



# AMERICAN CRAFT COUNCIL

2026 MEDIA KIT



Making meaning.

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

# About ACC's digital advertising

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

## The go-to resource for craft.

ACC and its online resources are known to makers and appreciators of American craft as the epicenter of news, events, and opportunities in the craft field.

## Engaged audiences.

ACC attracts 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 urgent, useful, and high-quality news, stories, and other content fosters trust and ensures that advertisers are seen in a context of credibility, creativity, and 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.

# 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.

## Ad Specs

- Positions available: mid-page or footer
- 1200 px wide x 400 px high
- JPG or PNG accepted
- URL link to your page

## Pricing

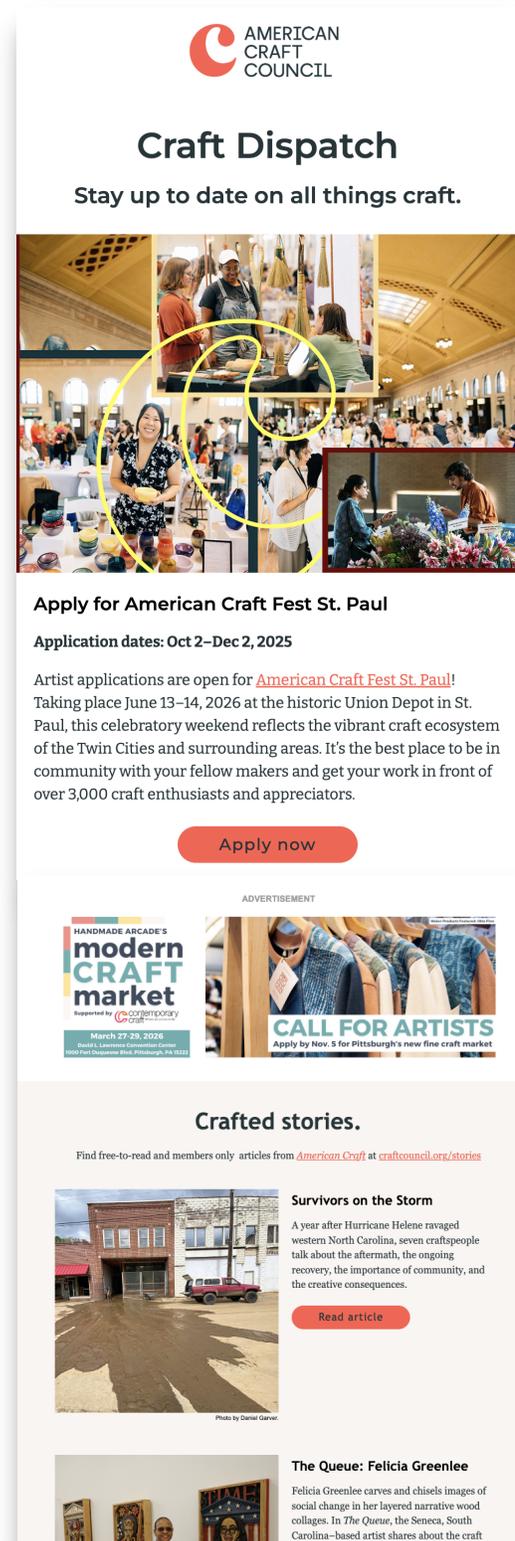
- \$500 per position
- \$1,750 for four ads (\$250 discount)

## Metrics

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

## Inquiries

advertise@craftcouncil.org



Example of the Craft Dispatch newsletter.

# Web ads

Reach a passionate community of artists, makers, and craft enthusiasts on [craftcouncil.org](https://craftcouncil.org), the go-to destination for inspiration, industry insights, and creative connection.

## Ad Specs

- Positions available: mid-page or footer
- 1456 x 180 for desktop
- 320 x 50 for mobile
- JPG or PNG accepted
- URL link to your page

## Pricing

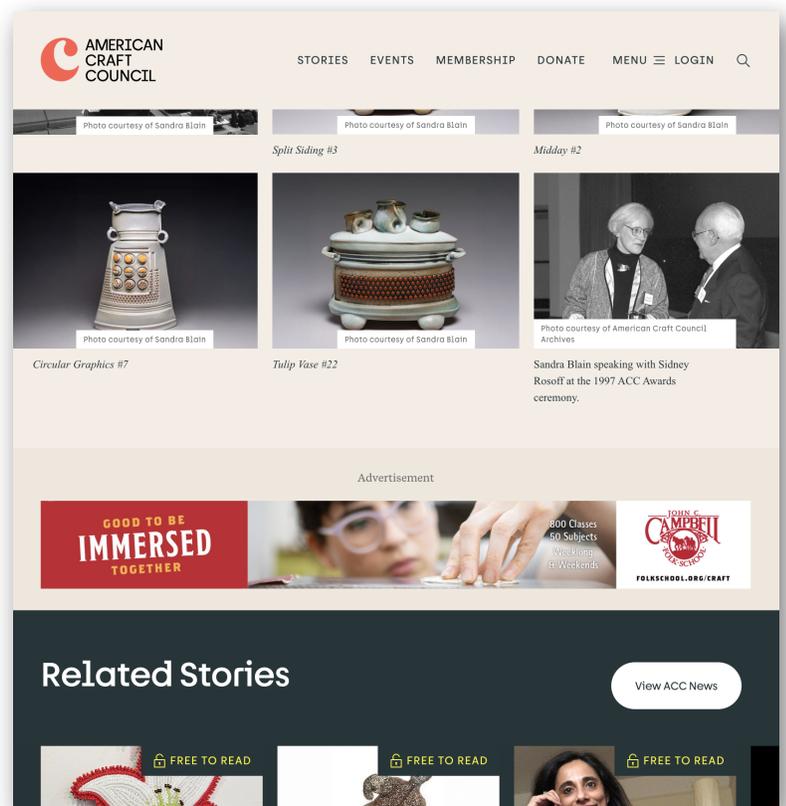
- \$500 per month
- \$1750 for four months (\$250 discount)

## Metrics

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

## Inquiries

[advertise@craftcouncil.org](mailto:advertise@craftcouncil.org)

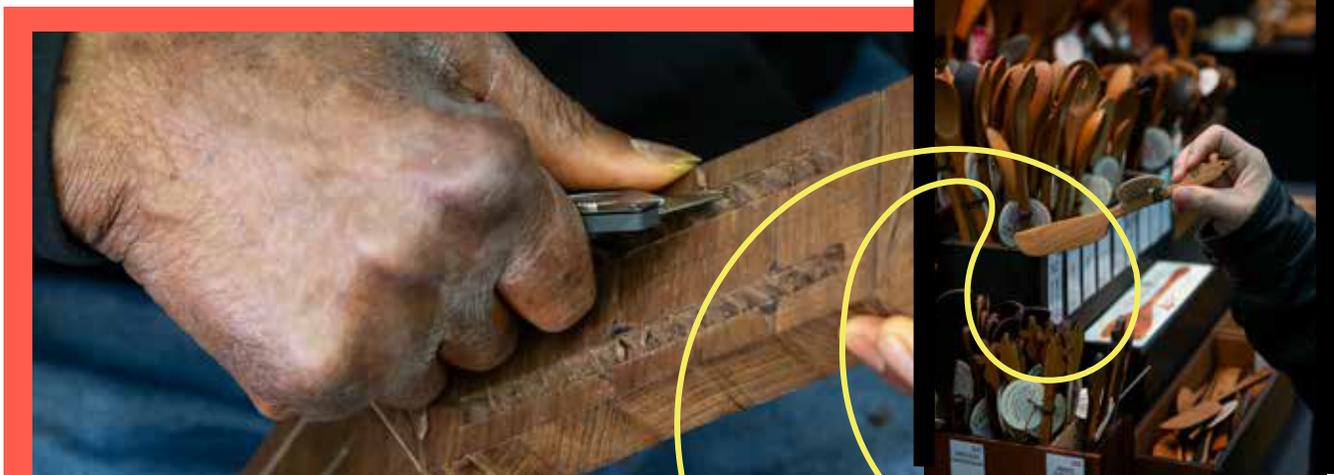


Example of web ad.

TOP: Example of web advertisements on [craftcouncil.org](https://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.



# Craft Highlights

## Dedicated eNewsletters Reach an Engaged Craft Audience

Craft Highlights emails deliver your message directly to thousands of engaged craft enthusiasts. Sent by ACC for maximum trust and visibility, each deployment is limited to just two bi-weekly slots—ensuring your message stands out. With limited frequency and strong deliverability, it's a cost-effective way to reach passionate supporters of handmade work.

### Audience Options

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Emails deploy on alternating weeks with the *Craft Dispatch* newsletter.

- Full list (~20K) on Tuesdays: \$1300
- Partial list (~10K) on Thursdays: \$750

### Material Specs

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- **Subject Line:** Your marketing message  
(avoid spam words like "free" or "guaranteed")
- **Preview Text:** Short snippet (30–50 characters)
- **Image Dimensions:** Minimum 1000 x 667 px (3:2 ratio) + **redirect link**
- **Headline:** 10 words or fewer
- **Body Copy:** Max 150 words
- **CTA Phrase & Link:** Example: "Click here to learn more!"
- **Secondary Links:** Up to 3, if applicable
- **Image Credits:** If applicable



Inquiries

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advertise@craftcouncil.org

# Digital Artist Showcase

## Get Seen by Thousands of Collectors, Curators, and Craft Lovers

Makers can share their work in a fresh new way on [craftcouncil.org](http://craftcouncil.org), reaching a nationwide audience of craft enthusiasts. Open to all mediums, the Showcase provides year-round visibility and inspiration—plus an optional email upgrade for extra exposure at each launch. This platform makes it easy for artists to grow their audience and connect with new opportunities.

### Standard: \$400

- Image + bio + link to your website or social media
- 2 months online
- First-in positioning within the Showcase
- Featured in general Showcase promotion via eblast and social media

### Premium: \$600

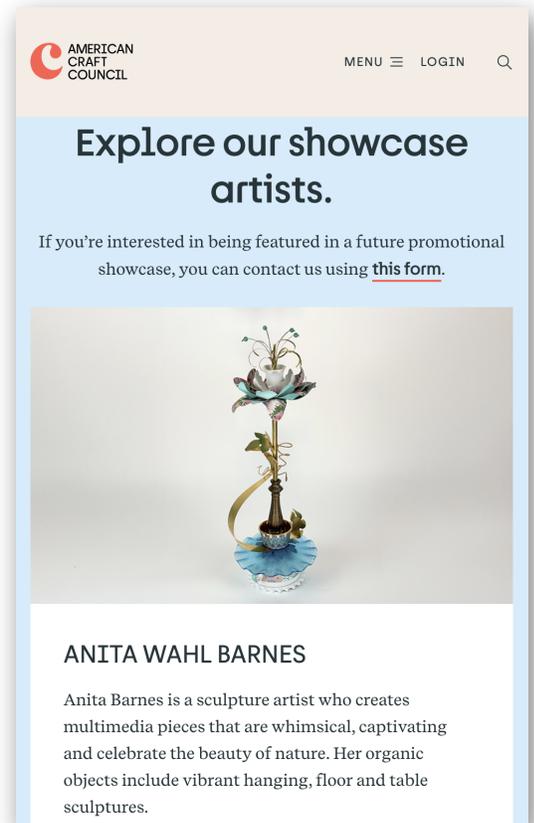
- Image + bio + link to your website or social media
- 2 months online
- **Top of Showcase page:** only 6 available (Premium position)
  - First-in positioning
- Included in **dedicated Artist Showcase email** sent to 44K ACC members
- **Permanent post on ACC's Instagram page**
- Featured in general Showcase promotion via eblast and social media

### Material Specs

- **Image:** Min. 500 px on shortest side; will appear as **1:1 square** and **3:2 rectangle**.  
–ACC may edit.
- **Bio:** 25–30 words.
- **Website/Social:** Link for audiences to explore your work.
- **Public Contact:** Email or info for inquiries/sales

### Schedule

Showcase page refresh (Standard + Premium)	Artist Showcase email date (Premium only)	Materials Deadline:
January 1, 2026	January 5, 2026	December 21, 2025
March 1, 2026	March 2, 2026	February 17, 2026
May 1, 2026	May 4, 2026	April 20, 2026
July 1, 2026	July 6, 2026	June 18, 2026
September 1, 2026	September 7, 2026	August 19, 2026
November 1, 2026	November 1, 2026	October 20, 2026



# Gallery Guide

## Exclusive Quarterly Placement in Craft Dispatch

Feature your gallery in four highly visible Craft Dispatch emails each year, reaching 44,000 engaged dedicated followers. Only four galleries are included per issue, with no competing advertisers, and each placement includes direct links to your website.

### Placements Include:

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- Your gallery image (we'll design the ad!)
- Up to 35 words of copy
- Direct links to your website and optional show/event links

### Pricing & Schedule:

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- 4x contract required
- \$1800 for 4x predefined dates:
  - Feb 11, 2026
  - May 20, 2026
  - Aug 12, 2026
  - Nov 18, 2026

### Material Specs

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- **Gallery Name**  
**Gallery Info:** 30–35 words
- **Image:** Ratio of 1:1; 600px on the shortest dimension.  
\* **Image will be cropped to square if not submitted as such.**
- **Redirect link** for image
  - **Additional link** if there is a show/event/exhibition you want to promote

### Callout Box

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The Gallery Guide was a popular advertising option within the pages of American Craft magazine. We've moved it online, reaching more individuals, and offering improved metrics and measurability.



Inquiries

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advertise@craftcouncil.org

# 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%

## 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%

Total social media audience reach	108,274
Total number of Instagram followers	56,458
Total number of Facebook page followers	33,926
Total number of LinkedIn followers	4,639



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 SHOW GUIDE ADVERTISING

Reach a committed audience at the largest juried craft show on the East Coast through advertising in the main event publication. Our printed show guides are given to each attendee free of charge and include all information necessary for the event experience.

**American Craft Made Baltimore showcases work by nearly 400 accomplished artists and makers alongside demonstrations, talks, and hands-on experiences. Now entering its 49th year, this immersive annual event attracts more than 12,000 dedicated collectors and enthusiasts.**

**American Craft Made Baltimore**  
February 20-22, 2026  
Baltimore Convention Center, Baltimore, Maryland

### Available Ads and Specifications:

<b>Full page</b>	<b>\$2,000</b>
Trim size:	5.375" x 8.5"
Type area:	5.125" x 8.25"
Bleed:	5.625" x 8.75"
<b>Half page</b>	<b>\$1,000</b>
Horizontal:	4.875" x 3.875"
<b>Quarter page</b>	<b>\$500</b>
Vertical:	2.3125" x 3.875"

- Ads must be designed in CMYK color space.
- 300 DPI minimum
- Submit as PDF with all fonts embedded.

**Submit ads to:**  
[advertise@craftcouncil.org](mailto:advertise@craftcouncil.org)

**Align your brand with the leading nonprofit supporting the craft field and its artists.**

### Questions?

**Lauren Moosbrugger**  
Advertising Team  
[lmoosbrugger@craftcouncil.org](mailto:lmoosbrugger@craftcouncil.org)

# Making meaning.

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