

2021 EDITORIAL CALENDAR



JANUARY

Reservation Deadline
NOVEMBER 6, 2020

Materials Deadline
NOVEMBER 13, 2020

CULTIVATING CREATIVITY

Facing creative roadblocks is an inevitable part of being an artist. In this issue, we focus on how artists find, stoke, and maintain creativity in their studio practice and ask them to share advice to help others do the same.

- Our exclusive annual comprehensive listing of ceramics residencies and fellowships engages those at the beginning of their careers along with established artists who are working on new ideas. Make sure you engage them, too!

FEBRUARY

Reservation Deadline
DECEMBER 4, 2020

Materials Deadline
DECEMBER 11, 2020

GET DOWN TO BUSINESS

We all want to help artists be successful at what they do. This issue presents advice from ceramic artists, business owners, and financial experts alike to get multiple perspectives on what it takes to turn a passion for clay into a vocation.

- Building business smarts helps artists manage their time and money. This reduces burn out from stress and leads to more stability and income they can confidently reinvest in their creative pursuits.

MARCH

Reservation Deadline
JANUARY 7, 2021

Materials Deadline
JANUARY 14, 2021

ATMOSPHERIC FIRING

We explore various artists' approaches to firing their work in a non-neutral kiln environment, from salt, soda, wood, and reduction firing to raku, pit, barrel, and saggar firing. The goal? To inspire readers to seek out new firing opportunities with these various techniques.

APRIL

Reservation Deadline
FEBRUARY 5, 2021

Materials Deadline
FEBRUARY 12, 2021

MAKING A DIFFERENCE

Discover how contemporary artists pool resources and use contemporary tools to effect change in their communities.

- Get your products and services in front of those who are new to clay, are building their personal studios, or are envisioning new creative spaces for communities to gather.

MAY

Reservation Deadline
MARCH 12, 2021

Materials Deadline
MARCH 19, 2021

EMERGING ARTISTS

The next generation of ceramic artists is always present, but not always obvious. In this much anticipated issue, we search them out and help them gain visibility in the 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.
- Emerging Artist Gallery Section

JUNE/JULY/AUGUST

Reservation Deadline
APRIL 9, 2021

Materials Deadline
APRIL 16, 2021

WORKING POTTERS

The definition of a working potter evolves continually. We keep up with the current practices, studio setups, and observations of those carrying on traditions and breaking new ground.

- From making a living to making a life, this issue highlights all that is good, bad, and complex about 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.

SEPTEMBER

Reservation Deadline
JULY 2, 2021

Materials Deadline
JULY 9, 2021

EARTHENWARE

This issue focuses on artists using earthenware clay bodies and low-firing techniques. It also includes images of work by the winners of our fifth annual, audience-wide contest designed to help artists get inspired and try new things 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 6, 2021

Materials Deadline
AUGUST 13, 2021

GALLERY GUIDE

Gallerists and artists discuss the do's and don'ts of working together to get the most out of the relationship, as well as inventive ways to reach and to best serve customers. Artists also share their passion and motivations for collecting artwork by their peers.

- Whether you're looking to buy or sell, the Gallery Guide is the resource you need, so you know where to go.
- Bonus distribution to SOFA Chicago, November 2020.

NOVEMBER

Reservation Deadline
SEPTEMBER 3, 2021

Materials Deadline
SEPTEMBER 10, 2021

NARRATIVE PERSPECTIVES

We'll highlight artists creating a wide range of narrative work from representational to abstract, and from the vessel to sculpture and installation.

- Join us in exploring work by artists who explore the creative potential of communicating stories through clay.
- Showcase your products and services to help new ceramic artists and old pros alike express their creativity.

DECEMBER

Reservation Deadline
OCTOBER 8, 2021

Materials Deadline
OCTOBER 15, 2021

BALANCING FORM AND FUNCTION

Artists share their processes for balancing creative possibilities with functional practicalities.

- 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.