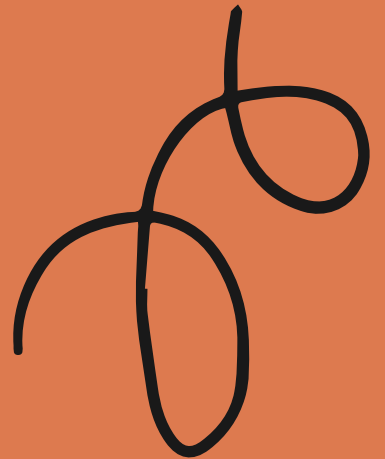




# CERAMICS MEDIA KIT NOW 2024



# ABOUT CERAMICS NOW

## Brief Introduction



Ceramics Now is a leading art publication specialized in contemporary ceramics.

With contributors worldwide, Ceramics Now has been showcasing the vibrancy and diversity of contemporary ceramic art since 2010.



The Planter Show at Fort Makers, New York, 2020



Kadi Hektor, 2021

# DIGITAL PUBLICATION

[www.ceramicsnow.org](http://www.ceramicsnow.org)

A comprehensive online publication that serves as a platform for contemporary ceramics. It features artist profiles, ceramic art projects, articles, interviews, and other resources. With over 550,000 visitors each year, it has become a go-to resource for the ceramics community.

Ceramics Now has a monthly readership of over 40,000. CN readers are people for whom ceramics is part of their everyday life—they are arts professionals including artists, curators, educators, collectors, students, and an educated public.

# LEADING NEWSLETTER

## *Ceramics Now Weekly*

A leading newsletter dedicated to ceramics. With a subscriber base of over 16,000, CN Weekly is a highly anticipated biweekly publication. It provides subscribers with the latest news, updates on featured artists, details about exhibitions, and other ceramics-related recommendations, all for free (membership is voluntary).

Our newsletters have an impressive 52% open rate and 20% click rate, well above the market average (which is 26.27% and 2.95%, according to email marketing benchmarks).



# ADVERTISING



— Opportunities



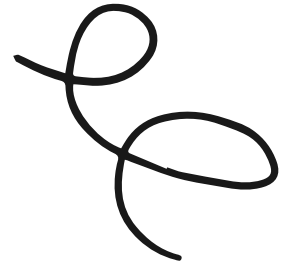
Ceramics Now offers advertisers the opportunity to have an impact on an established readership interested in art exhibitions, galleries and museums, competitions, residencies, services, jobs, books, and other products. We only work with advertisers that provide value to our readers.

Over 50% of our readers are from the United States, 25% are from the European Union, and 15% are from the United Kingdom. Join us and use Ceramics Now as part of your successful promotional strategy.





# PARTNERS



We're proud to collaborate with partners at the forefront of contemporary ceramics.



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**SOUTHBANK**  
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**ASU** Arizona State  
University

**E** EASTERN  
MICHIGAN UNIVERSITY

Kunstuniversität Linz  
University of Arts Linz

**SABBIA GALLERY**

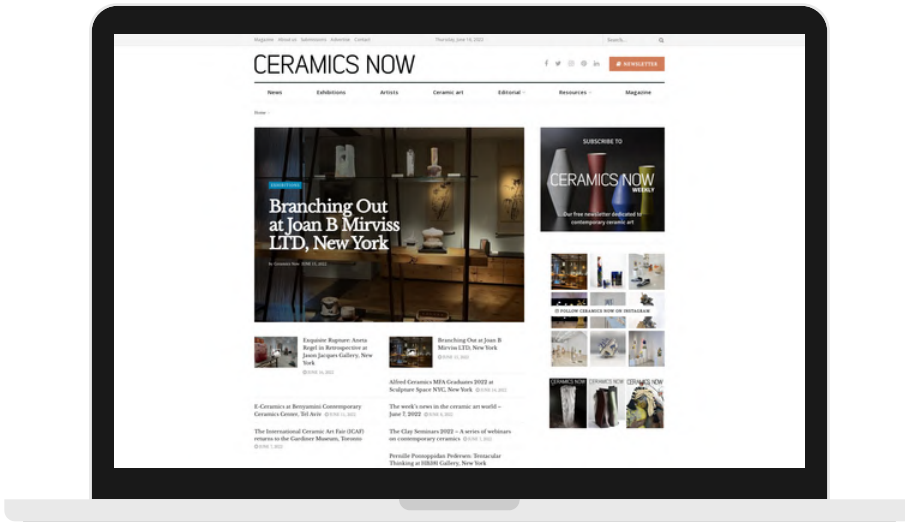
**AMFA** Arkansas Museum  
of Fine Arts



# SPONSORED ARTICLE

in *Ceramics Now*

\$350



- The ideal way to get in front of a highly targeted global audience;
- Published in the News or Exhibitions sections on [www.ceramicsnow.org](http://www.ceramicsnow.org);
- Appears on the Homepage for at least a week;
- Mentioned in Ceramics Now Weekly, our newsletter;
- Shared on Instagram, Facebook, Twitter, and LinkedIn (over 55,000 followers).

## Required assets

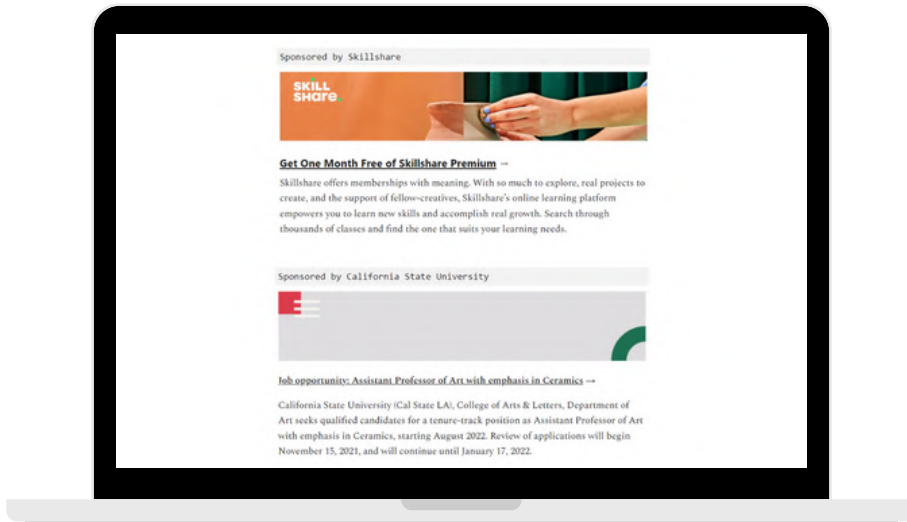
- Title: 6-18 words;
- Text: 600 to 1200 words;
- At least 1-8 images: jpg files (horizontal images work best);
- One or two links.



# SPONSORED AD

*in Ceramics Now Weekly*

**\$290**



- The best way to generate leads and attract the right audience for your brand;
- Displayed prominently before the News, the most read section of our newsletter;
- Only one sponsored ad placement is available in each edition;
- CN Weekly's trusted reputation will increase your brand awareness;
- Sponsors help keep this newsletter free and accessible to everyone.

## Required assets

- Headline (title): max 58 characters, including spaces;
- One link - will work on the headline and the image;
- Banner Image: png or jpg file - 800x250px;
- Main text: max 350 characters, including spaces.



# CONTACT US

Book Your Ad



To book an ad space, please contact  
Vasi Hirdo at [vasi@ceramicsnow.org](mailto:vasi@ceramicsnow.org)

Rates for Instagram posts, web banner ads and dedicated newsletters are also available upon request.



A Mineral World at Centre Céramique Contemporaine de Giroussens, 2022



From Form to Surface at Vantaa Art Museum Artsi, Helsinki, 2021