

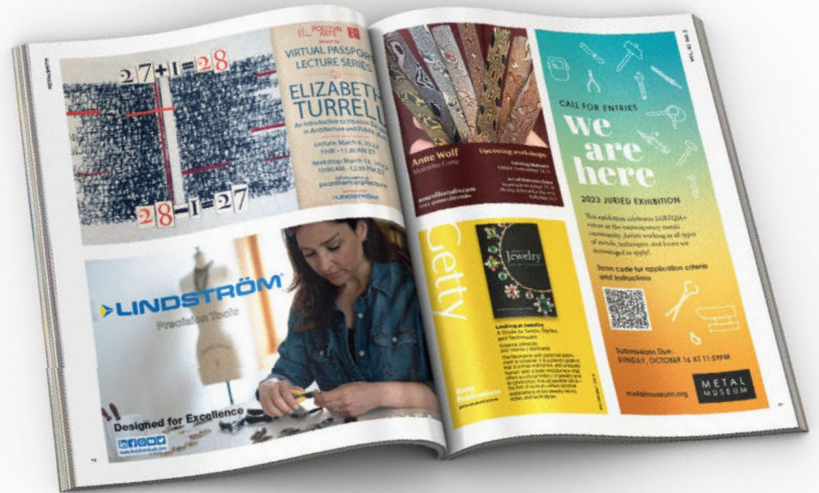
METALSMITH

2023 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 42 years and counting *Metalsmith* has brought you the best in the field.



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



METALSMITH

2023 Rates & Specifications

Calendar

VOL. 43, ISSUE 1

ART DEADLINE: Feb. 21, 2023

ISSUE MAILS: March 17, 2023

VOL. 43, ISSUE 2

ART DEADLINE: June 6, 2023

ISSUE MAILS: July 1, 2023

VOL. 43, ISSUE 3

ART DEADLINE: Oct. 3, 2023

ISSUE MAILS: Oct. 27, 2023

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 300 dpi .tif or .jpg

Ad submission

Submit press-ready art to:
Designer@SNAGmetalsmith.org

Have any questions or need design assistance? Write to Designer@SNAGmetalsmith.org for information and pricing.

| Position | Dimensions | 1 time | 2 times | 3 times |
|----------------------|----------------------------|---------|---------|---------|
| Outside Back Cover | 9" x 10.625" (with bleed)* | \$3,625 | \$3,198 | \$2,564 |
| Inside Front Cover | 9" x 10.625" (with bleed)* | \$3,115 | \$2,803 | \$2,235 |
| Inside Back Cover | 9" x 10.625" (with bleed)* | \$2,803 | \$2,522 | \$2,027 |
| Full Page | 9" x 10.625" (with bleed)* | \$1,898 | \$1,715 | \$1,378 |
| Half Page Horizontal | 7.4375" x 4.5625" | \$1,232 | \$1,108 | \$931 |
| Half Page Vertical | 3.5625" x 9.4375" | \$1,232 | \$1,108 | \$931 |
| Quarter Page | 3.5625" x 4.5625" | \$796 | \$712 | \$571 |

*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. Ask about discounts for non-profits and SNAG member artists.

| | | | |
|--|--|---|---|
| COVERS & FULL PAGE (with bleed) 9" x 10.625" TRIM: 8.75" x 10.375" BLEED: 1/8" on all sides LIVE AREA: 8" x 9.625" | FULL PAGE (without bleed) 7.4375" x 9.4375" | 1/4 PAGE 3.5625" x 4.5625" 1/2 PAGE HORIZONTAL 7.4375" x 4.5625" | 1/2 PAGE VERTICAL 3.5625" x 9.4375" |
|--|--|---|---|

PROMOTION & 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 \$130/week (with link)

Sponsored Exclusive Email: \$520

Social Media: Sponsored post \$312; Boosted post \$520

Website Advertising: \$182/month average

Event Sponsorships & Advertising: Email us for information

For more information or to reserve your space, please email
Advertising@SNAGmetalsmith.org

