



# AMERICAN CRAFT COUNCIL

2025 MEDIA KIT



MAKING MEANING

Align your brand with the leading nonprofit supporting the craft field and its artists.

# WHAT WE DO

COVER: Tali Weinberg completing the installation of *Bound*, an ever-changing sculpture comprised of medical tubing, plant fibers, plant & insect dyes. Photo by Destiny Green.

Share stories and amplify voices through *American Craft* magazine and online content.

Create marketplaces that support makers and connect people to craft.

Celebrate craft's legacy through longstanding awards and a unique research library.

Create space for dialogue and action—because craft can bring us together as people.

## Advertising/Sponsorship Opportunities

**Print:**

*American Craft* Magazine

**Digital:**

*Craft Dispatch* Email Newsletter  
[craftcouncil.org](http://craftcouncil.org)



Ian Alistair Cochran holds a piece from his *Dew Drops* series (Winter 2024). Photo courtesy of the artist.

# Advertise in American Craft Magazine

## Opening Doors

From the beautifully functional to the artfully adventurous, *American Craft* covers every discipline of contemporary craft—within and beyond conventional borders.

## Creating Community

*American Craft* celebrates the makers whose work enriches our lives, both unknown innovators and long-renowned artists, and shares new points of view with the craft community.



Tacoma, Washington-based ceramic artist Kristina Batiste's work lives in a space where functional craft and fine art intersect. In her studio, dividing abstract sculptures for white cube galleries takes on the same weight as caring for the gentle slopes of her plates, cups, and bowls that find their way to our homes and restaurants. Embracing both wheel-thrown and hand-built techniques, Batiste works in what she calls the "humble" material of clay to reshape how we come together, proposing new and perhaps more just modes of communicating with one another.

"Clay has memory and is strong enough to hold powerful ideas, just like a line or a space composition, or a shape, or a color," Batiste says. "If you get it right, you can hold the universe in a line."

Much of the power of Batiste's work lies in her minimalist aesthetic. Her elegant servingware pieces are marked with various irregular lines mimicking hand-drawn, as well as raised lines and dotted indentations, all providing conceptual and tactile details that quietly catch and focus our attention. She conjures a story or delivers a message via these markings, and in so doing, she draws down our meaning-making processes and focuses our attention on subtle transformations in material. She opens our minds to new and different sets of questions.

This is palpable in a set of wearable pendants and functional cups featuring three yellow stripes—echoing the stripes of the Black Lives Matter logo—that Batiste created the summer of 2020, after George Floyd was killed. At the time, far too many people were unaware of, or ignoring, the many forms of violence that characterize life in the US, and which disproportionately affect Black, brown, Indigenous, immigrant, and trans populations. And while many took to the streets that summer, the question remained of how to draw people into unfamiliar or uncomfortable conversations.

Photo by Ben McDonald

CLOCKWISE FROM TOP LEFT: Akira Satake adds dobe (mortar) onto the surface of a chawan, a bowl for sipping tea (Spring 2024). Photo courtesy of the artist. Maggie Thompson of Makwa Studio (Summer 2024). Photo by Jaida Grey Eagle. "Power in Simplicity", by Kemi Adeyemi, explores ceramic artist Kristina Batiste's tableware and sculptures (Summer 2024). Photo by Ben McDonald. The cover of the Summer 2024 issue of *American Craft* features glassware by Cedric Mitchell Designs.

# Reader Profile

## Gender

Male	24%
Female	76%

## Age

Under 25	0%
25-29	0%
30-34	1%
35-39	2%
40-44	2%
45-49	6%
50-54	8%
55-64	27%
65 and over	54%

## Majority HHI Tier

\$100,000-\$199,999

## Total Readership

70,000+ readers per issue

## Education

Some college but no degree	7%
Associate degree	6%
Bachelor's degree	36%
Doctorate degree	14%
Master's degree	38%

## Employment

Retired	41%
Employed full-time (30 or more hours per week)	26%
Self-employed	23%
Employed part-time (up to 30 hours per week)	6%
Not currently employed	3%
Student	1%

## Years of Membership/Subscription

Under 1 year	8%
1-2 years	32%
3-5 years	20%
6-9 years	18%
10+ years	22%

## Relationship to Craft (self-description; all that apply)

Craft appreciator	54%
Artist (avocational)	39%
Artist (professional)	38%
Collector	38%
Arts educator	15%
Academic	9%
Writer	4%
Student	4%
Museum professional	4%
Gallery professional	3%

## Actions Taken After Reading

Contacted or visited the website of an artist, gallery, or organization featured in the magazine	70%
Followed up to learn more about an artist or topic	67%
Attended a craft show, exhibition, or other event featured in the magazine	50%
Purchased a work of art	27%

## Contemporary Craft Purchases

Ceramics	54%
Jewelry	50%
Fiber and textiles	39%
Clothing and accessories	26%
Glass	24%
Woodwork	20%
Letterpress and paper craft	20%
Crafted food and beverage	19%
Mixed media	18%
Metalwork	14%
Other homegoods	13%
Furniture	11%
Basketry	11%
Beauty and apothecary	10%
Other	9%
None of the above	8%



Everett Noel uses a belt grinder to bevel a vegetable cleaver (Summer 2024). Photo by Gabriela Hasbun.

# 2025 Editorial Calendar

## Winter 2025: Interior

**Dec-Jan-Feb**

**Ad Closing:** September 26, 2024

This issue reveals craft's influence on our interior spaces and lives. We feature designers working with craftspeople who help make our houses feel like homes. We explore exquisite home textiles and organically designed furniture, hand-blocked wallpaper, carved doors, and paper quilts. We learn from makers how craft can benefit us psychologically. And we share treasures that are personal or hidden, like surprises inside ceramic pots and secrets kept in handcrafted lockets.

### Special coverage

Education  
Architectural Craft  
Home Goods

## Spring 2025: Emerge

**March-April-May**

**Ad Closing:** December 12, 2024

To emerge is to break out and be revealed. So, in this issue, we explore craft that surprises and delights as it comes out of the kiln or hot shop, as well as fresh trends in other mediums. We feature craft for the garden and clothing made by heritage manufacturers and artisans that's perfect for stepping out in spring. And we introduce what's new with profiles of up-and-coming makers and stories about exciting developments in museums and galleries.

### Special coverage

Museums  
Ceramics  
Glass

## Summer 2025: Retreat

**June-July-August**

**Ad Closing:** March 27, 2025

A retreat is a place of refuge, where rest and relaxation can leave us feeling refreshed and creatively inspired. In this celebration of summer, we explore craft-centered sanctuaries, such as small towns built around craft and an artist's studio that's been designed as a haven. We also showcase handcrafted work that supports reconnection with yourself and others: outdoor furniture and games, a table around which friends and family can gather, and items to help you create a spa at home.

### Special coverage

Travel  
Wood  
Metal

## Fall 2025: Adorn

**Sept-Oct-Nov**

**Ad Closing:** June 19, 2025

To adorn is to embellish or enhance. In this issue—on newsstands during early gift-buying season—we explore handcrafted wearables, such as design-forward clothing, daring hats, fine jewelry, and handwoven scarves. We highlight the makers creating modern wares for our homes, including tableware for celebrations. We also feature artists whose work pushes the boundaries of surface adornment—and craft collectors who favor their highly patterned work.

### Special coverage

Jewelry  
Fashion  
Craft collections

## Winter 2026: Dream

**Dec-Jan-Feb**

**Ad Closing:** September 25, 2025

In addition to being part of a beautiful night's sleep, dreaming is an essential element in the process of making and in designing a life surrounded by the handmade. In this issue we reveal the dreams and visions of America's makers, schools where those visions are nurtured, and the imaginations of designers and gallerists who help bring craft into our lives. We highlight the craft of the bedroom, from furniture to lamps to bedding. And—in this start to the 250th anniversary year of the formation of the United States—we investigate how craft has played a role in the evolution of the American dream.

### Special coverage

Education  
Furniture  
Quilts

**No cancellations accepted after closing date.**

**Payment terms:** invoices for advertising placed with contract or on open account not paid by specified due date will be subject to a monthly finance charge of 2%. If invoices, including finance charges, are not paid, advertiser is liable for collection costs, such as collection agency fees, attorney fees, and court costs.

American Craft reserves the right to reject any advertisement, including those not conforming to its standard of text and graphics.

The publisher assumes no liability for instructions not specified in writing or for errors in the Advertising Index.

Roberto Benavidez in his studio surrounded by completed works (Spring 2024). Photo by James Bernal.



# 2025 Rates

Net rates effective within contract year of four issues.

## Four-Color

	1x	3x	4x
<b>Full page</b>	\$4,420	\$4,100	\$3,895
<b>1/2 page</b>	\$2,820	\$2,680	\$2,545
<b>1/4 page</b>	\$1,875	\$1,785	\$1,725

Bleed: Full pages only.  
No additional charge.

## Black & White

	1x	3x	4x
<b>Full page</b>	\$3,100	\$2,975	\$2,890
<b>1/2 page</b>	\$1,865	\$1,750	\$1,665
<b>1/4 page</b>	\$1,110	\$1,075	\$1,050
<b>1/8 page</b>	\$675	\$645	\$615

## Covers (Four-Color Only)

	1x	3x	4x
<b>Covers 2 &amp; 3</b>	\$4,875	\$4,645	\$4,415
<b>Back cover</b>	\$5,490	\$5,230	\$4,960

## Classified Advertising

\$3.95 per word, minimum 20 words. Name and address count as words. (Example: A.B. Smith is three words.) Deadlines at right.

# Ad Sizes

## Advertising Specifications

### Full page (portrait)

Trim size: 8.25 x 10.5 in.  
Type area: 7.375 x 9.75 in.  
Bleed: 8.5 x 10.75 in.

### Full page non-bleed

7.375 x 9.75 in.

### 1/2 page vertical

3.5625 x 9.75 in.

### 1/2 page horizontal

7.375 x 4.75 in.

### 1/4 page vertical

3.5625 x 4.75 in.

### Black & white only

1/8 page horizontal  
3.5625 x 2.25 in.



**1/2 page horizontal**

**1/2 page vertical**

**1/4 page vertical**

**1/8 page horizontal**

# Material Specifications

## File Formats

Press-ready PDF files strongly preferred. Flattened JPEG or TIFF files also accepted.

### All ad files MUST have:

- All fonts embedded
- Page geometry defined and consistent (trim, 1/8 in. bleed where applicable, and media/art boxes)
- CMYK color space (Coated GRACo1 2006 profile preferred)
- Image resolution at least 300 dpi
- Bitmap image resolution between 600 and 1200 dpi
- 100% K for black type
- Rich black for larger solid black areas (40 C / 40 M / 30 Y / 100 K)

### Files CANNOT have:

- Calibrated RGB, LAB, ICC-based color
- Form fields
- Interactive elements such as movies, sounds, buttons, hyperlinks, and annotations
- OPI comments
- Layers
- Transfer functions
- Actions or Javascript
- Security settings or encryption
- Preseparation

## Email

Ads sent electronically must include a PDF attachment. Large files may be transferred via FTP.

## Furnished Images

300 dpi required for all images. CMYK with Coated GRACo1 2006 profile. All elements in RGB or spot color must be converted to CMYK. Further information: swop.org

## Line Art

TIFF (bitmap) or EPS format between 600 and 1200 dpi required for logos, illustrations, etc.

## Proofs

Only a contract-level proof (Kodak Approval, FinalProof, Matchprint, PolaProof) provides an effective guide to color reproduction on press. Laser and inkjet printouts, while informational, are inadequate references for color.

## Type Reproduction Tips

Thin lines, fine serifs, and lightweight or very small type should be restricted to one color. Reproduce all colored type with a minimum of colors. This diminishes undesirable effects off-register and color variation inherent in web offset printing.

Reverse type and line art should not be less than .007 in. (1/2 point rule) at the thinnest part of a character or rule.

Reverse (knock-out) type should use dominant color (usually 70 percent or more) for the shape of letters. Where practical, and not detrimental to the appearance of the job, make the type in subordinate colors slightly larger to minimize register problems on the production press. Small type and fine serifs should not be used for reverse type. The surrounding tone must be dark enough to ensure legibility.

Reverse (knock-out) type whose image is produced by removing image from background should use the dominant background color (usually 70 percent or more) to form the shape of letters. When practical, spread the type in the other colors (making it slightly fatter).

Small type and fine serifs should not be used for reverse type.

The tone surrounding type must be dark enough to ensure legibility.

Overprinted (surprinted) type should not be less than .004 in. (1/3 point rule) at the thinnest part.

When overprinting solid type, the background should be no heavier than 30 percent in any one color. If the background is made up of more than one color, the combined colors should be a maximum of 90 percent.

American Craft assumes no responsibility for color reproduction in the absence of a contract-level proof.

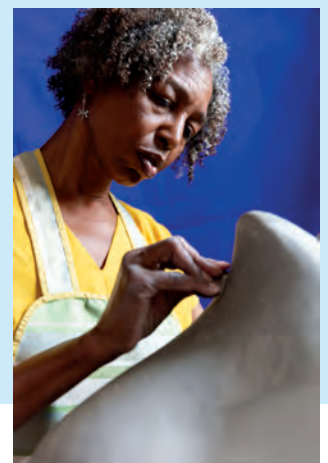
American Craft takes no responsibility for ads that fail to adhere to these standards.

## Questions?

MaryEllen McLaughlin  
Advertising & Sponsorships Sales Manager  
advertise@craftcouncil.org

## Top Three Issues Checklist

- **Exact sizing:** Check ad sizing to be sure it matches the dimensions noted under Ad Sizes for your reserved space.
- **CMYK format:** All images, type, illustrations or other elements must be provided in CMYK format. Any spot colors or RGB elements must be converted to CMYK format.
- **Image resolution:** Minimum 300 dpi required for all images.



MaPó Kinnord shapes a new sculpture in her studio. (Winter 2024). Photo by Cedric Angeles.

# Special Section advertising: Marketplace

American Craft offers a four-color advertising feature with small-space display ads at very affordable rates. The *American Craft Marketplace* appears in every issue throughout the year. American Craft designs the ad with uniform fonts and consistent image sizes, displaying your products, services, and information in an attractive and easy-to-read format.

Advertisers need supply only the image and ad copy. American Craft designs the ad at no additional charge.

Rates	1x	3x	4x
Standard display	\$395	\$375	\$335
Deluxe display	\$695	\$675	\$635

## Copy Requirements

Copy may not exceed 30 words for standard display ad, or 60 for deluxe display ad. Word count includes headline, body copy, and contact information. Copy may be edited to meet editorial and design guidelines.

## Images

Digital images must be 300 dpi, CMYK colors only (Coated GRACo1 2006 profile preferred).

## File Formats

JPEG, EPS, or TIFF files

## Submission

Email your image and ad copy to [jsmith@craftcouncil.org](mailto:jsmith@craftcouncil.org).

## Questions?

Joanne Smith, 612.206.3122  
American Craft  
1224 Marshall Street NE, Suite 200  
Minneapolis, MN 55413

## Ad Specification

Ad Specification	Image Sizes	Max Word Count
Standard display	2 w x 1.25 h in.	30
Deluxe display (horizontal)	3 w x 2.5 h in.	60
Deluxe display (vertical)	2 w x 3 h in.	60

## Issue Schedule

Issue Schedule	Ad Deadline
Winter 2025: Dec-Jan-Feb	September 26, 2024
Spring 2025: March-April-May	December 12, 2024
Summer 2025: June-July-August	March 27, 2025
Fall 2025: Sept-Oct-Nov	June 19, 2025
Winter 2026: Dec-Jan-Feb	September 25, 2025

## Standard

Up to 30 words or copy to promote your product or service. Submit your digital image and ad copy. Let American Craft do the rest.

**Standard image**  
2 w x 1.25 h in.

## Deluxe, vertical image Two-line heading

Up to 60 words of ad copy to promote your product or service. 60-word limit includes headline, body copy and contact information. Copy may be edited to meet editorial and design guidelines.  
**yournamehere.com**

**Deluxe, vertical image**  
2 w x 3 h in.

## Deluxe, horizontal image Two-line heading

Up to 60 words of ad copy. Image file formats accepted are JPEG, EPS, or TIFF files. Digital images must be 300 dpi, CMYK colors.

**Deluxe, horizontal image**  
3 w x 2.5 h in.





## Mission Statement

*American Craft* celebrates the diversity of American craft and its makers. From the handmade that we use in our homes every day to the fine craft honored in museums, we cover inspiring craft being made today. We also showcase craft organizations making a difference in their communities, and stories about the joys of living with craft.

### For More Information

#### **American Craft**

1224 Marshall Street NE, Suite 200  
Minneapolis, MN 55413  
[craftcouncil.org](http://craftcouncil.org)

#### All advertising queries to:

#### **MaryEllen McLaughlin**

Advertising & Sponsorships Sales Manager  
[advertise@craftcouncil.org](mailto:advertise@craftcouncil.org)

# Digital Advertising: **Craft Dispatch** Email Newsletter

**Build awareness with more than 33K craft-inspired readers.**

*Craft Dispatch* is our email newsletter designed to connect people to inspiring content, exciting happenings, and helpful opportunities from the craft community. *Craft Dispatch* is sent bi-weekly to more than 33K subscribers who are looking to stay engaged in the craft field.

## Craft Dispatch sponsorship package includes:

- An ad featured at the end of our *Craft Dispatch* email newsletter linking back to your website
- Ad specs: 1200 px wide x 400 px high; JPG or PNG accepted
- Ads are due two weeks before scheduled send date

## Pricing

\$500 for ad in one *Craft Dispatch* email  
\$1,750 for four times (\$250 discount)

## Metrics

Average email audience size: 33,242  
Average email opens: 15,957  
Average email open rate: 47.86%  
Average email click-through rate: 3.95%

## Inquiries

### MaryEllen McLaughlin

Advertising & Sponsorships Sales Manager  
advertise@craftcouncil.org

craft dispatch



### American Craft Fest St. Paul

June 8-9 | 11 a.m.-5 p.m.  
Free admission

Don't miss the summer's best opportunity to experience craft up close! Shop extraordinary work by more than 30 emerging artists, participate in fun hands-on activities led by local arts organizations, savor local food and drink, and much more at this free, all-ages event.

Watch some American Craft Fest partner organizations in action on our [Instagram!](#)

### DETAILS & TICKETS



Photos by Max Franz.

## Handpicked Content for Craft Enthusiasts

### Introducing the Craft Video Dictionary

Presented by Craft in America



This new, free online dictionary of craft from [Craft in America](#) provides a direct, close-up view of craft processes and techniques.

### EXPLORE VIDEOS

### Online Craft History Courses

Presented by the James Renwick Alliance for Craft



American Craft Council members receive discounts on registration for the summer lineup of Craft History Courses by the [James Renwick Alliance for Craft](#).

### LEARN MORE

Example of the *Craft Dispatch* newsletter.

# Digital Advertising: Web ads on [craftcouncil.org](http://craftcouncil.org)

30,000+ pageviews monthly.

Average time on page is over two minutes.

3x exclusive ad positions each month.

\$500 per month/\$1,750 for four months.

Art due 14 business days before posting date.

## Placements available:

### AD: MID PAGE

exclusive to one advertiser per calendar month

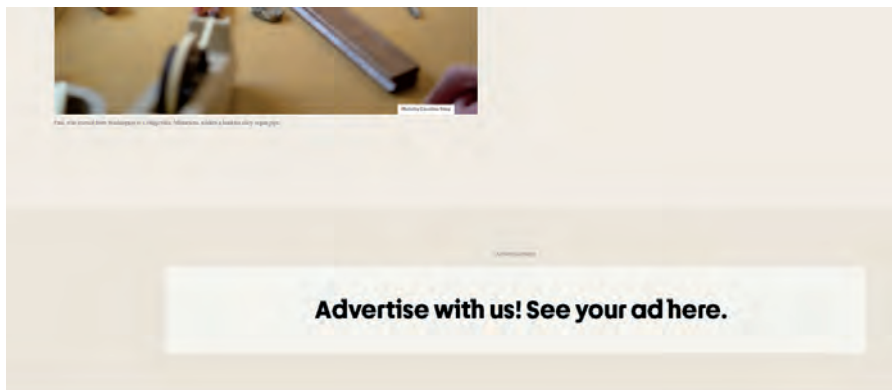
- 1456x180 desktop
- JPG or PNG
- Calendar month placement
- Include a targeted URL in your call to action
- Displays on all editorial pages of the website.

1456x180 desktop

### AD: FOOTER

exclusive to one advertiser per calendar month

- 1456x180 desktop
- JPG or PNG
- Calendar month placement
- Include a targeted URL in your call to action
- Displays on all editorial pages of the website.



For additional information contact  
**MaryEllen McLaughlin**  
Advertising & Sponsorships Sales Manager  
[advertise@craftcouncil.org](mailto:advertise@craftcouncil.org)

Once Paul got to know the community, moving his operation to Saint John's made sense. "I really was the desire to find a meaningful place for the tools and the templates and ideas and knowledge to go further," he says. "I didn't want to continue my business once I'm turning 70 or something like that." The plan is to take on apprentices and pass on his craft. "I had a lot of time to be here and get to know the people, and Father Lew."

"And then getting something like this," Paul says, standing at a new tub sink, washing the string from the now-finished pipe. "I don't think there is another organ shop like this in this country."

#### A New Home for Craftspeople and Artisans



# Our Online Audience

**A focused following of artists and craft enthusiasts.**

<b>Total social media audience reach</b>	108,274
<b>Total number of Instagram followers</b>	52,658
<b>Total number of Facebook page followers</b>	33,838
<b>Total number of LinkedIn followers</b>	4,180

## Instagram

### Demographics:

Female 61.9% | Male 13.5% | Nonbinary/unspecified 24.6%

### Age range:

13-17	<1%
18-24	2.3%
25-34	20.1%
35-44	31.7%
45-54	22.2%
55-64	14.2%
65+	9.3%

## Facebook

### Audience demographics:

Female 79.1% | Male 17.7% | Nonbinary/unspecified 3.2%

### Age range:

13-17	<1%
18-24	1.5%
25-34	11.3%
35-44	18%
45-54	13.4%
55-64	20.5%
65+	35.3%



*BREACH: Logbook 17 "Walking Cochiti Dam," a performative work between artists Courtney Leonard and Anna Macleod (Spring 2024). Photo by Fiona P. McDonald.*



**Making Meaning.**