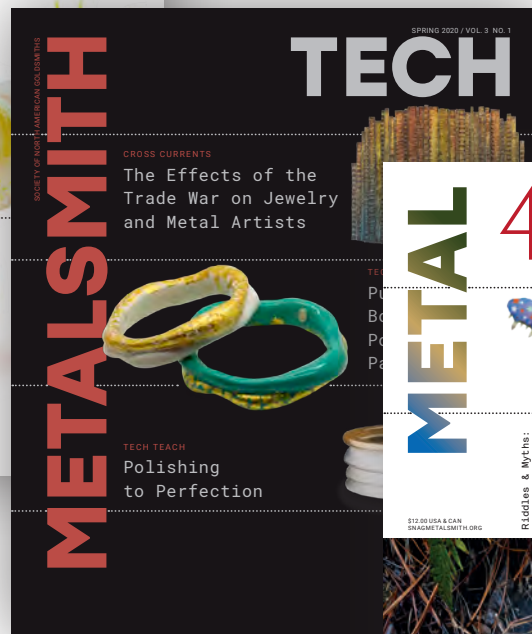
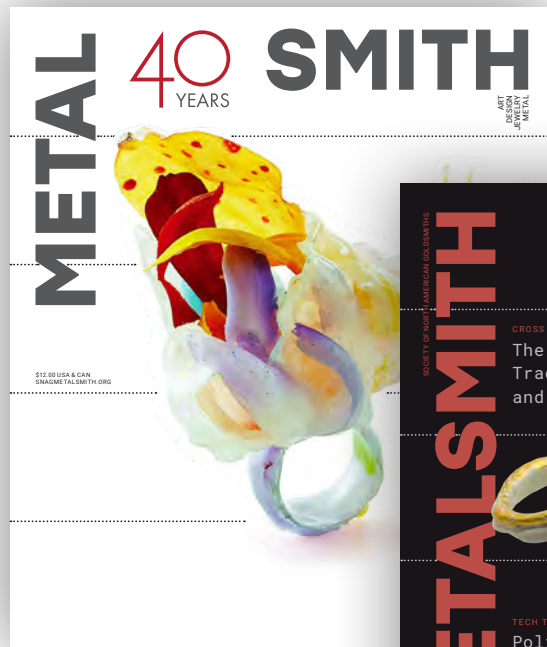


METALSMITH

ART
DESIGN
JEWELRY
METAL

2021 Media Kit



The leading source for jewelry and metalworking inspiration, insight, and information

METALSMITH

Distribution

35,000 Readership

9,000 Circulation

Metalsmith is sold at major bookstores including Barnes and Noble, as well as craft schools and centers, fine art museums, and galleries.

10,000 Annual Bonus Distribution to Shows and Events

JCK Las Vegas, MJSA Expo, Smithsonian Craft Show, JA New York, SOFA Chicago, NYC Jewelry Week, Philadelphia Museum Craft Show, CraftBoston, and many more.



Lola Brooks

Readers

81% of SNAG members joined to receive *Metalsmith*

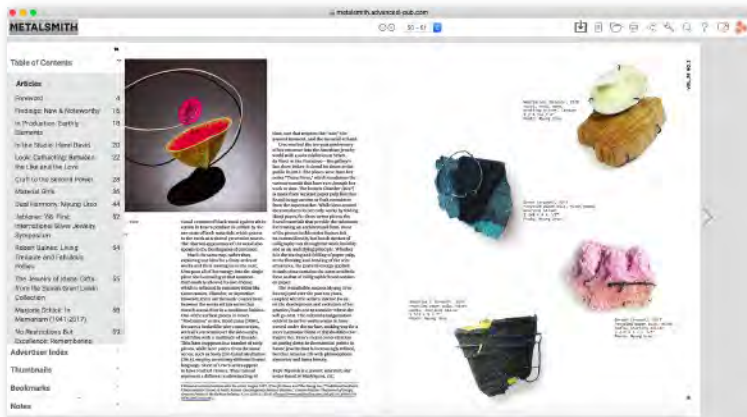
48% Have annual household income over \$50,000

57% Are studio artists

65% Take jewelry or metalsmithing workshops

42% Have purchased from an advertiser as a direct result of reading *Metalsmith*

80% Are inspired to learn something new or to make new work



Metalsmith Digital Edition

Promotion and Amplification for Advertisers

Email newsletters and e-blasts

Custom digital content, editorial integration.

Digital Edition

Cover to cover edition with live links to advertiser websites. Emailed to all members and subscribers.

Social Media

Facebook and Instagram sponsored posts or videos reaching more than 30,000 followers. Limited, reserve early.

Website Banner

Includes prominent placement on SNAG's opportunity page, Springboard, where members post jobs, call for entries, exhibitions and more. Maximum one banner per webpage, rotating only after page reload.

SNAG Conference

Recognition and benefits during SNAG's annual conference.

Calendar

	Artwork Deadline	Mails	On Sale
Vol. 41, No. 1	1/20/21	2/15/21	3/11/21
Vol. 41, No. 2 + Spring Metalsmith Tech	4/7/21	5/19/21	6/2/21
Vol. 41, No. 3	6/15/21	8/15/21	9/1/21
Vol. 41, No. 4 + Fall Metalsmith Tech	9/21/21	10/30/21	11/17/21

Departments

Artist Profile Features

In depth explorations of significant figures in today's metalsmithing world.

Findings

Brief spots on relevant news and stories from spheres of politics, fashion, business, or science.

In Production

Showcases the work and practice of successful jewelers in the marketplace.

LOOK

A visual forum spotlighting compelling works selected by guest "curators".

Exhibition Reviews

Critical appraisals of metal exhibitions in non-profit and commercial spaces.

In the Studio

Intimate, behind-the-scenes visits with established or groundbreaking metalsmiths.

Possessed

Examinations of various forms of collecting and collections, both public and private.

In Fashion

Covering high fashion and mainstream media, and metalsmiths engaged with the industry.

Bonus Distribution

- AGTA Tucson
- Alchemist's Picnic
- Atlanta Contemporary Jewelry
- CraftBoston Holiday Show
- CraftBoston Spring Show
- ECU Symposium
- GIA Career Fair
- Gold Conference
- JA NY Winter Show
- JCK Las Vegas
- MJSA Confab
- MJSA Expo NYC
- NYC Jewelry Week
- Penland Auction
- Philadelphia Museum Show
- Portland Jewelry Symposium
- Schmuck Jewelry Week (Munich)
- Seasonal Workshops
- Seattle Metals Symposium
- Smithsonian Craft2Wear
- Smithsonian Craft Show
- SNAG Philadelphia Conference
- SOFA
- Various Guild Annual Meetings

METALSMITH Tech

Twice each year, members and subscribers receive Metalsmith Tech as part of their regular subscription. Metalsmith Tech is an essential resource for working artists, providing in-depth information on new processes, changing technologies, new educational philosophies and practices, and exciting professional development possibilities. Features and departments include:

- Tech Teach
- Tech Talk
- The Tech Toolkit
- Studio Views
- The Next Generation
- Opportunity Knocks
- Cross Currents



METALSMITH & METALSMITH Tech

Ad Rates and Dimensions

METALSMITH & METALSMITH TECH AD SIZES

Full Page (with bleed) (trim size)	9" x 10.625" 8.75" x 10.375"
Full Page (non bleed)	7.4375" x 9.4375"
Half Page Horizontal	7.4375" x 4.5625"
Half Page Vertical	3.5625" x 9.4375"
Quarter Page	3.5625" x 4.5625"
Insert (Untrimmed) & Full Page Polybag	Variable, please inquire for specifics.

CONFERENCE PROGRAM ADS

1 page (w/ bleed)	6" x 9" (+.125 bleed)	\$850
1 page (no bleed)	5.25" x 8.25"	\$850
1/2 page	5.25" x 4"	\$595
1/4 page	2.5" x 4"	\$395
Print Program + Online Program (includes link).		

WEB BANNER *

Medium Rectangle	300px by 250px	\$175/month
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RIVETING NEWS SPONSORED ARTICLE *

Includes additional 50-75 words of text and one image.

Article	\$125/week
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METALSMITH AD RATES

Cost includes linked ad in digital edition.

4-COLOR	1 time	2 times	4 times
Full Page	\$2,565	\$2,395	\$1,995
Half Page	\$1,795	\$1,595	\$1,295
Quarter Page	\$965	\$865	\$695

COVERS

Inside Front	\$2,995
Inside Back	\$2,695
Back	\$3,495

METALSMITH TECH AD RATES

4-COLOR	1 time	2 times
Inside Front Cover	\$1,495	\$1,395
Outside Back Cover	\$1,795	\$1,695
Full Page	\$1,095	\$995
Half Page	\$695	\$595

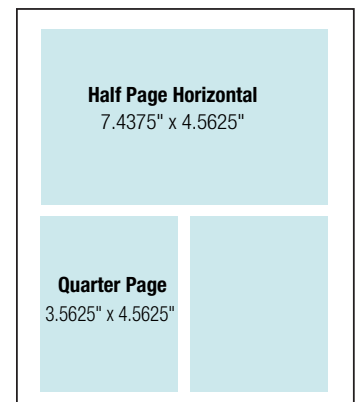
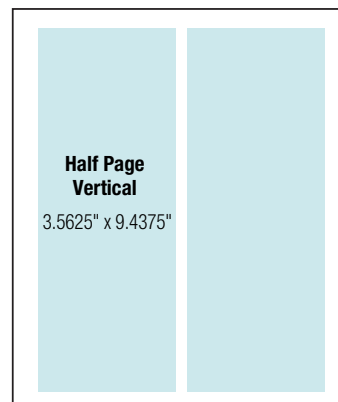
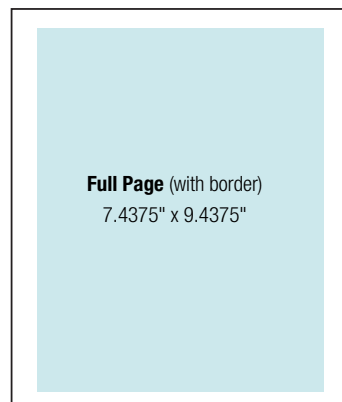
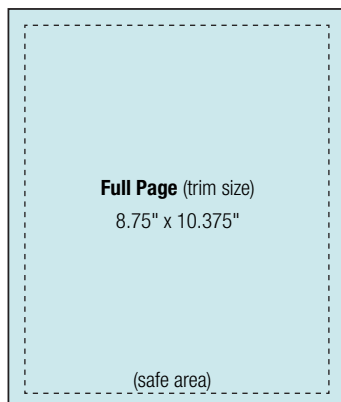
PREMIUM PLACEMENT

15% for guaranteed placement where available.
Excludes covers.

SOCIAL MEDIA *

Sponsored Post - \$400
Booster Post - \$700
Video (30 seconds) - \$1000

* Available to Metalsmith advertisers.



PRINT ADVERTISING

Advertisements should be submitted in a 300 dpi, print-ready PDF (Preferred format: PDF-X1a). **4-color process CMYK only**, no RGB files. Suggested values for Rich Black are: C = 40, M = 40, Y = 30, K = 100). All fonts and images must be embedded in the PDF file. **Please include the company's name in your file names.**

AD LAYOUT: Advertiser/Designer should supply ads at ad layout sizes listed here. All quarter page and half page ads must reach the size of the space ordered at some point on all four sides (no bleed) or have a border. All lines/rules should be at least 1/4 pt. thick.

IMAGES: All images within ads should be high resolution 300 dpi at the actual size and flattened. We recommend .tif or .eps. We do not recommend .jpg.

COLORS: Colors should be set up as CMYK. Images supplied any other way will be converted as per printer's defaults. Metalsmith cannot accept any responsibility for color shifts that occur in conversion. All color files must be composite (no DCS). We do not encourage use of embedded ICC profiles. Total Area Coverage (or Total Ink Limit) must not exceed 300% for the darkest area of ad.

FONTS: Fonts must be embedded in your PDF or outlined prior to creating PDF. Quark users should use the actual font from the font menu; do not use the "Style" menu to apply font attributes such as bold, italic or bold italic.

DIGITAL ADVERTISING

MEDIUM RECTANGLE WEB BANNER:

Available only to Metalsmith advertisers

Please save file at 72dpi as a jpg, gif or png at 300px wide by 250px high. File size must be under 40k. No animated gifs.

SUBMISSIONS

Submit Metalsmith & MS Tech ads to: designer@snagmetalsmith.org

BLEEDS & PRINTER MARKS (For Full Page Ads Only):

Bleeds must extend 1/8" beyond final trim and all crop marks must be outside bleed area. Keep content within the Safe Area. Critical content must be kept 3/8" from final trim area.

TRAPPING: Application trapping must be turned off. This means Quark trapping preferences need to be set to "Knockout All". InDesign files need to have "Over-print" [Black] Swatch at 100%" deselected in General Preferences (CS1 and CS2) or in the Appearance of Black Preferences (CS3 through CS5). Make sure all white type is set to knock-out.

DIGITAL EDITION AD: The same artwork for your print ad will be used in the digital version of the publication. Design and Production Services are available. Please contact us for more information.

ADVERTISING DIRECTOR:

Society of North American Goldsmiths (SNAG)
advertising@snagmetalsmith.org

RIVETING NEWS SPONSOR, SIDEBAR AD:

Includes additional 20-40 words of supplemental text.

Please save file at 72dpi as a jpg, gif or png at 127px wide by 137px high. File size must be under 40k. No animated gifs.