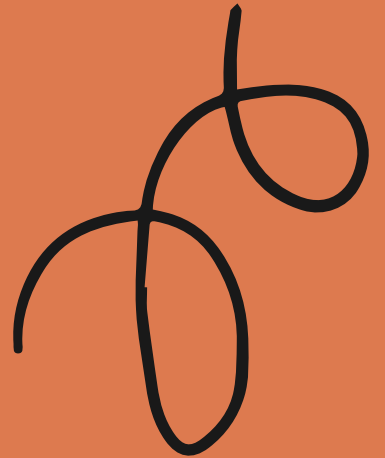




CERAMICS MEDIA KIT NOW 2022



ABOUT CERAMICS NOW

Brief Introduction



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

CN promotes contemporary ceramic art and empowers artists working with ceramics since 2010.



The Planter Show at Fort Makers, New York, 2020



Kadi Hektor, 2021

DIGITAL PUBLICATION

www.ceramicsnow.org

The digital publication offers a curated selection of ceramic art projects and publishes artist profiles, news and articles, in-depth interviews with world-renowned and emerging ceramic artists, and many other resources.

Ceramics Now has a monthly readership of over 30,000. 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. They care about arts, culture, and giving back to the community.

ART NEWSLETTER

Ceramics Now Weekly

Since 2020, we run Ceramics Now Weekly, the leading newsletter dedicated to contemporary ceramics, reaching a fantastic community of over 9,700 subscribers. Every other week, the editor of Ceramics Now brings you the week's news in the ceramic art world and shares a curated selection of artist profiles and exhibitions.

Our newsletters have an impressive 42% 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, 20% 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!

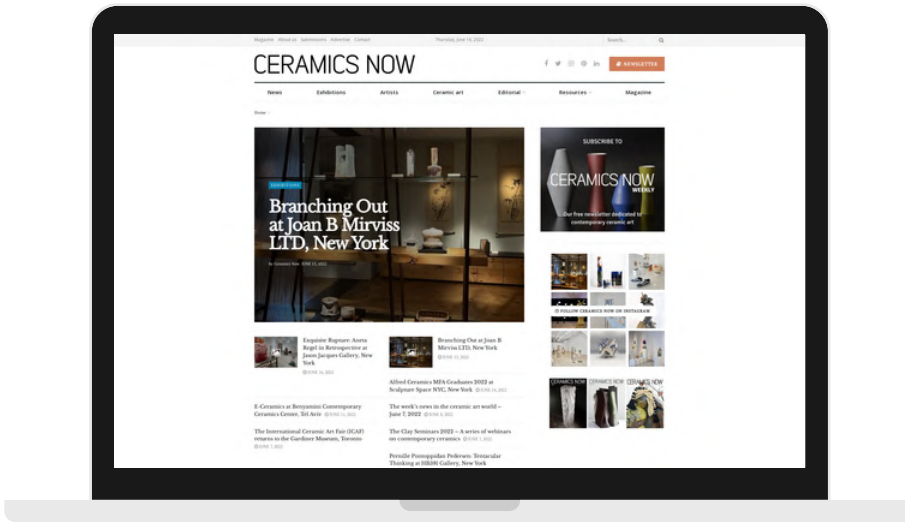




SPONSORED ARTICLE

in Ceramics Now

\$300



- 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 Facebook, Twitter, and LinkedIn (over 34,000 followers).

Required assets

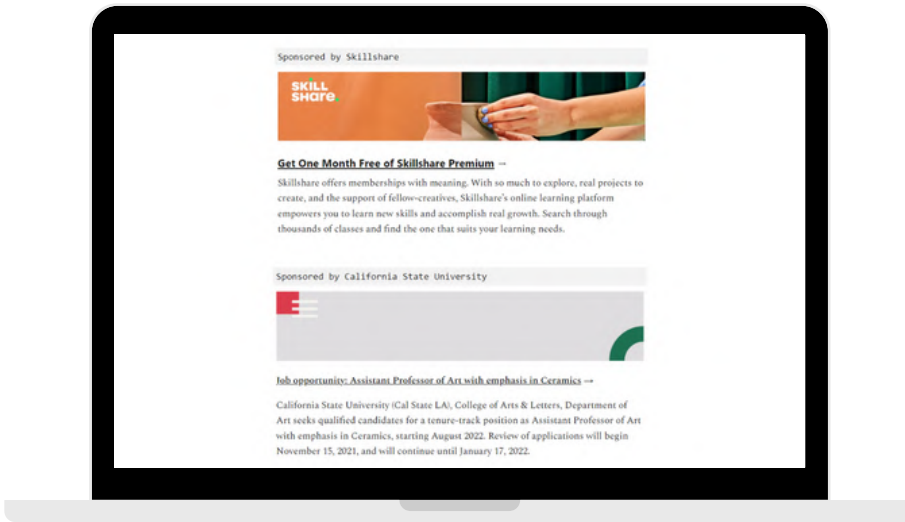
- Title: 6-18 words;
- Text: 600 to 1000 words;
- 1-5 images: png or jpg files (horizontal images work best);
- One or two links.



SPONSORED AD

in Ceramics Now Weekly

\$200



- 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 - must be exactly 800x150px;
- Main text: max 340 characters, including spaces.

CONTACT US

Reserve Your Ad



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

Rates for Instagram posts 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