CERAMICS NOW

2026 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.



Carouge International Ceramics Competition, 2024
Photo by Guillaume Python



Sean Gerstley at Superhouse, New York, 2025
Photo by Matthew Gordon

DIGITAL PUBLICATION

www.ceramicsnow.org

The digital publication provides artist profiles, articles, interviews, essays, exhibition announcements, and other resources for ceramic artists, educators, and enthusiasts.

Every month, Ceramics Now is read by over 70,000 people and receives around 600,000 views across social media. Our audience includes ceramic art professionals—artists, curators, educators, collectors, and students—as well as an informed public for whom ceramics is an integral part of life.

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 news in the world of ceramics to over 33,000 subscribers (stats updated in June 2026). CN Weekly is a highly anticipated publication released twice a month.

Our newsletters have an impressive 50% open rate and 15% click rate, well above the market averages (26.27% and 2.95%, respectively, according to email marketing benchmarks).



Edmund de Waal and Axel Salto at CLAY Museum of Ceramic Art, Middelfart, 2023. Photo by Ole Akhøj

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.

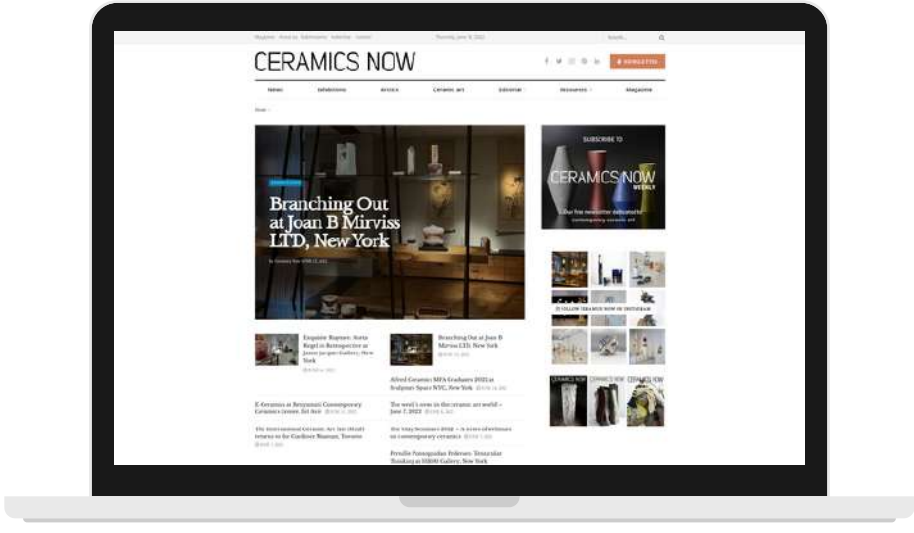
We only work with advertisers that provide value to our readers.

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

SPONSORED ARTICLE

in Ceramics Now

$390



- 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 (78,000+ followers).

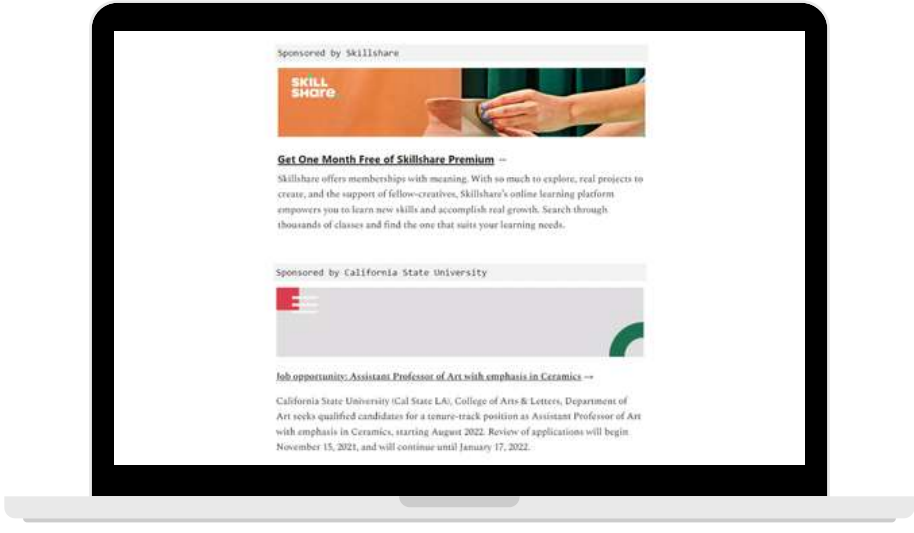
Required assets

- Title: 6-18 words;
- Text: 500 to 1500 words;
- 4-15 images: jpg files (horizontal or square images work best);
- One or two links.

SPONSORED AD

in Ceramics Now Weekly

$290



- The best way to generate leads;
- 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.

PARTNERS

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



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CONTACT US

Book Your Ad

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

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



Jingdezhen International Ceramic Art Biennale, 2023. Photo courtesy of the 2023 CJICB Organizing Committee



The Future of Clay at The Clay Studio, Philadelphia, 2024. Photo by Alexander Mansour