

**Craft is more relevant than ever.
We're here to help it thrive.**

Partner with the American Craft Council to align your brand with the leading nonprofit supporting the craft field and its artists.



What We Do

COVER: Douglas Molinas Lawrence,
No. 112, 2022, as featured in *The Queue*.
Photo courtesy of the artist.

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
The Queue Blog Post Series and Eblast



Wayne Valliere wraps gunwale on a traditional Ojibwe canoe (Spring 2023).
Photo by Brian Cassella, Chicago Tribune/TCA.

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 the 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.

Expanding Our Audience

With the handmade as our anchor, the magazine explores the diversity of American craft, sharing stories about its significance with an ever-growing, constantly evolving, and highly receptive audience.



CLOCKWISE FROM TOP LEFT: Virgil Ortiz's futuristic characters depicted in clay vessels (Spring 2023). Photo courtesy of the artist. Mattie Hinkley, *Untitled (long black brush)*, 2020 (Winter 2023). Photo courtesy of the artist. The cover of the Summer 2023 issue of *American Craft*. Lizzy (Michele Williams) creates sculptures for a solo exhibition in the A24 film *Showing Up* (Featured in *The Queue*, May 2023). Photo courtesy of A24.

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

80,000+ 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 on 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%



Artist Suzye Ogawa inspects one of her miniature bronze vessels (Spring 2023 and *The Queue*).
Photo by Nik Z. Photo.

2024 Editorial Calendar

Winter 2024: Light

Dec-Jan-Feb

Closing: September 28, 2023

Light is associated with brightness, weightlessness, and the human spirit. In this issue we showcase objects that shimmer, handcrafted lighting, and craft fashioned from lofty materials. We discover what lights artists up, how craft illuminates our homes and lives, and how a well-loved object can brighten our days.

Special coverage

Jewelry
Appraisals
Lighting

Spring 2024: Ritual

March-April-May

Closing: December 14, 2023

Craft fills our lives with meaning and purpose. We explore how—from a ceramic tea set to a handwoven hammock to an elegant wooden bathtub—it enhances rituals around food, play, and self-care. And we reveal how craft elevates ceremonies in different cultural traditions, including spiritual practices, weddings, and other community gatherings.

Special coverage

Ceramics
Museums
Glass

A selection of Kiva Ford's tiny borosilicate glass vessels (Spring 2023 and *The Queue*).
Photo courtesy of the artist.

Summer 2024: Savor

June-July-August

Closing: March 28, 2024

Summer is the time to enjoy. So in this issue we focus on craft that helps us appreciate memorable moments—whether a leather satchel for travel, glasses for lemonade, a set of hand-forged tools for harvesting garden produce, or furniture for relaxing. We show what makers and artists need to sink into work in their studios and how craft lovers relish the fruits of their labor.

Special coverage

Travel
In the Workshop
Kitchen & Garden

Fall 2024: Weave

Sept-Oct-Nov

Closing: June 20, 2024

Weaving brings materials—and people—together. Whether it's clothing that provides warmth and beauty, handwoven textiles that create a welcoming home, baskets that carry important things, or the way new ideas emerge when people partner up, we explore the ties that bind, patterns that thrill, and the strength that comes from synthesis. This issue also includes profiles of artists and others honored as 2024 American Craft Council Fellows.

Special coverage

Textiles
Jewelry
Craft collections/Auctions

Winter 2025: Interior

Dec-Jan-Feb

Closing: September 26, 2024

This issue reveals craft's influence on interior spaces, exploring the way handcrafted furnishings, fixtures, and fittings help make our homes our own, and how ideas conceived in creative minds shape the way we live. We share the profoundly personal and the hidden treasures—from the meditation room behind a hand-carved door to the pattern at the bottom of a ceramic vase, from the secret kept in a locket to the way makers think through craft.

Special coverage

Education
Architectural Craft
Home Goods

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.



2024 Rates

Ad Sizes

Net rates effective within contract year of four issues.

Four-Color

	1x	3x	4 x
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.

Black & White

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

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.) Deadlines at right.

Digital Edition Advertising Included

Digital subscribers are able to see all display, Marketplace, and classified ads just as our print subscribers do, but with an interactive advantage. All links within ads are active and clickable for digital subscribers.

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.

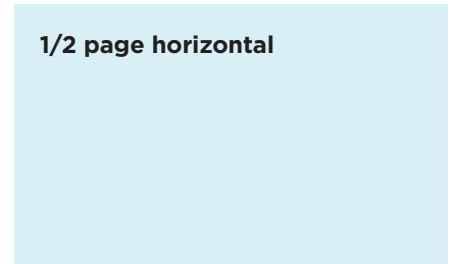
Black & white only

1/8 page horizontal
3.5625 x 2.25 in.

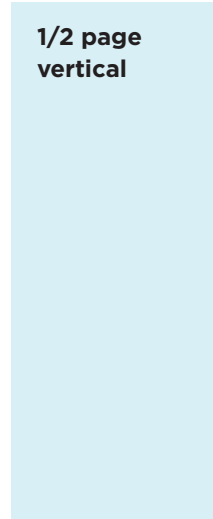
Full page (portrait)




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 GRACoL 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 GRACoL 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?

Advertising Sales Manager
Joanne Smith
jsmith@craftcouncil.org
American Craft
1224 Marshall Street NE, Suite 200
Minneapolis, MN 55413

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.



Blue Hydrangea, 2022, by Lucy Fagella (Spring 2023).
Photo courtesy of the artist.

American Craft 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.

Questions?

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

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

	Ad Deadline
Winter 2024: Dec-Jan-Feb	September 28, 2023
Spring 2024: March-April-May	December 14, 2023
Summer 2024: June-July-August	March 28, 2024
Fall 2024: Sept-Oct-Nov	June 20, 2024
Winter 2025: Dec-Jan-Feb	September 26, 2024

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

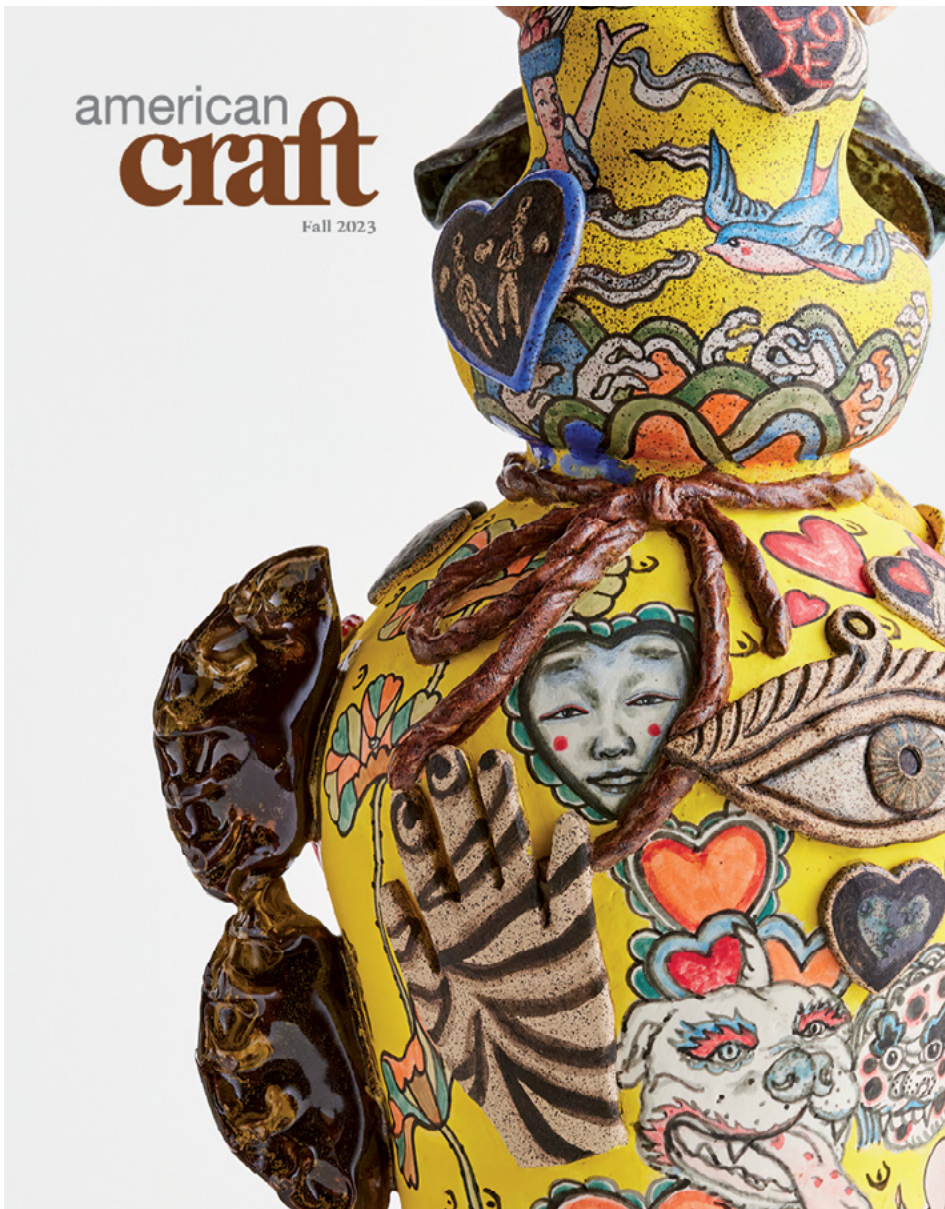
Two-line heading

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.**

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, thought leadership in the field, and the importance of craft in contemporary American culture.

For More Information

American Craft

1224 Marshall Street NE, Suite 200
Minneapolis, MN 55413
craftcouncil.org

All advertising queries to:

Joanne Smith

Advertising Sales Manager
612-206-3122
jsmith@craftcouncil.org

To share your story ideas, please visit
craftcouncil.org/Submissions.

Craft Dispatch Email Newsletter

Build awareness with more than 50K craft-inspired readers.

Our *Craft Dispatch* is a monthly email newsletter designed to connect people to inspiring content, exciting happenings, and helpful opportunities from the craft community. We send the *Craft Dispatch* close to the end of each month to more than 50K newsletter 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 by the 15th of the month sponsored

Pricing

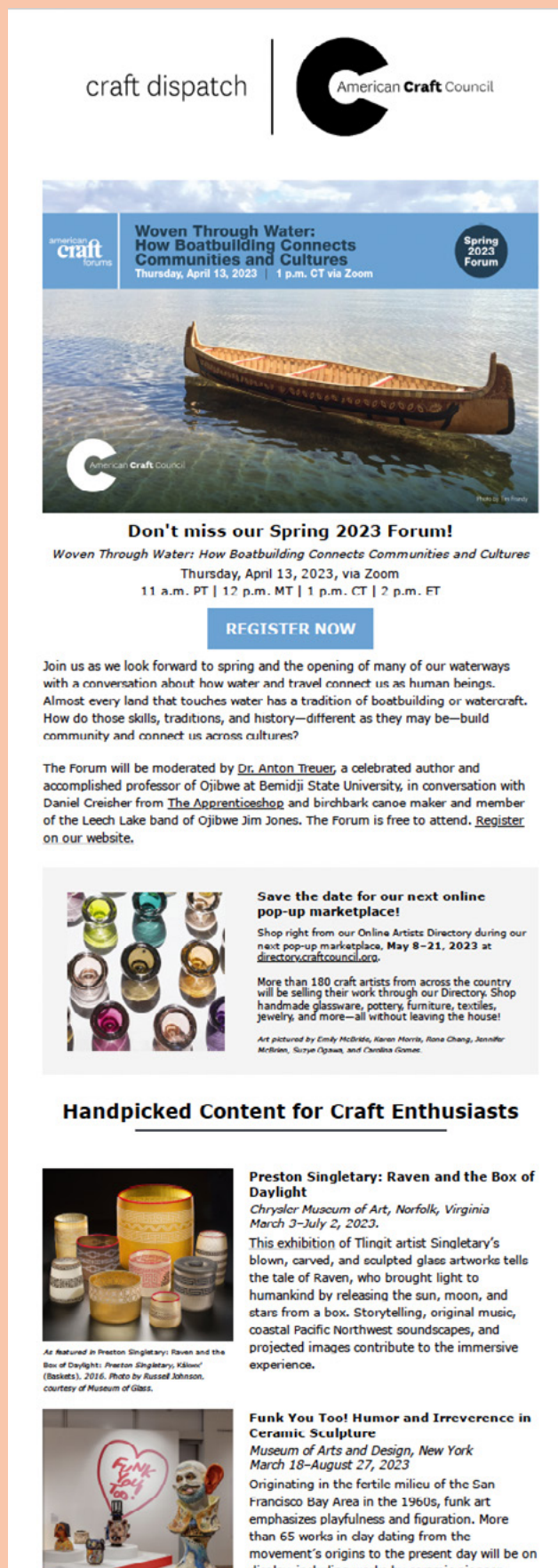
\$500 for ad in one *Craft Dispatch* email
\$1,750 for four times (\$250 discount)

Metrics

Average email audience size: 50,169
Average email opens: 17,219
Average email open rate: 34.32%
Average email click-through rate: 1.54%

Inquiries

Joanne Smith
jsmith@craftcouncil.org
612-206-3122



Example of the monthly *Craft Dispatch* newsletter.

The Queue Blog Post Series and Eblast

Associate your brand with the top craft influencers.

The Queue is a biweekly Q&A with innovative artists from the craft community. It features content curated by a different influencer in the field each week. We invite them to share what they're working on, whose work they're interested in, and how they're staying grounded and feeling connected to the community.

The Queue is published on our blog every other Monday and promoted on our social media channels and to our email subscribers.

The Queue sponsorship package includes:

- An ad featured at the end of *The Queue* blog post that links to your website
- An ad in our email promoting *The Queue*
- Ad specs: 1200 px wide x 400 px high; JPG or PNG accepted
- Ads are due by noon on Wednesday the week before the sponsorship

Pricing

\$500 for ad in one *Queue* post/email
\$1,750 for four times (\$250 discount)

Metrics

Average email audience size: 50,586
Average email opens: 16,666
Average email open rate: 33.30%
Average email click-through rate: 1.22%
Average Facebook post reach: 2,671
Average Instagram post reach: 4,889
Average unique blog post views: 783

Inquiries

Joanne Smith
jsmith@craftcouncil.org
612-206-3122



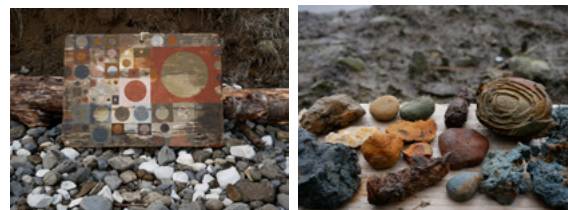
Tilke Elkins sees radical possibilities in wild pigments.

Welcome to the *wild* series of *The Queue*!

The Summer 2023 issue of *American Craft* magazine—centered on the theme *wild*—is now available! In *The Queue*, we're inviting artists featured in this issue to share personally about their lives and work as well as who and what's inspiring them right now.

For Tilke Elkins, wild pigments contain radical possibilities—for equity, for our relationship with place, and for art. In *The Queue*, the Oregon-based artist and founder of Wild Pigment Project shares about her first time working with wild pigments, the endless usefulness of rocks, and her favorite conversations from her newsletter *Pied Midden*.

[READ THE QUEUE](#)



LEFT: Tilke Elkins, 2023, *Ceremony for Being With Nechesni*, mineral pigments found and prepared on-site, flotsam driftwood, 49 x 36 in. RIGHT: Salmon River Estuary ochres and clays. Photos by Tilke Elkins.



[SUBSCRIBE TODAY](#)

Reserve your Summer issue! JOIN ACC NOW.

Members of the ACC community enjoy a variety of benefits including a yearlong subscription to the award-winning magazine *American Craft*; early presale opportunities to ACC events, interviews, and marketplaces; as well as travel discounts and more—for only \$60!

ADVERTISEMENT

CALL FOR APPLICATIONS

The Global Ambassadors Program created by Vital Voices & Bank of America will mentor a select group of women leaders in the handmade & handicrafts sector this year.

Apply now for an opportunity to gain valuable mentorship and leadership training during a week in New York City with our program November 6-10, 2023.

www.vitalvoices.org

VITAL VOICES
GLOBAL PARTNERSHIP

Scan the QR code to learn more & apply, and follow us @vitalvoices for updates.

BANK OF AMERICA



Manage your email preferences. View this email in your browser.
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American Craft Council / 1224 Marshall Street NE, Suite 200 / Minneapolis, MN 55413 / craftcouncil.org

Example of a biweekly *Queue* eblast.

Web ads on craftcouncil.org

Sponsor the content that has defined *American Craft* for more than 80 years. Web ads paired with timeless content puts your message at the crossroads of handmade craft and digitally savvy members.

Advertising on craftcouncil.org is focused on the content consumed by our most engaged readers. Sections include:

- All online editorial content - /magazine/article/*
- All blog content such as The Queue and obituaries - /post/*
- Any blog series landing page such as all posts, The Queue, Object Stores, etc. - /blog/*
- Magazine landing page - /magazine
- Past magazine issue pages - /magazine/issue/*
- Craft resource directories - /resources/*
- Writers' Guidelines page - /membership/writers-guidelines
- Homepage - craftcouncil.org (Bottom Billboard only)

Over 30,000
pageviews
monthly.

Average time on
page is over two
minutes.

Three exclusive
premium
advertising
positions per
month.

\$500 per month/\$1,750 for four months.
Art due 14 business days before posting date.

— See next page for available ad placements

Placements available:

AD: EXCLUSIVE TOP LEADERBOARD, exclusive to one advertiser per calendar month

- 970x90 desktop
- 320x50 mobile
- JPG or PNG
- Calendar month placement and include a targeted URL in your call to action
- Displays on all pages noted above EXCEPT on homepage - craftcouncil.org



970x90 desktop



320x50 mobile

AD: EXCLUSIVE BOTTOM BILLBOARD, exclusive to one advertiser per calendar month

- 970x250 desktop
- 220x100 mobile
- JPG or PNG
- Calendar month placement and include a targeted URL in your call to action
- Exclusive Bottom Billboard on craftcouncil.org homepage

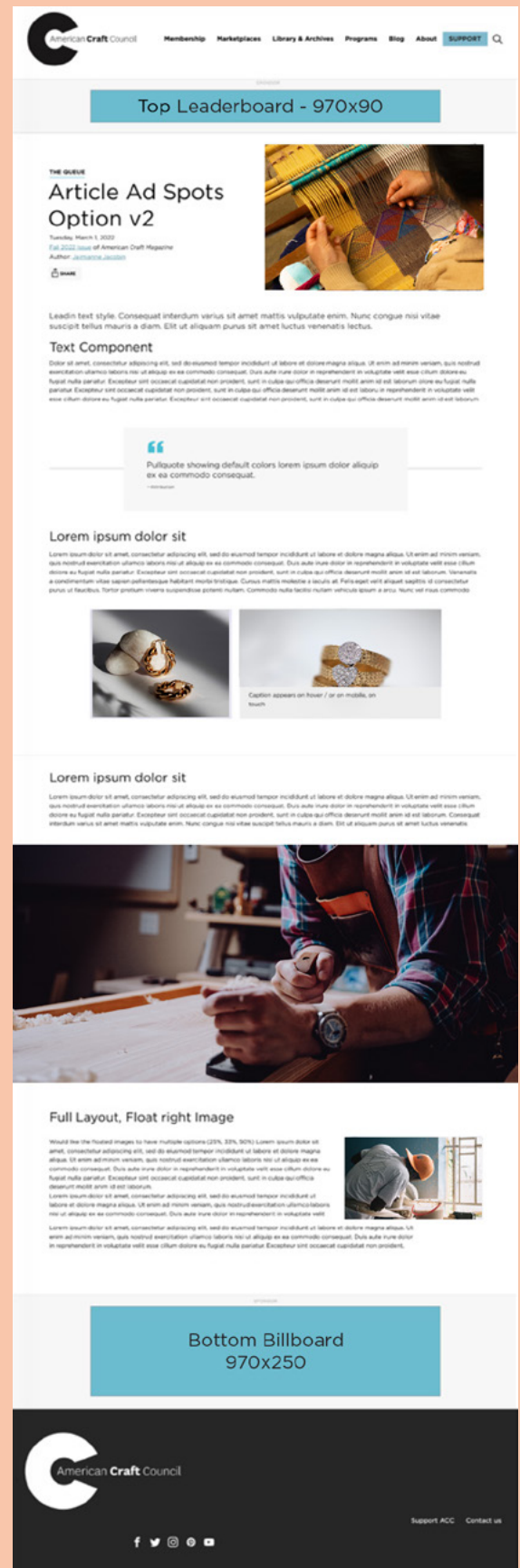


970x250 desktop



220x100 mobile

**For additional information contact
Joanne Smith, Advertising Sales Manager,
at jsmith@craftcouncil.org.**



Our Online Content Audience

A focused following of artists and craft enthusiasts.

Total social media audience reach	91,114
Total number of Instagram followers	44,465
Total number of Facebook page followers	30,605
Total number of Twitter followers	12,564
Total number of LinkedIn followers	3,480

Instagram

Audience demographics:	Female 83% / Male 17%
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Age range:

13-17	<1%
18-24	3%
25-34	24%
35-44	32%
45-54	21%
55-64	13%
65+	8%

Facebook

Audience demographics:	Female 83% / Male 17%
------------------------	-----------------------

Age range:

13-17	<1%
18-24	<1%
25-34	14%
35-44	19%
45-54	21%
55-64	21%
65+	19%



Sergei Isupov with his sculpture *On the Way*, 2020 (Winter 2023).
Photo by John Polak.