

ARTS GUIDES

Pottery Making Illustrated



Ai Yamamoto

Studio Talk 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

Distribution:

- Co-mailed with *Ceramics Monthly* June/July/August 2021 issue
- Distributed free to workshops, community art centers, and other ceramic art event venues
- Available free to all on the *Ceramics Monthly* and *Pottery Making Illustrated* tablet apps
- Free to all to download as a 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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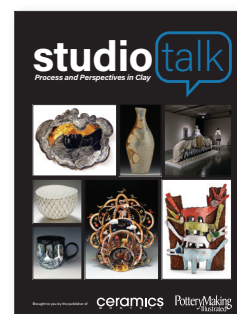
April 16, 2021

Materials Due:

April 23, 2021

Mail Date:

May 18, 2021



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	\$3,115	\$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:

August 20, 2021

Materials Due:

August 27, 2021

Mail Date:

October 12, 2021



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.