

# METALSMITH

## 2022 Media Kit

ART  
DESIGN  
JEWELRY  
METAL

*Metalsmith* magazine, published by SNAG, gives you a front row seat to the world of contemporary jewelry and metalsmithing.

It is smart, beautiful and provocative, and guaranteed to inspire and invigorate.



Coverage spans established and emerging contemporary makers, artists in their studios, artist-made production jewelry, cutting-edge adornment, design, fashion, hollowware, furniture, and much more.

**For 41 years and counting  
*Metalsmith* has brought  
you the best in the field.**



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



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## 2022 RATES & SPECIFICATIONS

### CALENDAR

#### VOL. 42, ISSUE 1

ART DEADLINE: Feb. 17, 2022

ISSUE MAILS: March 8, 2022

#### VOL. 42, ISSUE 2

ART DEADLINE: June 14, 2022

ISSUE MAILS: July 5, 2022

#### VOL. 42, ISSUE 3

ART DEADLINE: Oct. 11, 2022

ISSUE MAILS: Nov 1, 2022

### SPECIFICATIONS

- Set all artwork at 300dpi at the specified dimensions
- All artwork should be CMYK; spot colors will be converted
- Avoid using rich black for small text
- Export pdf using setting: Press-Ready or PDF/X-1a
- Or submit as 300dpi .tif or .jpg file

### AD SUBMISSION

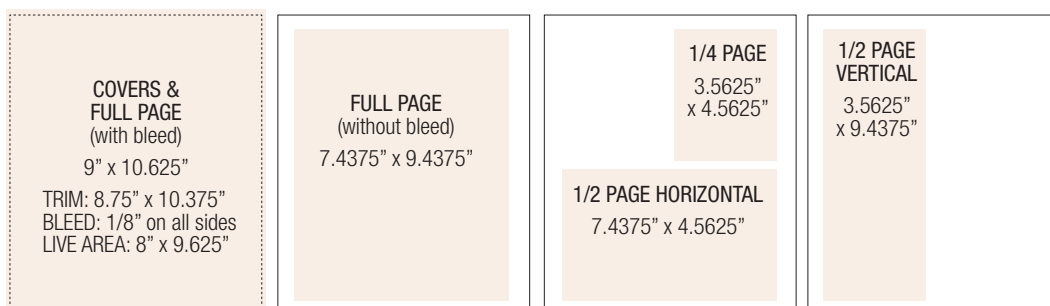
Submit press-ready art to:  
[designer@snagmetalsmith.org](mailto:designer@snagmetalsmith.org)

Have any questions or need design assistance? Email [designer@snagmetalsmith.org](mailto:designer@snagmetalsmith.org)

POSITION	DIMENSIONS	1 TIME	2 TIMES	3 TIMES
Outside back cover	9" x 10.625" (with bleed)*	\$3,495	\$3,075	\$2,465
Inside front cover	9" x 10.625" (with bleed)*	\$2,995	\$2,695	\$2,149
Inside back cover	9" x 10.625" (with bleed)*	\$2,695	\$2,425	\$1,949
Full page	9" x 10.625" (with bleed)*	\$1,825	\$1,649	\$1,325
Half page horizontal	7.4375" x 4.5625"	\$1,185	\$1,065	\$895
Half page vertical	3.5625" x 4.9375"	\$1,185	\$1,065	\$895
Quarter page	3.5625" x 4.5625"	\$765	\$685	\$549

\*Trim size of magazine is 8.75" x 10.375". Add .125" on all sides for bleed. Keep all text .375" from trim. Full page ads can also be set to 7.4375" x 9.4375" for a non-bleed ad.

Guaranteed placement (other than covers) available for 15% premium. All rates are net.



### PROMOTION AND AMPLIFICATION

**Digital Metalsmith Magazine:** All print ads are included in our cover-to-cover edition with live links to advertiser websites. Digital magazine is sent to all members and digital subscribers.

**SNAG also offers a variety of other opportunities for you to connect with members and subscribers. Ask about:**

**Riveting News:** Sponsored article \$125/week (with link)

**Sponsored Exclusive Email:** \$500

**Social Media:** Sponsored post \$300; Boosted post \$500; Video \$600

**Website Advertising:** \$175/month average (available Spring 2022)

**Conference Program and Sponsorships:** Coming soon

For more information or to reserve your space, please email  
[Advertising@SNAGmetalsmith.org](mailto:Advertising@SNAGmetalsmith.org)

