



AMERICAN CRAFT COUNCIL

2026 MEDIA KIT



Making meaning.

Reach ACC's expansive craft community, from enthusiasts and appreciators to artists and collectors.

PRINT & DIGITAL OPPORTUNITIES

Our impact.

At ACC, we believe that making can change the world. We envision a future where objects matter, makers thrive, and craft connects. Alongside our longstanding work to support individual craftspeople and develop an audience for their work, we also see an opportunity to pursue a bolder goal: to mobilize the large but fragmented craft ecosystem toward a movement that changes American culture for the better.

COVER: Using her backstrap loom, Terumi Saito weaves a sculpture while a 2023 resident at the Houston Center for Contemporary Craft. Photo by Katy Anderson, courtesy of Houston Center for Contemporary Craft.

Objects matter.

More people choose objects made thoughtfully and well by American craftspeople over mass-produced consumer goods.

Makers thrive.

More Americans are thriving in craft-centered livelihoods because of changing consumer behavior, and accessible, inclusive pathways and support.

Craft connects.

Communities are closer and more resilient through wider access to shared opportunities for making and appreciating the handcrafted.



2024 College of Fellows honoree Yuri Kobayashi, sculptor and furniture maker, in her studio in Rockport, Maine. Photo by Danielle Sykes.

About American Craft



ACC's quarterly magazine for artists and appreciators of the handcrafted.

Published since 1941, *American Craft* is the magazine of the craft community, featuring stories and articles on emerging and established artists throughout the United States. From handmade objects used daily in our homes to fine craft honored in museums, *American Craft* celebrates the diversity of American craft and its makers.

Inquiries

advertise@craftcouncil.org

Why advertise in *American Craft*?

Open doors.

Connect with new audiences alongside stories that cover every discipline of craft—from the beautifully functional to the artfully adventurous.

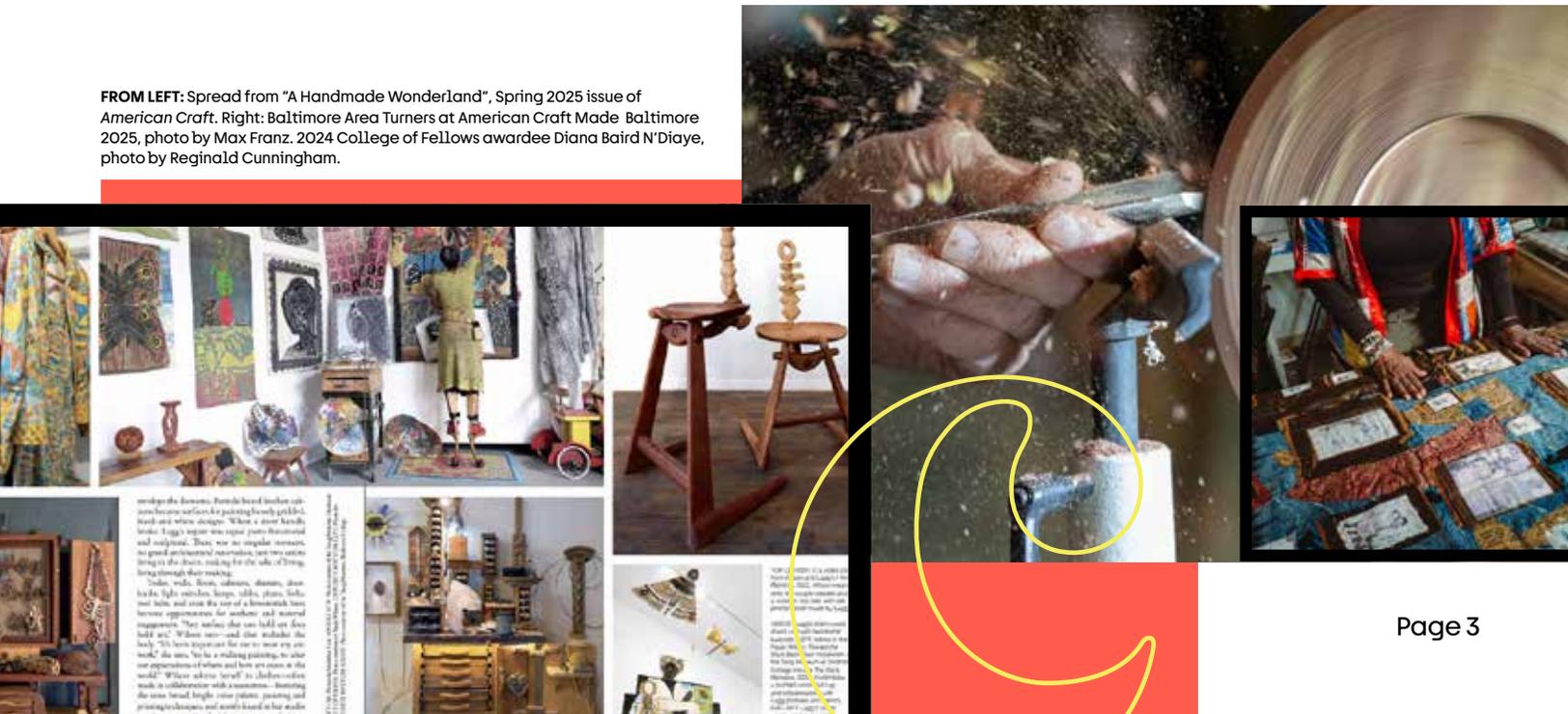
Create community.

Celebrate the makers whose work enriches our lives, both unknown innovators and long-renowned artists, and connect with the nation-wide craft community.

Expand your audience.

Engage with an ever-growing and highly receptive audience of people who value craft, sustainability, the handmade, and more.

FROM LEFT: Spread from "A Handmade Wonderland", Spring 2025 issue of *American Craft*. Right: Baltimore Area Turners at American Craft Made Baltimore 2025, photo by Max Franz. 2024 College of Fellows awardee Diana Baird N'Diaye, photo by ReginaId Cunningham.



Reader profile

Gender

Female	76%
Male	24%

Age

34 and under	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

40,000+ readers per issue

Education

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

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.

Editorial calendar

Winter 2026: Dream
December-January-February
Ad closing: September 25, 2025

Dreaming is an essential element in the process of making, designing a life surrounded by the handmade, and getting a good night's sleep. 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
Santa Fe, New Mexico

Spring 2026: Adventure
March-April-May
Ad closing: December 8, 2025

Adventure asks us to depart from the comfortable, safe, or familiar—to take a chance on the unknown. In this issue we explore places to embark on craft adventures and handmade items made for travel. We highlight lively craft communities, daring artistic collaborations, and organizational partnerships yielding unexpected results. Throughout, we spotlight makers who push past the conventions of their chosen medium to discover something new.

Special coverage

Travel
Ceramics
Glass

Summer 2026: Revolution
June-July-August
Ad closing: March 27, 2025

Revolution is circular motion. It's also transformation, overthrow, and upheaval. This issue looks at cyclical techniques and patterns in craft that lead to metamorphosis. We feature craft created through spinning—like spun glass or ceramics thrown on a wheel—and handmade goods that twirl. We share stories of craft revolutionaries, from historic figures to contemporary makers reviving craft traditions. And, in "The Scene," we visit the San Francisco Bay Area where we celebrate the revolutionary spirit of the artists and makers who live there.

Special coverage

Museums
Wood
Metal
San Francisco Bay Area, California

Fall 2026: Work
September-October-November
Ad closing: June 18, 2026

We work to fulfill our essential needs—and to make beautiful things. In this issue, we investigate intersections between craft and manufacturing, and illuminate trades that center the work of the human hand. We explore partnerships between craft and interior design, as well as handmade fashion. This issue also celebrates the winners of the 2026 American Craft Council Awards: artists, scholars, teachers, and advocates whose work moves the craft field forward.

Special coverage

Interior Design
Fashion
Heritage Manufacturing
ACC Awards

Winter 2027: Carry
December-January-February
Ad closing: September 24, 2026

To carry things well, we need items that support us on our journeys, whether long or short. In this issue, we feature handmade vessels, boxes, and bags—as well as the jewelry and accessories we carry on our bodies. We also highlight the comfortable furniture that holds us when we're ready to rest. We visit schools and organizations carrying on craft traditions and making space for the next generation of makers. And "The Scene" takes us to Pittsburgh, Pennsylvania, where a rich industrial history has carried through to an energetic community of makers.

Special coverage

Jewelry
Education
Furniture
Pittsburgh, Pennsylvania

Participant in an activation led by stone carver Sebastian Martomara at American Craft Made Baltimore 2025.
Photo by Max Franz.



Rates and sizes

Net rates effective within contract year of four issues.

Four-color

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

Bleed: Full pages only.
No additional charge.

Covers (four-color only)

	1x	3x	4x
Covers 2 & 3	\$4,875	\$4,645	\$4,415
Back cover	\$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.)

Advertising specifications

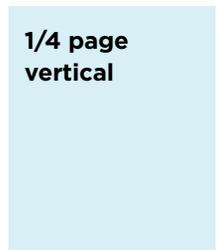
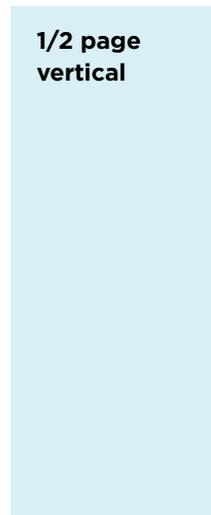
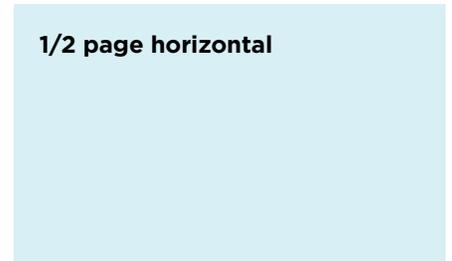
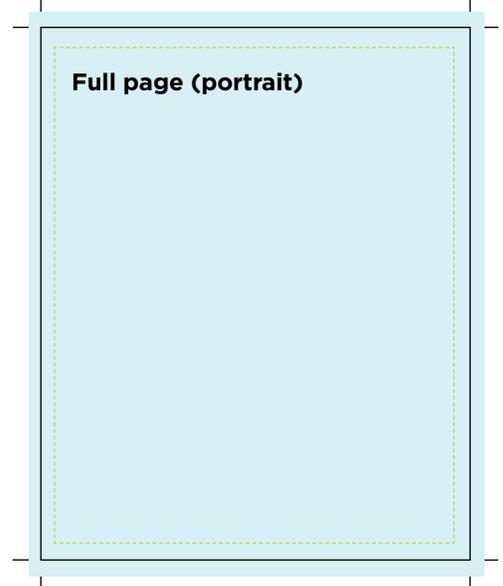
Full page (portrait)
Trim size: 8.25 x 10.5 in.
Type area: 7.375 x 9.75 in.
Bleed: 8.5 x 10.75 in.

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.



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.

Material specifications (print)

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)
- 100% K for black type and logos
- Rich black for larger solid black areas (40 C / 40 M / 30 Y / 100 K)
- Image resolution at least 300 dpi
- Bitmap image resolution between 600 and 1200 dpi

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.

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.

Inquiries

advertise@craftcouncil.org

Before sending files:

- 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.



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. This special section is ideal for galleries, museums, and artists looking to promote their events and artwork.

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 advertise@craftcouncil.org

Inquiries

advertise@craftcouncil.org

Ad specification

Standard display
Deluxe display (horizontal)
Deluxe display (vertical)

Image sizes

2 w x 1.25 h in.
3 w x 2.5 h in.
2 w x 3 h in.

Max word count

30
60
60

Issue schedule

Winter 2026: Dec-Jan-Feb
Spring 2026: March-April-May
Summer 2026: June-July-August
Fall 2026: Sept-Oct-Nov
Winter 2027: Dec-Jan-Feb

Ad deadline

September 25, 2025
December 8, 2025
March 26, 2026
June 18, 2026
September 24, 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.
[yournamehere.com](#)

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.
[yournamehere.com](#)

Deluxe, horizontal image
3 w x 2.5 h in.

Special section advertising: **Gallery Guide**

The *American Craft* Gallery Guide is a special section of the magazine dedicated to showcasing galleries throughout the country. The Gallery Guide page appears in each issue of *American Craft*, and features up to four advertisers at a time. Gallery Guide advertisers contract for one year at a time, receiving four placements per agreement.

Advertisers provide an image, image description, gallery address, and contact information. ACC lays out the section with consistent image sizes and text treatments. Images and text may change between issues.

Rates

\$450 per issue for four issues
(\$1800 per agreement)

Contracts run Spring through Winter each year.

Copy requirements

The advertiser must provide their business name, address, phone number, and web address, along with a description of the artwork they choose to picture. The description includes the name of piece, artist, materials, and dimensions.

Images

The advertiser must provide an image of an object in their gallery. 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 advertise@craftcouncil.org

Inquiries

advertise@craftcouncil.org

Ad specification

Standard display
Deluxe display (horizontal)
Deluxe display (vertical)

Image sizes

2 w x 1.25 h in.
3 w x 2.5 h in.
2 w x 3 h in.

Max word count

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60
60

Issue schedule

Winter 2026: Dec-Jan-Feb
Spring 2026: March-April-May
Summer 2026: June-July-August
Fall 2026: Sept-Oct-Nov
Winter 2027: Dec-Jan-Feb

Ad deadline

September 18, 2025
December 1, 2025
March 19, 2026
June 11, 2026
September 17, 2026

CONTEMPORARY CRAFT



GRAVERS LANE GALLERY
Squiggle Chair
by Ellie Richards (2023).
Hard maple, milk paint,
laminated wood felt.
26 x 26 x 26 in.
Part of *Bright House* exhibition,
March 27–May 8.



GRAVERS LANE GALLERY
8405 Germantown Ave., Phila., PA 19118
GL@1213 Walnut St., Phila., PA 19107
(215) 247-1603
graverslanegallery.com



WHITE BIRD GALLERY
Dolly Balancing Juggling House
by Robin & John Gumaellus.
Ceramic.
13.5 x 5.5 x 7.5 in.

THE GRAND HAND GALLERY
Spring Thaw
by Christopher Copeland,
a plein air artist.
Pastel.
11 x 14 in.

MAX'S
Assorted 18k gold sapphire
and diamond rings
by Alex Sepkus.
Join us April 4–5 for an
Alex Sepkus trunk show.



MAX'S
3826 Grand Way
St. Louis Park, MN 55416
(952) 922-8364
stylebymax.com

WHITE BIRD GALLERY
251 N. Hemlock St.
Cannon Beach, OR 97110
(503) 436-2681
whitebirdgallery.com

Example of the Gallery Guide in *American Craft*.

About ACC's digital advertising

Reach engaged audiences on the American Craft Council's website and through industry-leading emails.

Engaged audiences.

ACC's online platforms attract craft-focused artists, designers, educators, and supporters actively seeking inspiration, resources, and community—making it an ideal space for targeted visibility.

National reach, local relevance.

With readers across the U.S., advertisers can build brand awareness on a national scale while still reaching localized, craft-loving communities.

Trusted content.

ACC's reputation for thoughtful, high-quality content fosters trust and ensures that advertisers are seen in a context of credibility, creativity, and craft leadership.



TOP: 2024 Gold Medal for Consummate Craftsmanship award winner Nick Cave's studio. Photo by Anjali Pinto.

MIDDLE: Glassblower Tim McFadden in his studio. Photo by Kelvin Bullock.

LEFT: Handcrafted work in the textile department at the Maryland Institute College of Art (MICA). Photo by Kelvin Bullock.

Digital advertising: **Craft Dispatch** email newsletter

**Build awareness with more than
44,000 craft-inspired readers.**

Craft Dispatch, the American Craft Council's bi-weekly email newsletter, delivers the latest craft news, artist highlights, and industry insights to a dedicated community of makers, enthusiasts, and creative professionals. Advertising in *Craft Dispatch* offers a direct line to this engaged audience, providing valuable visibility for brands, events, and businesses looking to connect with the craft community.

Craft Dispatch offers advertisers two key positions: mid-page or footer

- Ad specs: 1200 px wide x 400 px high; JPG or PNG accepted
- Ads are due two weeks before the scheduled send date

Pricing

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

Metrics

Reach 44k+ subscribers.
Average email open rate: 44%
Average click-through rate: 3.79%

Inquiries

advertise@craftcouncil.org

Craft Dispatch

Stay up to date on all things craft.



Meet the Craft Recipients of the 2025 US Artists Fellowships!

United States Artists announced the 2025 USA Fellows, a cohort of 50 artists and collectives from 10 creative disciplines. Each artist will receive a \$50,000 unrestricted cash award. We offer our heartfelt congratulations to the Craft Fellows: [Aqui Sanchez Aguilera](#), [David Harper Clemens](#), [Isabelle Prince](#), and [Tao Lu Chen](#).

Meet the 2025 Fellows

ACC news.

The American Craft Council creates opportunities to deepen your connection with craft.



ACC's Valentine's Day discount.

Take the next step in your relationship with craft and make it official this Valentine's Day—become a member of the American Craft Council for just \$40/year. Get a subscription to *American Craft*, access to digital stories, and event discounts. Spread the love of all things handcrafted.

Claim holiday discount

ADVERTISEMENT



Crafted stories.

Find free-to-read and members only articles from [American Craft](#) at [craftcouncil.org/stories](#)



The Queue: Liam Lee

Liam Lee's carefully cultivated tapestries and furniture bear form with life. In *The Queue*, the New York City-based textile artist shares about taking inspiration from the natural world, the silkeny perils of acid dyes, and cracking the New York design scene.

Read article

ADVERTISEMENT



Craft happenings.

Browse events and opportunities for artists, makers, and craft enthusiasts.



Keiko Fukazawa Retrospective: The Space in Between

February 7–May 3, 2025
Contemporary Craft
Pittsburgh, Pennsylvania

This retrospective is of the 40+ year career of Japan-born, California-based ceramicist Keiko Fukazawa who creates lively, paradoxical sculptural works: plates swarming with pop-cultural icons, allusions to social issues, and pieces reflecting a dual cultural identity, including shattered and reassembled teapots.

Plan your visit

AMERICAN CRAFT COUNCIL
Website: [craftcouncil.org](#)
Email: [info@craftcouncil.org](#)
Phone: [212.269.3320](#)
Hours: M-F, 9am-5pm CST

1224 Marshall Street NE, Suite 200
Montreal, NH 05413
[f](#) [t](#) [i](#) [in](#)

Unsubscribe | Email preferences | [Join](#) email list | Donate

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Digital advertising: Web ads

Reach a passionate community of artists, makers, and craft enthusiasts on craftcouncil.org, the go-to destination for inspiration, industry insights, and creative connection.

Placements

- Two exclusive positions available each month – mid-page or footer
- URL link to your page
- 1456x180 desktop
- 320x50 mobile
- JPG or PNG formats accepted

Pricing

- \$500 per month
- \$1750 for four months (\$250 discount)

Metrics

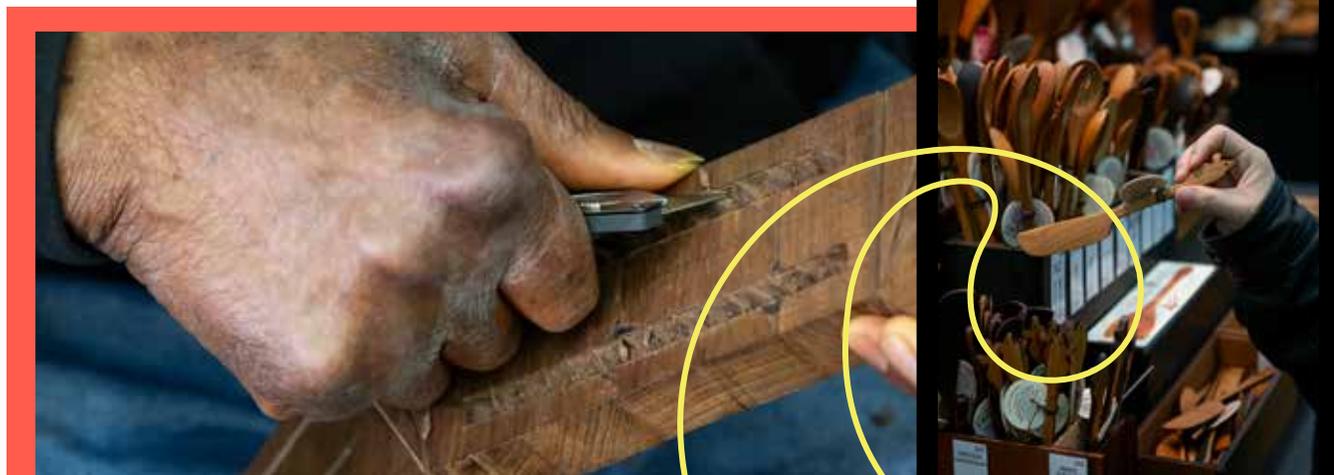
- 5,000+ monthly readers
- Average time on page is nearly 2 minutes
- Ads appear on all editorial and article pages of the website

Inquiries

advertise@craftcouncil.org



TOP: Example of web advertisements on craftcouncil.org.
BELOW LEFT: Woodworker Adiante Franszoon carves during American Craft Made Baltimore 2025. Photo by Max Franz.
LOWER RIGHT: A shopper examines handmade utensils at American Craft Made Baltimore 2025. Photo by Max Franz.



Our online audience

A focused following of artists and craft enthusiasts.

Website

Audience demographics:

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

Age range:

13-17	<1%
18-24	14.27%
25-34	18.86%
35-44	15.86%
45-54	16.41%
55-64	17.36%
65+	17.03%

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

Instagram

Demographics:

Female 64% | Male 33% | Nonbinary/unspecified 3%

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%



BACKGROUND: Detail of 2024 Gold Medal for Consummate Craftsmanship Anne Wilson's work in her studio. Photo by Azuree Holloway.

FOREGROUND: 2024 College of Fellows awardee Diego Romero working on a piece in his studio in Santa Fe, New Mexico. Photo by Cara Romero.

Website advertising reaches

- Avid news readers
- Site visitors
- Food & dining enthusiasts
- Home decor enthusiasts
- Travel buffs
- Readers of lifestyle & arts publications

American Craft Made Baltimore event guide display ads

Connect with the East Coast's most engaged craft audience.

Now in its 49th year, American Craft Made Baltimore is a celebrated local institution that draws dedicated attendees from across the region for three days of shopping, making, and connection.

Advertise in the printed event guide, handed out to more than 10,000 exhibitors, attendees, and on-site partners. This collateral is also available online, reaching an additional 50,000+ viewers, and available to an estimated 50,000 website visitors via a free online download.

Inquiries

advertise@craftcouncil.org



Scenes from American Craft Made Baltimore 2025.
Photos by Max Franz.

Making meaning.

Inquiries

advertise@craftcouncil.org



Third-generation luthier Eric Benning in his
violin shop in Studio City, California.
Photo by James Bernal.