

November/December 2019
£9.90
ceramicreview.com

CERAMIC REVIEW

ISSUE
300



Media Pack 2020

'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

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



ISSUE DATES PUBLISHED

Mar/Apr	11 February 2020
May/June	21 April 2020
Jul/Aug	23 June 2020
Sep/Oct	25 August 2020
Nov/Dec	27 October 2020
Jan/Feb 2021	15 December 2020

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.



'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

DISPLAY ADVERTISING

	<i>Series Discount per issue</i>		
	1x	3x	6x
Double page spread	£2,200	15%	20%
Full page	£1,200	15%	20%
Half page	£680	15%	20%
Quarter page	£350	15%	20%
Eighth page	£200	15%	20%

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

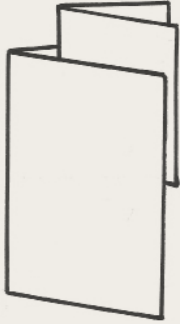
For website classifieds only, please call for prices

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

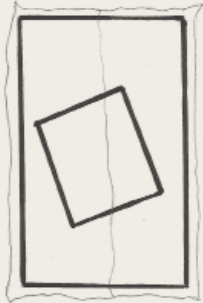
Contact advertising@ceramicreview.com



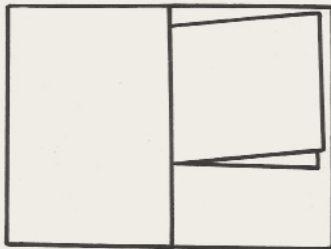
INSERT



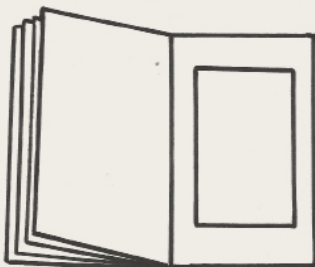
OUTSERTS



BOUND-IN



TIPPED-ON



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.

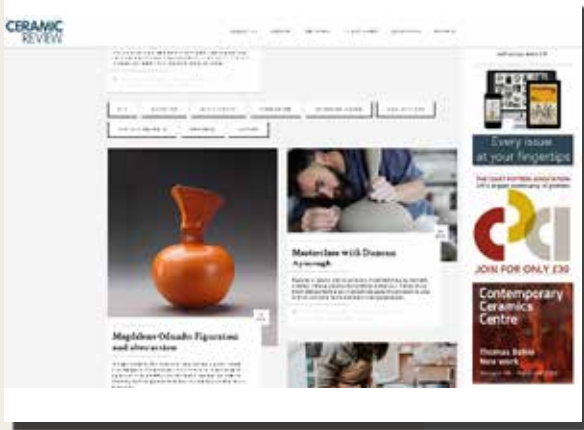
ISSUE

INSERT DELIVERY DEADLINE

NEWSSTANDS

Mar/Apr	4 February 2020
May/Jun	7 April 2020
Jul/Aug	9 June 2020
Sep/Oct	11 August 2020
Nov/Dec	13 October 2020
Jan/Feb 2021	2 December 2020

11 February 2020
21 April 2020
23 June 2020
25 August 2020
27 October 2020
15 December 2020



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: 7,500 | Users: 6,000 | Page views: 20,000
(all monthly average)

50% of visitors from UK | 15% of visitors from US | 3% 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: 3,400

SOCIAL MEDIA

Facebook likes: 43,700 | followers: 48,500
Twitter followers: 15,900
Instagram followers: 152,600
LinkedIn connections: 2,550

VIDEO CHANNEL

Each issue signposts our Youtube and Facebook video channels so readers can see our popular 'Masterclass' features come alive.

YouTube subscribers: 22,000

2020 monthly average for views on YouTube: 130,000



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.



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

ARTWORK SPECIFICATIONS CERAMIC REVIEW DISPLAY ADS

Full page
W 190mm
H 284mm

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

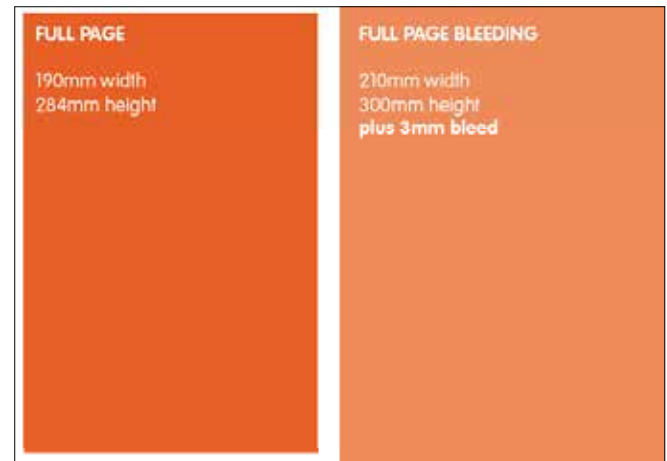
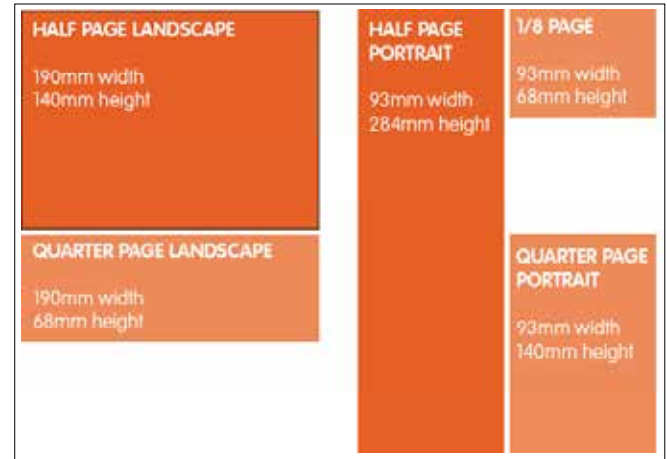
Half page landscape
W 190mm
H 140mm

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.



ISSUE

Mar/Apr
May/June
Jul/Aug
Sep/Oct
Nov/Dec
Jan/Feb 2021

MATERIAL DEADLINES

15 January 2020
25 March 2020
27 May 2020
29 July 2020
30 September 2020
25 November 2020

NEWSSTANDS

11 February 2020
21 April 2020
23 June 2020
25 August 2020
27 October 2020
15 December 2020