

CERAMICS NOW

2025
Media Kit



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



DIGITAL PUBLICATION

www.ceramicsnow.org

Ceramics Now is a leading digital publication specializing in contemporary ceramics. We offer a vibrant selection of ceramic art projects and publish articles, artist profiles, news, exhibition reviews, and many other resources.

Every month, Ceramics Now reaches over 50,000 readers and a combined social media audience of 60,000+ people. Our audience comprises ceramic art professionals—artists, curators, educators, collectors, and students—along with an educated public for whom ceramics is an integral part of their daily lives.

More than 50% of our readers are based in the United States, 25% in the European Union, and 15% in the United Kingdom, offering a truly international reach.

LEADING NEWSLETTER

Ceramics Now Weekly

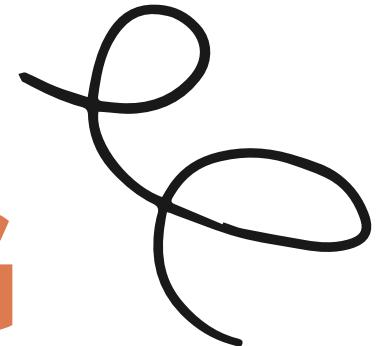
We are proud to publish Ceramics Now Weekly, a leading newsletter that delivers engaging content, artist features, and the latest developments in the world of ceramics to over 20,000 subscribers. CN Weekly is a highly anticipated publication released twice a month.

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).



Form & Fire: American Studio Ceramics at LSU Museum of Art, Baton Rouge, 2021

ADVERTISING



Opportunities

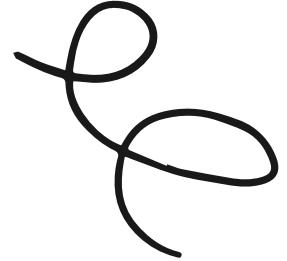


Ceramics Now offers advertisers the opportunity to have an impact on an established readership interested in art exhibitions, galleries and museums, competitions, residencies, services, jobs, books, and other products.

We only work with advertisers that provide value to our readers.

Join us and use Ceramics Now as part of your successful promotional strategy.





PARTNERS

We are thrilled to collaborate with partners at the forefront of contemporary ceramics.



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DANMARK
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DAI
DAI CHARTS, LTD.

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D'EXTRÉME-ORIENT

The Clay Studio


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 Temple
University
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and Architecture

 Vallauris
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TATE
contemporary

Galerie
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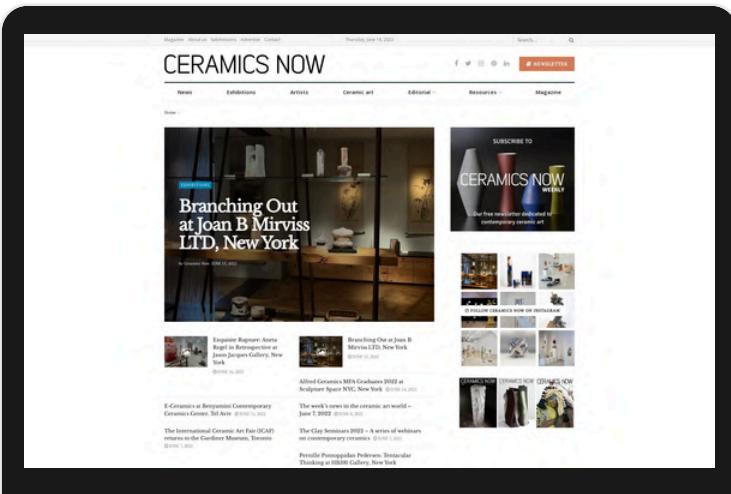
 UNIVERSITY OF
SOUTH DAKOTA
COLLEGE OF ARTS & SCIENCES



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;
- Appears on the Homepage for at least a week;
- Mentioned in Ceramics Now Weekly, our newsletter;
- Shared on Instagram, Facebook, and LinkedIn (62,000+ followers).

Required assets

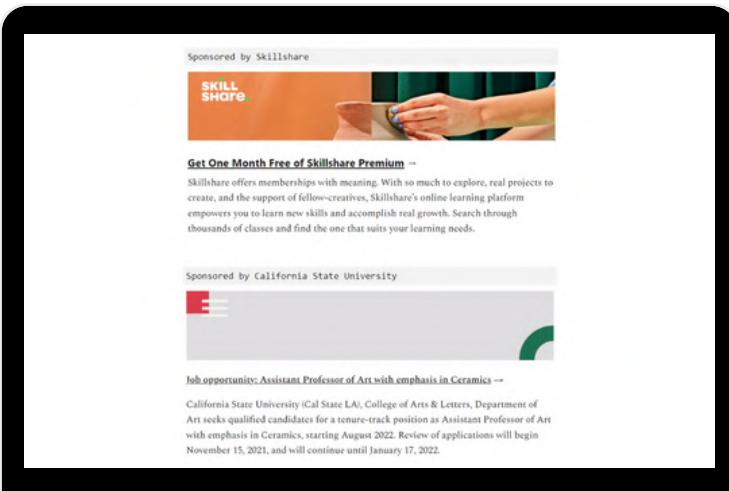
- Title: 6-18 words;
- Text: 600 to 1500 words;
- 4-12 images: jpg files (horizontal images work best);
- One or two links.



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 60 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



To book an ad space, please contact
Vasi Hirdo at vasi@ceramicsnow.org

Book Your Ad

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