

# ARTS GUIDES

## Pottery Making Illustrated

### Workshop Handbook Advertising Rates

SIZES	1x	3x	6x	10x	13x	16x	19x
Full page	\$2,010	\$1,910	\$1,705	\$1,580	\$1,480	\$1,370	\$1,280
2/3 page	\$1,610	\$1,545	\$1,370	\$1,255	\$1,175	\$1,105	\$1,020
1/2 page island	\$1,440	\$1,350	\$1,210	\$1,120	\$1,065	\$960	\$895
1/2 page	\$1,290	\$1,230	\$1,105	\$1,020	\$940	\$875	\$820
1/3 page	\$1,020	\$960	\$860	\$800	\$755	\$695	\$645
1/4 page	\$775	\$740	\$645	\$605	\$555	\$525	\$500
1/6 page	\$575	\$555	\$510	\$485	\$440	\$395	\$360

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\$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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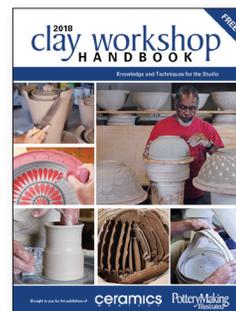
February 25, 2022

**Materials Due:**

March 4, 2022

**Mail Date:**

May 10, 2022



**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	\$1,515	\$1,430	\$1,280	\$1,190	\$1,110	\$1,030	\$960
2/3 page	\$1,210	\$1,160	\$1,030	\$940	\$875	\$825	\$765
1/2 page island	\$1,080	\$1,015	\$910	\$835	\$800	\$730	\$675
1/2 page	\$965	\$930	\$825	\$765	\$715	\$665	\$615
1/3 page	\$760	\$730	\$650	\$590	\$560	\$520	\$485
1/4 page	\$575	\$550	\$485	\$450	\$420	\$400	\$375
1/6 page	\$435	\$420	\$390	\$370	\$340	\$315	\$280

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\$255 for 1/2 page, 1/3 page;  
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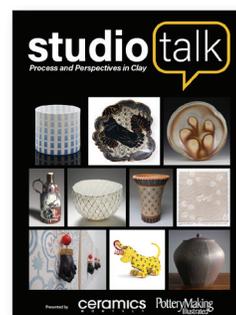
April 22, 2022

**Materials Due:**

April 29, 2022

**Mail Date:**

May 24, 2022



**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.

**Distribution:**

- Co-mailed with *Ceramics Monthly* June/July/August 2022 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

### Ceramic Arts Yearbook Advertising Rates

SIZES	1x	3x	6x	10x	13x	16x	19x
Full page	\$3,175	\$3,025	\$2,710	\$2,470	\$2,315	\$2,155	\$2,000
2/3 page	\$2,530	\$2,410	\$2,150	\$1,965	\$1,855	\$1,700	\$1,590
1/2 page island	\$2,260	\$2,125	\$1,900	\$1,740	\$1,650	\$1,535	\$1,440
1/2 page	\$2,030	\$1,940	\$1,700	\$1,590	\$1,500	\$1,395	\$1,280
1/3 page	\$1,590	\$1,530	\$1,360	\$1,235	\$1,165	\$1,090	\$1,030
1/4 page	\$1,210	\$1,140	\$1,030	\$950	\$875	\$830	\$770
1/6 page	\$905	\$875	\$800	\$740	\$665	\$640	\$560

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\$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

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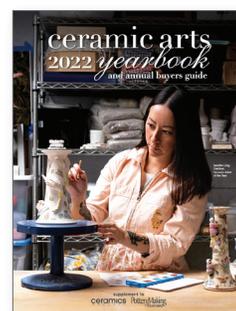
August 5, 2022

**Materials Due:**

August 12, 2022

**Mail Date:**

October 11, 2022



**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.