

THE STUDIO

POTTER

## ABOUT THE STUDIO POTTER

THE STUDIO POTTER is a non-profit organization that supports innovation, creativity and tradition in the ceramic arts. The organization's semi-annual journal has been the independent voice of studio ceramics since 1972.

SP has endured because of its unique content and exceptional design, and the loyalty and support of its readership over its almost-forty-year history. Independence has been both an editorial policy and an organizational mission. In 1973, SP founding editor, Gerry Williams, wrote in the second issue's editorial:

*“Basically we’re trying to pay our own way, meeting costs of printing, mailing, office supplies, and some photography as they come. We have no advertising so far, but will probably accept it soon on a limited basis.”*

That moment has come. In order to survive in today's competitive publication environment, SP will begin to accept **non-traditional advertisements**. We at SP believe that presenting “ads” in a **showcase format** will establish a new way for makers, galleries, and suppliers to present their products and show support. This will benefit our membership with information and opportunities for new markets, as well as the current and future community of ceramics with the continued publication of THE STUDIO POTTER.

TECHNICAL  
SPECIFICATIONS  
FOR

**SUPPORT PAGES**

## SPECIFICATIONS

THE SUPPORT PAGES supplement will be designed, printed and mailed with the journal twice a year. THE STUDIO POTTER will display your advertisement in THE SUPPORT PAGES consistent with the high quality standards of SP publications. All ads will be in full color.

SP is offering TWO ad sizes: ¼ page and full page. All ads will be designed and typeset by SP production. Payment should be mailed to SP at the address listed. Payments must be received prior to publication.

## IMAGE REQUIREMENTS

The advertiser must submit a high-resolution color image, 300 dpi TIF file at 6 x 9" for a quarter page position.

For a full page position 300 dpi TIF file at 8 x 10,"

Proposed images (low resolution jpg) and text can be emailed to [supportpages@studiopotter.org](mailto:supportpages@studiopotter.org) prior to sending high resolution files.

## TEXT REQUIREMENTS

A short text of 4 lines, about 25 words or less, including contact information. (see sample pages)

## DEADLINES

### MATERIALS ADDRESS

Eismont Design  
50 Monadnock Highway  
North Swanzey, NH 03431.

WINTER issue...  
(mail date: January 15)

Reserve space by October 1  
Materials and payment due October 30.

SUMMER issue  
(mail date: July 15)

Reserve space by April 1  
Materials and payment due April 30.

## RATES: (INTRODUCTORY)

### PAYMENT ADDRESS

The Studio Potter  
Advertising Manager  
P.O. Box 352  
Manchester, NH 03105.

SIZE	MEMBER RATE		NON-MEMBER RATE	
	1x	2x	1x	2x
1/4 page	\$345	\$322	\$460	\$430
full page	\$1380	\$1290	\$1840	\$1720

The rates are per issue. Discount for multiple issue insertion is of the SAME materials.

Please copy for both mailings to:  
[supportpages@studiopotter.org](mailto:supportpages@studiopotter.org)

## THE STUDIO POTTER MEMBER-SUBSCRIBERS

THE STUDIO POTTER is an established institution in the community of ceramic artists, teachers, collectors and students. The journal is published twice a year, and distributed to about 2000 members. Some information about the SP community, according to a recent online survey of our readers:

**SP is a reference resource:** 84% of members refer to back issues for inspiration, technical information, teaching and sharing with other potters. In fact, 16% have collected all 75 back issues.

*STUDIO POTTER is the one publication I keep forever...it's like nothing else available. The quality of the articles and the photography, the depth of information, the connection it makes available to me is priceless... I will subscribe to STUDIO POTTER as long as it's available.*

**SP has a loyal group of dedicated readers:** Almost half have been subscribers for 10 or more years, while 20% have joined in the past 5 years.

*SP is one of the very best high quality magazines on clay in the field. It (advertising) might make SP healthier and I am all for that.*

**The Studio Potter's readership are committed studio practitioners, not simply hobbyists:** 95% of our readers are active in the art and craft community, make their own work, buy materials and tools, and attend gallery exhibitions, workshops and classes.

*...there is an "apartness" to STUDIO POTTER that sets it apart from less respected publications. STUDIO POTTER has always been about the work – not the gadgets, tricks or short cuts. Advertising would not harm the magazine if the same standard of quality is maintained.*

**39% of SP's readers are teachers, instructors, or professors,** many of whom order supplies and equipment for their schools and programs.

*Receiving SP is "more like getting a new book twice a year than a magazine."*