MEDIA PACK 2019

‘For our regular studio ceramics auctions there is no better way to reach our target audience than to advertise in Ceramic Review’

Jason Wood, Adam Partridge Auctioneers & Valuers
Ceramic Review is the international magazine for contemporary and historical ceramic art, reaching 18,000 highly educated, affluent and engaged readers.

Passionate about ceramics, design, places and ideas, our readers are makers, collectors, students, educators and enthusiastic followers of the ceramics world.

Ceramic Review provides these readers with a window into the diverse workings of potters, ceramic artists, collectors and galleries from across the world.

Each bi-monthly issue contains a range of features on historical and contemporary practice, as well as valued technical information, masterclasses, auction coverage for collectors, exclusive interviews and signposts to key events and exhibitions.

Ceramic Review is delivered across multi-level platforms via print, tablet, our website (ceramicreview.com), video channels, social media and e-newsletters.

OUR PUBLISHER

Launched in 1970, Ceramic Review is published by the Craft Potters Association of Great Britain (craftpotters.com). The CPA works to advance the knowledge, understanding and appreciation of ceramics. It also runs Ceramic Review’s partner gallery – the Contemporary Ceramics Centre in central London (cpaceramics.com).

For advertising contact: Laurence Stein +44 (0)7977 522347 | advertising@ceramicreview.com
IN EACH ISSUE

Exclusive interviews
We have fascinating interviews with a range of artists, makers and collectors. We also run thought-provoking profiles with ceramists at the height of their careers, and we alert our readers to the up-and-coming stars of the ceramic world.

Collecting ceramics
For our collectors, there is our regular ‘Auction eye’ feature, in which we hear about recent trends, prices and truly notable ceramic sales.

Masterclasses
In every edition we go into the studio of renowned makers to record their making process step-by-step. Each of these features comes alive on our video channels (youtube.com/c/CeramicReviewmagazine and vimeo.com/ceramicreview).

A global flavour
Our stories are gleaned from around the world and our readers are an international audience. They are known to want to travel to take in exhibitions and events that Ceramic Review previews on our pages.

Contributors
Our contributors include top arts writers, curators, artists, dealers, academics and photographers.

ISSUE DATES PUBLISHED
Mar/Apr 12 February 2019
May/Jun 16 April 2019
Jul/Aug 18 June 2019
Sep/Oct 20 August 2019
Nov/Dec 22 October 2019
Jan/Feb 2020 17 December 2019

‘I’ve advertised The Contemporary Craft Festival in Ceramic Review for over twelve years. We wanted to reach a discerning and appreciative audience for craft and ceramics. Ceramic Review is a perfect place to advertise our events. The magazine is an important part of our marketing campaign’

Sarah James, Director,
Made by Hand Events Ltd
OUR READERS

*Ceramic Review* is read by a loyal readership worldwide, with 32% subscribing for 10+ years. Our readers are creative, educated and affluent, with a passion for visiting museums, galleries, fairs and auctions. Their interests are not limited to ceramics, covering design and craftsmanship in all forms – from jewellery to fashion and furniture.

*Ceramic Review* readers are passionate about their home environment and take time and care choosing items for their houses and studios. They are keen travellers with their most visited destinations, other than the UK, being Western Europe (62%), USA (43%) and Japan (24%).

FACTS AND FIGURES

Frequency: 6 x year  
Paid Circulation: 6,000 – inserts offered to 5,000 UK subscribers  
Readership: 18,000  
Subscribers: 78%  
Newsstand: 22%

OUR RATES

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<th>DISPLAY ADVERTISING</th>
<th>Series Discount per issue</th>
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<tr>
<td>Double page spread</td>
<td>£2,200 15% 20%</td>
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<tr>
<td>Full page</td>
<td>£1,200 15% 20%</td>
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<tr>
<td>Half page</td>
<td>£680 15% 20%</td>
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<tr>
<td>Quarter page</td>
<td>£350 15% 20%</td>
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<td>Eighth page</td>
<td>£200 15% 20%</td>
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SPECIAL POSITIONS

- Inside front cover: £1,500 15% 20%
- Inside back cover: £1,500 15% 20%
- Back cover: £2,200 15% 20%

All prices are subject to VAT unless a VAT exemption certificate is supplied.
CLASSIFIED ADVERTISING

Listings
Lineage up to 20 words £19 + VAT and each additional word £1 + VAT

Boxed Classified
Lineage up to 20 words £25 + VAT
and each additional word £1 + VAT
Image (per) £12 + VAT
Plus online £30 + VAT

Double up and include your classified ad on ceramicreview.com
Both small and large sizes available from £30

For website classifieds only, please call for prices

All classified advertisements must be paid for in advance of publication.

Contact advertising@ceramicreview.com
INSERTS AND OUTSERTS

*Ceramic Review* is the ideal distribution channel for your unique marketing material, whether you want to reach our full national circulation or select regions. Pre-printed inserts allow you to present your advertising message in a distinct stand-alone format. *Ceramic Review* can carry your special exhibition invitation or catalogue in the pages of the magazine or in our subscriber magazine polybag.

We offer:

**INSERTS**
Your insert is tucked into the magazine as a ‘blow-in’. It falls on the lap of the reader and gets noticed immediately.

**OUTSERTS**
Odd shaped, odd sized, or heavier inserts such as exhibition catalogues and brochures can be carried in the magazine’s polybag. This direct-mail strategy is an effective way to reach our subscribers.

**BOUND-IN**
Your full-page insert is bound directly into the spine of the magazine. A ‘bound-in’ insert appears to be part of the magazine content.

**TIPPED-ON**
Your ‘tipped-on’ insert card is spot-glued to the ‘bound-in’ page insert. The ‘tipped-on’ card is easily detached and the ‘bound-in’ insert page remains.

Prices for inserts start at £90cpt (cost per 1,000) subject to size and weight. Please contact us to discuss your requirements.

**ISSUE** | **INSERT DELIVERY DEADLINE** | **NEWSSTANDS**
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Mar/Apr | 29 January 2019 | 12 February 2019
May/Jun | 2 April 2019 | 16 April 2019
Jul/Aug | 4 June 2019 | 18 June 2019
Sep/Oct | 6 August 2019 | 20 August 2019
Nov/Dec | 8 October 2019 | 22 October 2019
Jan/Feb 2020 | 3 December 2019 | 17 December 2019
CERAMICREVIEW.COM
Advertising on the Ceramic Review website is a fantastic way of directing customers straight to your web page. We offer ads (see rates below for dimensions and prices) and a dedicated online classified page.

Sessions: 6,200 (monthly)  |  Users: 4,600 (monthly)  |  Page views: 11,760 (monthly)
45% of visitors from UK  |  17% of visitors from US  |  4% of visitors from Australia

DIGITAL EDITION
Frequency: 6 times per annum
Available: App Store and Exact Editions
Paid circulation: 1,475

E-MONTHLY NEWSLETTER
E-subscribers: 6,400

SOCIAL MEDIA
Facebook likes: 41,150
Twitter followers: 14,800
Instagram followers: 114,000
LinkedIn connections: 2,550

VIDEO CHANNEL
Each issue signposts our Vimeo, Youtube and Facebook video channels so readers can see our popular ‘Masterclass’ features come alive. Our top combined viewing figure for a video, across all platforms, is 214,000 views.
Vimeo followers: 720
YouTube subscribers: 5,140

RATES
Square button (500 x 500 pixels)   £150 pcm for 2 months
E-Monthly newsletter   £150 for leaderboard ad
Sponsored E-newsletter   £650 for exclusive use
Video channel
Enquire to run a trailer before our films

15% discount on digital media button rates when a Ceramic Review display advert is booked at the same time.

All prices are subject to VAT unless a VAT exemption certificate is supplied.

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ARTWORK SPECIFICATIONS CERAMIC REVIEW DISPLAY ADS

Full page
W 190mm
H 284mm

Full page bleed
W 210mm
H 300mm
+ 3mm bleed

Half page landscape
W 190mm
H 140mm

Quarter page landscape
W 190mm
H 68mm

Half page portrait
W 93mm
H 284mm

Quarter page portrait
W 93mm
H 140mm

1/8 page
W 93mm
H 68mm

WE CAN HELP YOU CREATE YOUR AD

Production Artwork Charges start at:

- Full page: £100
- Half page: £70
- Quarter page: £50
- Eighth page: £35
FILE FORMAT
PDF x-1a, Photoshop TIFF
PDF must be flattened, no layers or transparency
Ensure that no images in the document are downsampled
Please ZIP your files to avoid corruption in delivery

COLOUR
CMYK
Please note that RGB is not accepted; no spot colours, Pantones or Duotone.

FILE IMAGE RESOLUTION
300 DPI at 100%

PROOF
If you are concerned about colour reproduction, an accurate hard copy colour proof MUST accompany the ad. To guarantee reproduction of a colour ad, a FUJI or picto proof, matching SWOP standards must be supplied to us with the electronic ad file.

In order to achieve the best quality possible, material must be delivered on time. This allows our Production Manager sufficient time to check material and ensure that it meets specifications, and will reproduce accordingly on-press. Reproduction on-press of material that arrives after deadline cannot be guaranteed.

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