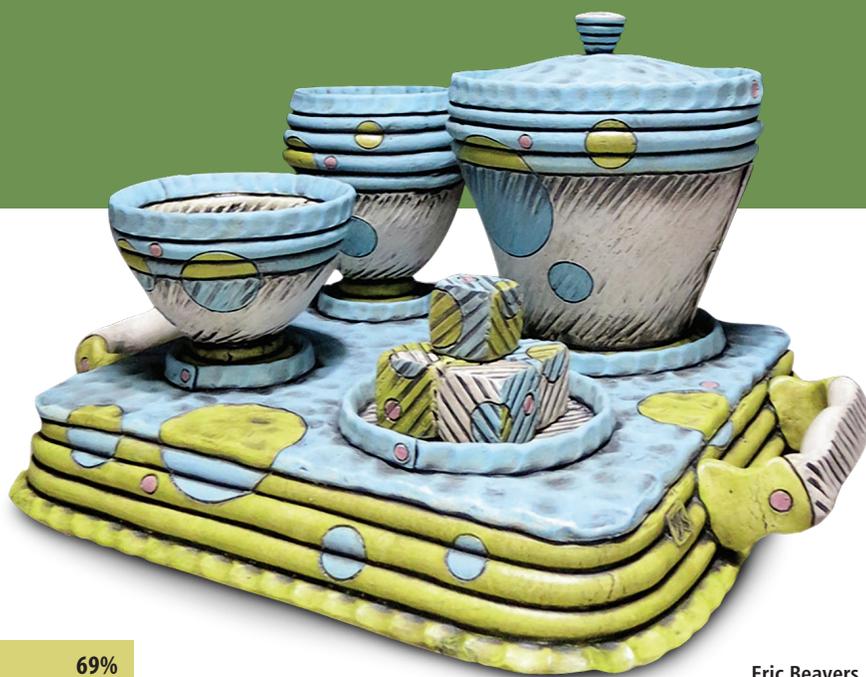
Subscribers read all or most of the issues



Source: The 2019 Pottery Making Illustrated subscriber survey

ENGAGED CUSTOMERS

POTTERY
MAKING
ILLUSTRATED
READERS ARE
YOUR
CUSTOMERS!



Eric Beavers

Readers take action based on ads in the magazine

Phoned or emailed an advertiser or visited their website 69%

Saved an advertisement for future reference 51%

Discussed a product with others involved in ceramic arts 54%

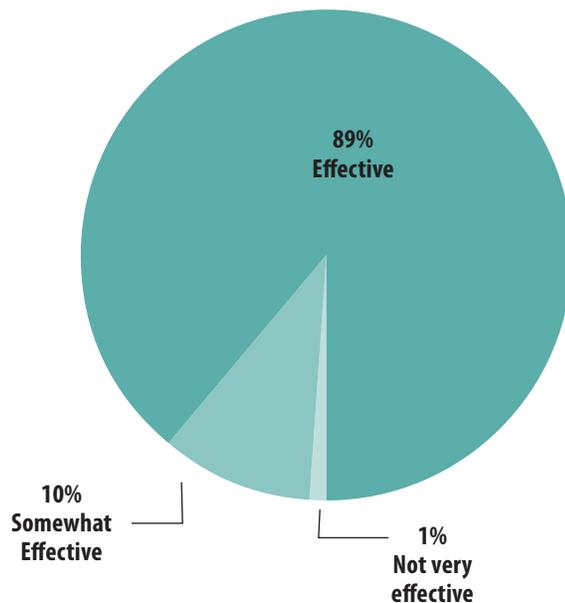
Passed information in an ad onto other potters 47%

Multiple answers allowed.

An overwhelming majority of our readers believe *Pottery Making Illustrated* is effective for learning about clay-related tools and supplies.



Steven G. Cheek



PURCHASING ACTIVITIES

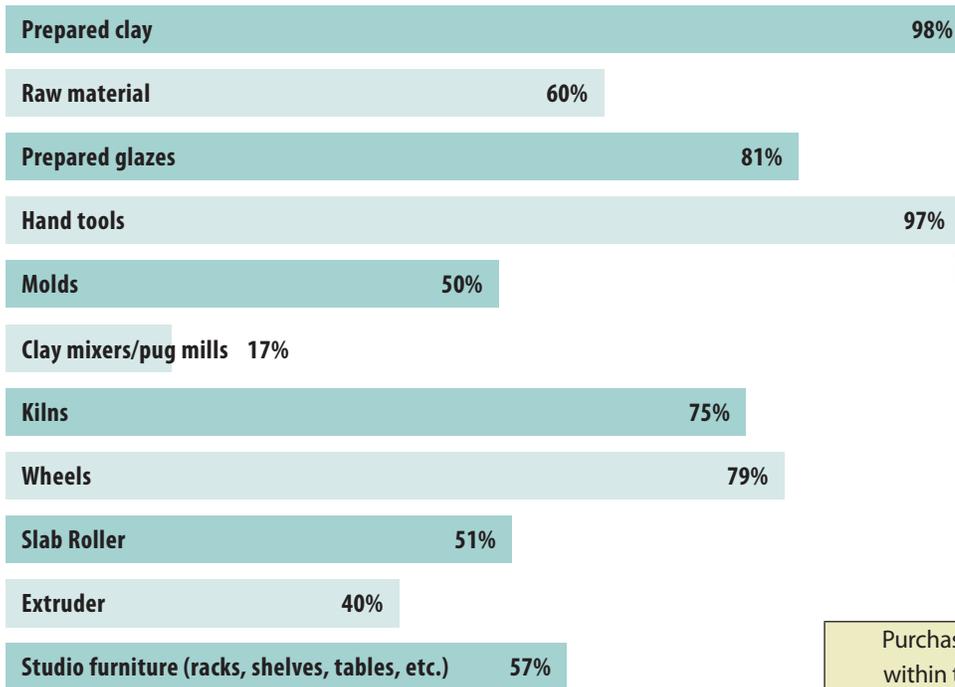
81%

OF POTTERY MAKING ILLUSTRATED SUBSCRIBERS EXPECT TO INCREASE OR MAINTAIN THEIR LEVEL OF SPENDING FOR PRODUCTS AND SERVICES OVER THE NEXT TWO YEARS



Layne Peters

Ownership of ceramic arts materials, products, and equipment



Multiple answers allowed.

	Purchased within the past 24 mos.	Currently in the purchasing process	Will likely/possibly purchase in the next 24 mos.
Prepared clay	85%	20%	22%
Raw materials	70%	13%	34%
Prepared glazes	83%	19%	23%
Hand tools	87%	12%	25%
Molds	71%	9%	35%
Clay mixers/pug mill	40%	4%	56%
Kilns	64%	8%	30%
Wheels	73%	8%	23%
Slab rollers	53%	2%	45%
Extruders	48%	6%	47%
Studio furniture	52%	6%	47%

Multiple answers allowed.

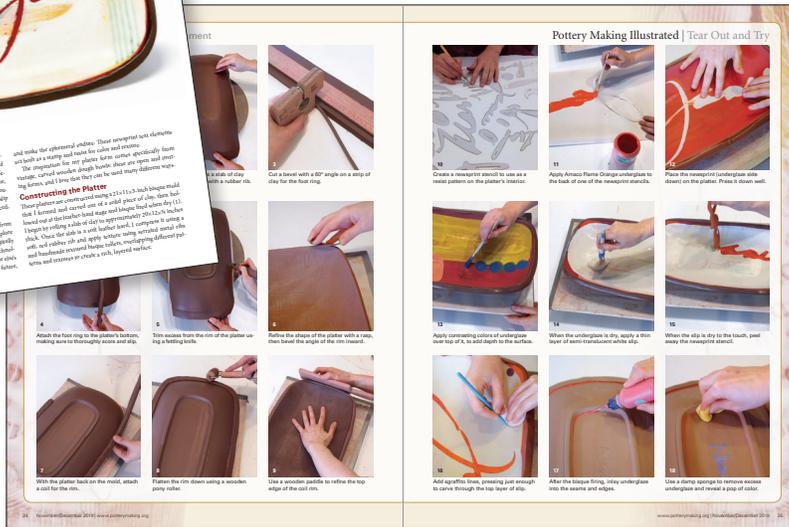
IN EACH ISSUE

Pottery Making Illustrated is unique because of its total dedication to tips, tools, and techniques. Every issue presents professional and experienced makers sharing innovative and creative projects. Our number one goal is to help our readers master new skills and to take their art to the next level.



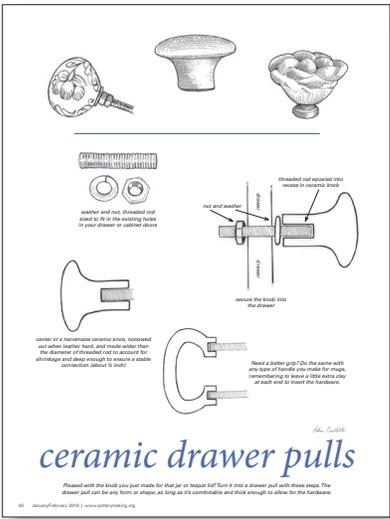
FEATURE ARTICLES

Easy-to-follow and well-illustrated techniques allow readers to quickly learn new skills. With practical information on tools and supplies, they're able to make sound decisions about what they need for even greater success.



IN THE POTTERS KITCHEN

This theme reflects the growing interest in making a statement with food and clay at the same time. Skilled ceramic artists cover a range of functional pieces and recipes to serve family and friends.



IN THE STUDIO

Professional potters share their tried-and-true studio secrets to help readers focus on honing skills, troubleshooting tips, health and safety issues, tool use, along with studio design and repair.

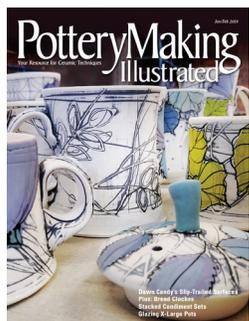
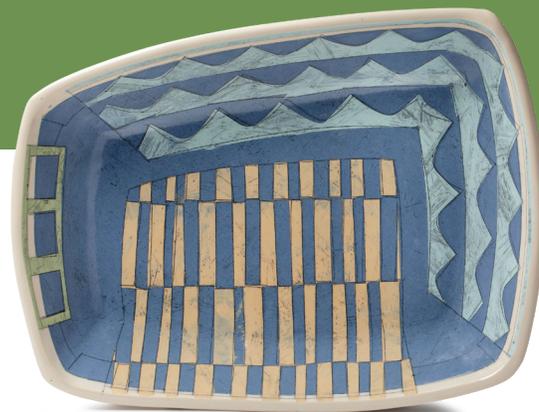
Pottery Illustrated

Every issue includes professional illustration highlighting aspects of throwing, handbuilding, decorating, history, or culture.

2020 EDITORIAL CALENDAR



Kristin Schoonover



JANUARY/FEBRUARY

Reservation Deadline
NOVEMBER 12, 2019

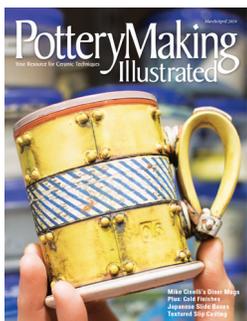
Materials Deadline
NOVEMBER 19, 2019

RICHMOND, VIRGINIA AND SURROUNDING REGION POTTERS

Features ceramic artists and potters from the Mid-Atlantic region as we prepare for the annual NCECA 2020 conference in Richmond, Virginia.

- Begin the new year showcasing your best products and services to ceramic's largest in-person audience.

- Bonus distribution: NCECA 2020, Richmond, Virginia.



MARCH/APRIL

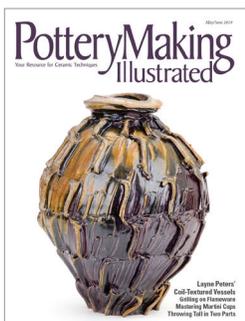
Reservation Deadline
JANUARY 22, 2020

Materials Deadline
JANUARY 29, 2020

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. Additionally, talented artists and authors will share their ideas on studio set up and resources.



MAY/JUNE

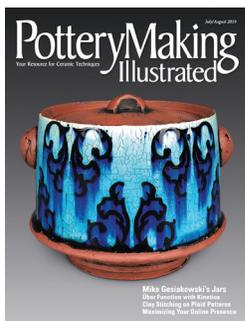
Reservation Deadline
MARCH 18, 2020

Materials Deadline
APRIL 1, 2020

THROWING

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

- Professional 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.



JULY/AUGUST

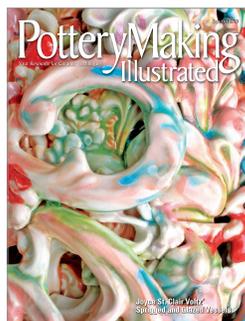
Reservation Deadline
MAY 19, 2020

Materials Deadline
MAY 27, 2020

CERAMIC TOOLS

A look at a variety of tools for all stages of making: forming, finishing, and firing.

- Studio potters are always keen to maximize precious studio time by using the right tool for the task at hand. Featured artists share the tools they employ in their own practices while making useful, utilitarian objects.



SEPTEMBER/OCTOBER

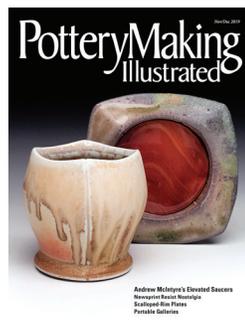
Reservation Deadline
JULY 22, 2020

Materials Deadline
JULY 29, 2020

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 23, 2020

Materials Deadline
SEPTEMBER 30, 2020

FUNCTIONAL TABLEWARE

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

- Functional ceramics should be comfortable to use and food safe on top of being visually appealing and well designed. Learn how to manage all the demands of utilitarian wares just in time for holiday gifts and sales.

2020 ADVERTISING RATES

Pottery Making Illustrated

Advertising Rates

SIZES	1x	3x	6x	10x	13x	16x	19x
Full page	\$1,970	\$1,875	\$1,670	\$1,550	\$1,450	\$1,345	\$1,255
2/3 page	\$1,580	\$1,515	\$1,345	\$1,230	\$1,150	\$1,085	\$1,000
1/2 page island	\$1,410	\$1,325	\$1,185	\$1,100	\$1,045	\$940	\$880
1/2 page	\$1,265	\$1,205	\$1,085	\$1,000	\$920	\$860	\$805
1/3 page	\$1,000	\$940	\$845	\$785	\$740	\$680	\$635
1/4 page	\$760	\$725	\$635	\$595	\$545	\$515	\$490
1/6 page	\$565	\$545	\$500	\$475	\$430	\$390	\$355

Add color:

\$740 for full page
 \$625 for 2/3 page, 1/2 island or 1/2 page
 \$440 for 1/3 page, 1/4 page or 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	MAIL
January/February	Nov. 12, 2019	Nov. 19, 2019	Dec. 10, 2019
March/April	Jan. 22, 2020	Jan. 29, 2020	Feb. 18, 2020
May/June	Mar. 18, 2020	Apr. 1, 2020	Apr. 21, 2020
July/Aug	May 19, 2020	May 27, 2020	June 16, 2020
September/October	Jul. 22, 2020	Jul. 29, 2020	Aug. 18, 2020
November/December	Sep. 23, 2020	Sep. 30, 2020	Oct. 20, 2020



Ashley Kim

Information

EFFECTIVE DATE

January/February 2020 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.

2020 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

Mechanical 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.

FONTS: Type 1 fonts are required. TrueType fonts will be replaced with the closest match available.

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.

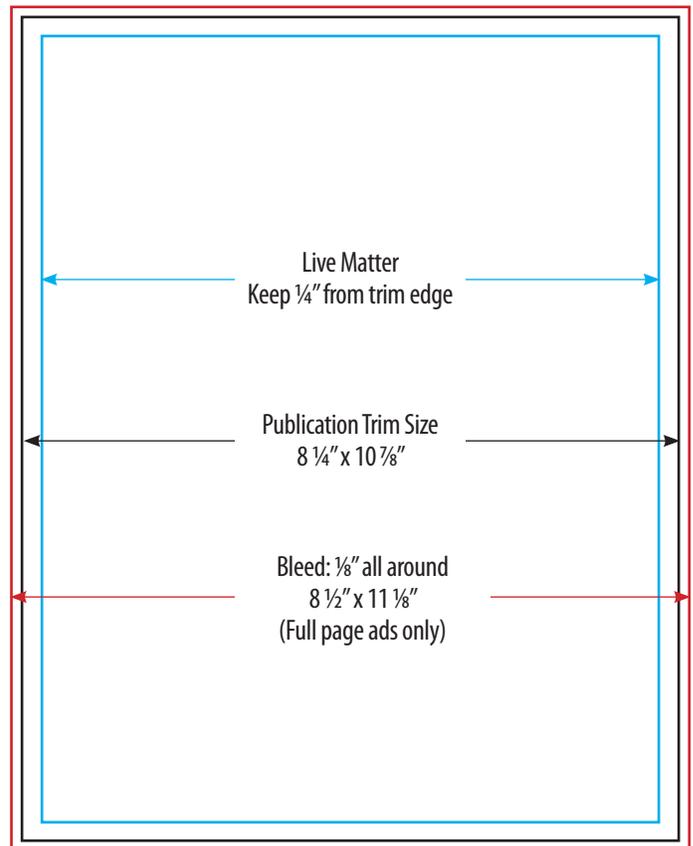
COLOR: All color images must be set to CMYK output with no ICC or CIE color profiles attached. A hard-copy proof is required in order for color to be considered critical. The publisher cannot be held responsible for the reproduction quality if the proofing requirements are not met or if materials are submitted past closing date.

HALFTONES: Black-and-white files should be set to gray scale.

Files may be submitted via email or FTP.

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

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



Andrew McIntyre

CERAMIC ARTS YEARBOOK

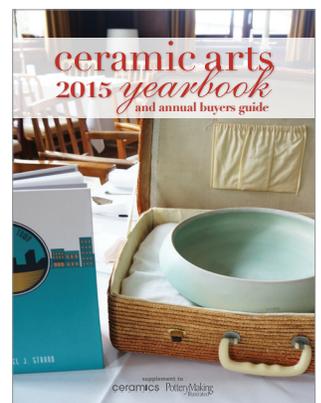
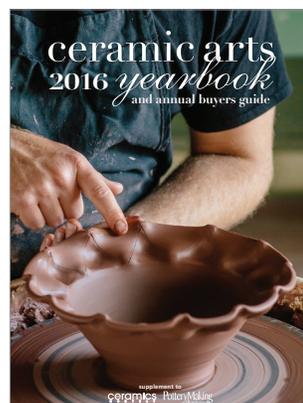
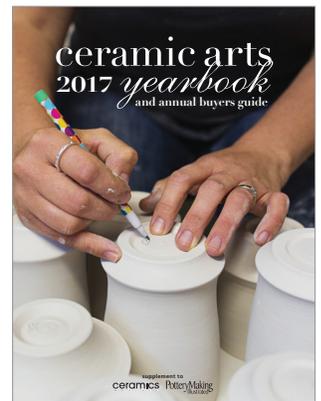
THE MOST
COMPREHENSIVE
DISTRIBUTION AVAILABLE
GUARANTEED TO
PUT YOUR MESSAGE
INTO THE HANDS OF
YOUR MOST AVID
CUSTOMERS.

A Yearbook and Annual Buyers Guide Defining the State of Clay for 2021

- **Highlights of the year.** Whether it's a conference, an exhibition, an auction, or an anniversary, artists will be able to catch up on news of the field or just savor the memories of the past year.
- **The latest products.** A rundown of new tools and equipment, clay and glaze lines, enhancements and innovations.
- **Artists acknowledged.** Ceramic art relies on the greater community and what better way to give a nod to those who contribute the most than singing their praises? Check out current residents and their work, and don't miss the Transitions section to keep up with who went where professionally.
- **Up-to-date information.** *Ceramic Arts 2021* will provide the latest on materials and products for the studio artist including raw materials, safety, and more.
- **Comprehensive directory.** Since 1997, the Buyers Guide has been the most complete listing of equipment, materials and service providers available. Enhanced listings are available.



CELEBRATING ARTISTS



Ceramic Arts 2021 Yearbook and Annual Buyers Guide will be mailed to *Ceramics Monthly* and *Pottery Making Illustrated* subscribers with the November and November/December issues respectively. Deb Schwartzkopf (pictured above) was selected as the Artist of the Year for 2020.

ARTS GUIDES

Pottery Making Illustrated

Sights & Ceramics: Richmond Advertising Rates

SIZES	1x	3x	6x	10x	13x	16x	19x
Full page	\$1,000	\$930	\$840	\$785	\$730	\$680	\$630
2/3 page	\$800	\$765	\$675	\$620	\$565	\$535	\$500
1/2 page island	\$710	\$665	\$595	\$540	\$520	\$490	\$450
1/2 page	\$635	\$615	\$535	\$500	\$480	\$445	\$400
1/3 page	\$495	\$490	\$435	\$380	\$365	\$340	\$320
1/4 page	\$370	\$355	\$320	\$295	\$280	\$265	\$250
1/6 page	\$290	\$280	\$260	\$245	\$230	\$225	\$195

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 5, 2020

Materials Due:
 February 12, 2020



NCEA, RICHMOND, VIRGINIA
MARCH 25–28, 2020

Reach thousands of conference attendees as they plan their visits to workshops, technical sessions and your booth during this intensive 4-day event.

Workshop Handbook Advertising Rates

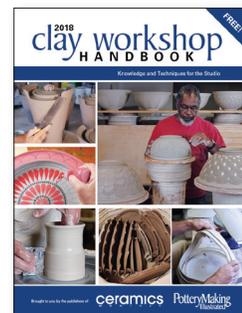
SIZES	1x	3x	6x	10x	13x	16x	19x
Full page	\$1,970	\$1,875	\$1,670	\$1,550	\$1,450	\$1,345	\$1,255
2/3 page	\$1,580	\$1,515	\$1,345	\$1,230	\$1,150	\$1,085	\$1,000
1/2 page island	\$1,410	\$1,325	\$1,185	\$1,100	\$1,045	\$940	\$880
1/2 page	\$1,265	\$1,205	\$1,085	\$1,000	\$920	\$860	\$805
1/3 page	\$1,000	\$940	\$845	\$785	\$740	\$680	\$635
1/4 page	\$760	\$725	\$635	\$595	\$545	\$515	\$490
1/6 page	\$565	\$545	\$500	\$475	\$430	\$390	\$355

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:
 April 22, 2020

Materials Due:
 April 29, 2020

Mail Date:
 May 19, 2020



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.

Ceramic Arts Yearbook Advertising Rates

SIZES	1x	3x	6x	10x	13x	16x	19x
Full page	\$3,115	\$2,965	\$2,655	\$2,420	\$2,270	\$2,115	\$1,960
2/3 page	\$2,480	\$2,365	\$2,110	\$1,925	\$1,820	\$1,665	\$1,560
1/2 page island	\$2,215	\$2,085	\$1,865	\$1,705	\$1,615	\$1,505	\$1,410
1/2 page	\$1,990	\$1,900	\$1,665	\$1,560	\$1,470	\$1,370	\$1,255
1/3 page	\$1,560	\$1,500	\$1,335	\$1,210	\$1,145	\$1,070	\$1,010
1/4 page	\$1,185	\$1,120	\$1,010	\$930	\$860	\$815	\$755
1/6 page	\$890	\$860	\$785	\$725	\$650	\$630	\$550

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:
 September 2, 2020

Materials Due:
 September 9, 2020

Mail Date:
 October 13, 2020



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.

ICAN MEMBERSHIP

THE PREMIERE MEMBERSHIP FOR CERAMIC ARTISTS! EVERYTHING THEY NEED IN ONE PLACE!

92% of ICAN members have a magazine subscription and see your ad!

ICAN
STANDARD
\$4.97/month

ICAN
SILVER
\$9.97/month

ICAN
GOLD
\$12.97/month

• CLAYflicks Streaming Video Service		✓	✓
• <i>Ceramics Monthly</i> Magazine – Print Edition			✓
• <i>Ceramics Monthly</i> Magazine – Tablet Edition		✓	✓
• <i>Ceramics Monthly</i> Magazine – Web Edition		✓	✓
• <i>Ceramics Monthly</i> Magazine – Full Online Archive (1953–present)		✓	✓
• <i>Pottery Making Illustrated</i> Magazine – Print Edition			✓
• <i>Pottery Making Illustrated</i> Magazine – Tablet Edition		✓	✓
• <i>Pottery Making Illustrated</i> Magazine – Web Edition		✓	✓
• <i>Pottery Making Illustrated</i> Magazine – Full Online Archive (1998–present)		✓	✓
• Ceramic Recipes Online Recipes Database Subscription		✓	✓
• 20% Discount in the Ceramic Arts Network Shop	✓	✓	✓
• Exclusive International Cultural Tours	✓	✓	✓
• Participation in the ICAN Mentoring Program	✓	✓	✓
• Juried Show Competition Eligibility for Annual (up to 3 entries)	✓	✓	✓
• Member -Only Calendar Contest	✓	✓	✓
• FREE Online Artist Portfolio	✓	✓	✓

Already a subscriber? Join ICAN and the remaining balance of your subscription will automatically be credited to your ICAN membership.

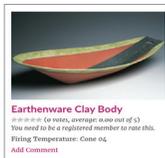
✓ CLAYflicks STREAMING VIDEOS



Artists get our 24/7 streaming videos service "CLAYflicks"—it's like Netflix™ for the ceramic arts community! New content is being added all the time!

✓ Ceramic Recipes

Artists get access to the Ceramic Recipes searchable database. They can discover new recipes, learn new mixing tips, and find material substitutions.



✓ Juried Show

Artists get a chance to participate in our ICAN juried show at the annual NCECA conference. It's their chance to showcase their talent to thousands of like-minded enthusiasts.



✓ Mentorship Program

Artists can connect with a mentor. Or become a mentor to another ICAN member!



✓ Subscriptions to Industry-leading Magazines

Artists get *Ceramics Monthly* and *Pottery Making Illustrated*—including the print, tablet, and web editions. Plus access to the entire archives!



✓ 20% Shop Discount

Artists get a 20% discount on all books, DVDs, and everything else in our online shop.



Calendars

T-Shirts

How-to Books, Videos, and Much More

✓ Artist Portfolios

Artists get a free online Artist Portfolio. They send us their information and images, and we will build them their own personal web page. They show off work to other members while discovering new artists to network with.

Artist Portfolios



✓ Workshops & Cultural Tours

ICAN Cultural Tours allow ceramic artists to join other ceramic artists on clay-focused cultural tours of different locations around the world.



✓ Shipping Discounts

US and Canadian ICAN members receive discounts up to 50% through the UPS® Savings Program! Save at least 70% off on heavy-weight shipments over 150 lbs. plus shipping insurance! And save 25% on printed materials such as business cards, postcards, brochures, catalogs, posters, copies, and more!

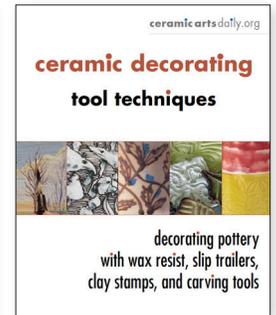
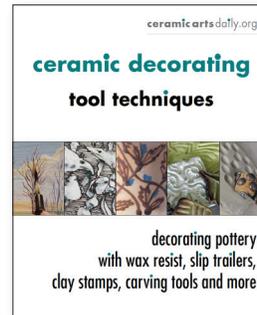
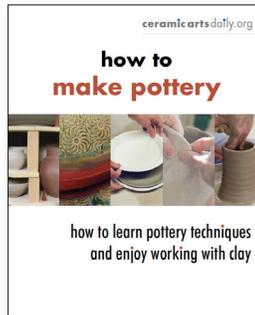


THE LARGEST ONLINE CERAMICS MARKET



Ceramic Arts Network puts you in direct contact with a growing, actively engaged, and connected market

- Great information in a variety of formats on a range of topics
- How-to videos, step-by-step techniques, and technical discussions
- 435,000 visits per month
- 232,000 unique visitors per month
- 1,936,000 page views per month
- Ceramic Arts Network’s full-time staff constantly adds new content online to help build your audience.



Sponsor one of the primary topic sections* of the site

- Pottery Making Techniques
- Ceramic Glaze Recipes
- Ceramic Art and Artists
- Clay Tools and Equipment
- Ceramic Supplies
- Firing Techniques

One month	\$870	
Three months	\$2,015	(23% savings)
Six months	\$3,550	(32% savings)
One year	\$7,010	(33% savings)

* Also includes one sponsored email per month and a position on the Home Page.

Sponsor a downloadable “Freemium”

One of the most popular features of *Ceramic Arts Network* is the monthly “freemium,” a special report prepared by our editors, and offered free to more than 261,570 registered CAN users.

Your sponsorship includes:

- banner ad headlining the email that promotes the freemium
- notation on the cover page that “this special report is brought to you with the support of [your company name]”
- your full-page ad appended to the report, essentially serving as the back cover when a user prints it out for reference.

Cost: \$780

CERAMIC ARTS NETWORK

Pottery Making Illustrated

National Sales Director

MONA THIEL

(614) 794-5834 | mthiel@ceramics.org

Advertising Services

PAM WILSON

(614) 794-5826 | pwilson@ceramics.org

Pottery Making Illustrated Editor

HOLLY GORING

(614) 895-4213 | hgoring@ceramics.org

Pottery Making Illustrated Associate Editor

JESSICA KNAPP

(614) 794-5895 | jknapp@ceramics.org

Ceramic Arts Network Editor

Ceramic Arts Network Video Program Manager

JENNIFER POELLOT HARNETTY

(614) 895-4212 | jharnetty@ceramics.org