

Autism|eye

Autism Eye Magazine and the Autism Eye Newsletter are now the UK's biggest-circulation autism publications

**Autism Eye Magazine (quarterly):
45,000+ circulation**

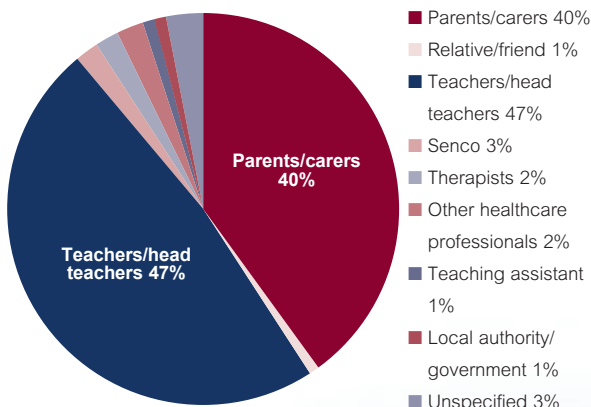
**Autism Eye Newsletter (monthly):
41,000+ circulation**

**Autism Eye website:
10,000+ visitors/month**

**Social media:
20,000+ followers**

(Above figures are from November 2016. Magazine circulation figure is an average across the year)

Readership



(The proportions above are for *Autism Eye Magazine*. *Autism Eye Newsletter* has a slightly higher proportion of teachers/head teachers)

Distribution

- Unique distribution of *Autism Eye Magazine* from the entrance at **The Autism Show** in London, Birmingham and Manchester. No other magazine is distributed free at the three events. We offer an ideal way for exhibitors to support their presence at the exhibition.
- *Autism Eye Magazine* is also distributed at the **TES Special Educational Needs Show**, **Autism Central**, the **Treating Autism Conference** and **Kidz to Adultz** exhibitions, again offering exhibitors an ideal way of supporting their presence at these events.

Content

- **In-depth information** for parents and professionals who care for or work with children who have autism.
- Winner of **Best Digital Magazine** in the Independent Publishers' Awards and a **Media Pioneer Award** for 'outstanding innovation and entrepreneurial achievement'
- *Autism Eye Magazine* has a **three-month shelf-life**.
- In *Autism Eye Magazine* **all of our advertisements face editorial**, an obvious benefit for any advertiser.
- Wide range of topics covered, such as **education; therapies; health; diet and nutrition; legal developments; specialist equipment** for play, sensory integration and life skills; and **new products, toys, food and books**. We offer a perfect fit for advertisers working in these areas.

We offer

- **Announcements** in the *Autism Eye Newsletter*. Ideal for spreading the word about launches or awards.
- **Advertisements** in *Autism Eye Magazine*, with series discounts available. Be noticed in our flagship publication, alongside must-read editorial.
- **Advertorials** in *Autism Eye Magazine*. Designed by us in editorial style, ideal for in-depth explanations.
- **Animated banners** on Autism Eye's home page and **static banners** on the *Autism Eye Newsletter*. An eye-catching way to advertise, with a click-through link.
- **Directory entries** on Autism Eye's website. Your in-depth information and images permanently on view.
- **Sponsorships** of the *Autism Eye Newsletter*. Your logo seen in every issue, with a click-through link.
- **Inserts** in printed issues of *Autism Eye Magazine*, allowing you to target visitors at particular exhibitions.

About us

The editor and publisher of Autism Eye are the parents of a young person with autism. They are also experienced magazine professionals, having both been voted **Editor of the Year** – respectively by the Professional Publishers Association and the British Society of Magazine Editors, the UK's most prestigious publishing organisations.





Series discounts

We offer discounts on multiple bookings of any combination of magazine, website or newsletter ads.

Two items booked at the same time: 5% discount

Three+ items booked at the same time: 10% discount

Autism Eye Magazine

Advertisements in our award-winning quarterly publication

Double-page spread:	£1,145
Full page:	£765
Half page:	£495
Quarter page:	£350
Inside Front Cover:	£995
Inside Back Cover :	£895
Outside Back Cover:	£1,145

Advertisement design service

Advertisements will be designed in your preferred style from supplied text and images. Prices: £150 for a double-page spread, £100 for a full page, £75 for a half-page or £50 for a quarter-page. Artwork we design for you should not be used in other publications.

Advertorials in Autism Eye Magazine

An advertorial enables you to use around 800-1,200 words on a double-page spread or 400-600 words on a full page to share an in-depth explanation of what your organisation offers.

We will design your advertorial for you using editorial fonts. This service is included in the price. Full-page advertorials always face editorial, so are limited to just a few per issue.

Double-page spread advertorial, inc. design: £1,295

Full-page advertorial, including design: £850

Inserts in Autism Eye Magazine

Send out flyers in copies of *Autism Eye* distributed at exhibitions. A single-page A5 flyer or an A4 flyer folded into A5 should fit into the 10g weight band.

Flyers must be smaller than A4 to fit within our pages. If they are A4 sized they must be folded in half.

With The Autism Show, inserts must be from exhibitors.

£130 per 10g per 1,000 copies

Autism Eye website

Home page banner advertisements

Place a striking, animated advertisement with a hyperlink on the home page of *Autism Eye*'s stunning website.

Home page banners are available in two heights, with skyscrapers around four times as tall as the standard size.

Standard (52 pixels high): £550 a year

Skyscraper (200 pixels high): £950 a year

Banner on home page plus newsletters: 20% discount

Entries in Autism Eye's online directory

Perfect for advertising all year round. We now offer an increased 300-500 words, plus image/s or a video. Your logo, hyperlinks and search engine optimisation are also included. Many companies have an online directory entry as well as other advertisements with us.

One directory entry: £200 a year

Second directory entry: £100 a year

Autism Eye Newsletter

Email newsletter announcements

The ideal way to announce a product or service launch. Newsy headline, followed by 300-500 words, plus image/s or video, logo and hyperlink/s. Announcements are optimised for search engines. They are also permanently shareable (Twitter, Facebook, etc). We design these for you.

Announcement, including design: £125

Email newsletter banner advertisements

An annual banner on our monthly email newsletters will keep reminding readers of what you offer. Enjoy a 20% discount by placing a banner on our home page and on our newsletters. Email banners must be static. Skyscraper banners are around four times as tall as the standard size.

Standard (52 pixels high): £550 a year

Skyscraper (200 pixels high): £950 a year.

Banner on home page plus newsletters: 20% discount

Email newsletter sponsorship

Have the prestige of being a sponsor and include your logo (clickable to your website) on every email newsletter.

Sponsorship: £400 a year



Our readers say...

"Just flicking through my latest copy of *Autism Eye* – just want to say thanks for 'being there' through this magazine – it always makes me feel fired up and re-energised when I read it – so practical and user friendly – the journey and sometimes battle to help my son Peter continues but you help make me feel like I can do it!" *Carla Ryall, Lancashire*

"I love *Autism Eye*. It is the only subscription I have. Over the last year it has been a guide, entertainment and incredible value. I pick it up and know I am going to learn something new, enjoy the read and then pass it on to friends. It is informative, interesting and relevant. When I get it through the post, it simply makes my day because it makes a difference. Thank you." *Katie Farley, Suffolk*

"I am more than impressed and highly recommend a subscription. I personally love the legal advice page, with well-selected topics" *Alessandra Bester, London*

"Thank you for a really useful read. I have found it really encouraging to know that the problems that we are dealing with as a family are very similar to those of other families" *Kate Lovett, York*

"It was a real eye-opener that was put in a language that was simple, easy and sometimes funny to read. Absolutely brilliant" *Bev Proffitt, Stockport*

"From news and personal stories from the autism community, to a comprehensive list of useful products and services, *Autism Eye* has it all" *Hannah Potter*

"Just wanted to let you know that we thought the *Autism Eye* publication is great. Loads of interesting articles and because we're at the beginning of our son's journey we're trying to absorb as much info as possible, so this is perfect. Looking forward to the next one" *Darren and Jayne Web*

"So glad to see that you won the Media Pioneer Award - the journal really is outstanding - love the layout, visuals, and even the ads are a delight. Extremely helpful for therapists - I'll spread the word among my colleagues" *Gillian Crowther*

"Well done on an amazing publication!" *Alison Brown*

"I have to say it is a great magazine. It is full of information, inspiration and very relevant" *Caroline Ashby, The Autism Nanny*

"I really enjoy reading *Autism Eye* ... Please keep up the good work, it's invaluable to those of us treating autism as a resource to show to mainstream medical personnel" *Cass Thomas*

"Thank you, as a parent you can get really overwhelmed. You offer a lot of quality info" *Mum, Twitter*

"It's a really good, readable, shareable and always to the point publication. Well done Gillian and co. once again!" *Adrienne Gill*

Our advertisers say...

"We have advertised the iMap Centre with a series of advertisements in *Autism Eye* and an online directory entry on the *Autism Eye* website. I'm delighted to say that not only has this led to the recruitment of pupils to our school, but we even managed to recruit a member of staff in this way"

Mark Coup, Chief Executive, The iMap Centre, Cheshire

"We placed an advert in the autumn edition of the *Autism Eye* to advertise that our new school, Mackworth House, would be opening in December. This advert generated a number of enquiries about the school from a variety of people, including professionals and parents of children with autism. We used *Autism Eye* as our choice of publication because it is autism specific and therefore we felt that the audience would be exactly the kind of people we would want to target. We would certainly use *Autism Eye* again in the future."

Kirsten Gibson, Head of School, Mackworth House School, Derby

"Being autism-specific, *Autism Eye* meets our consumer profile really well. We know that it is a magazine read by parents, as they have specifically mentioned seeing our advert in the publication and we have actively recruited students as a result. The magazine's presence at relevant Special Education Needs shows also supports our marketing objectives."

Kim Davies, Schools' Marketing and PR Manager, LVS Hassocks, West Sussex



Special features for 2017

Spring 2017 (issue 25)

- How to help children with autism succeed in exams
- Free-from food & drink
- Sports and outdoor equipment
- Ways to boost numeracy skills
- Speech & language and communication supports

Distribution of this issue includes **Kidz to Adultz Middle**.

Summer 2017 (issue 26)

- Preview of **The Autism Show** in London, Birmingham and Manchester
- Handling the transition to adolescence
- Post-16 choices
- Update on special needs law

Distribution of this issue includes **The Autism Show** in London, Birmingham and Manchester. We are the **official media partner** for all of the Autism Show events and offer **exclusive** distribution at the entrance. We also plan to distribute it at the **Treating Autism Conference**.

Autumn 2017 (issue 27)

- Preview of **TES Special Educational Needs Show**, **The Autism Expo** and **Autism Central**
- Developments in supported living
- Vital equipment to create a sensory space at home or in school
- Nutrition, special diets and how schools can support dietary needs
- Resources to boost reading and writing skills
- Focus on the arts, including music, drama and the creative and performing arts

Distribution of this issue includes **Autism Central** and the **TES Special Educational Needs Show**.

Winter 2017/18 (issue 28)

- Seasonal therapeutic gifts
- Roundup of the best apps and ICT technology
- Running a successful ABA programme, with resources for behavioural support at home and school
- Plan the year ahead's vital respite care, support and holidays
- Tips for choosing the right school

Regular features

- Therapies
- Education
- Diet and nutrition
- Research
- Legal issues
- Book reviews
- Resources to improve sensory integration
- Assistive technology
- Supported living
- Respite care and support
- Helpful technology
- Behaviour support and resources



Advertising copy deadlines

Issue	Publishing month	Deadline
Issue 25 (Spring 2017)	March 2017	6 February 2017
Issue 26 (Summer 2017)	June 2017	8 May 2017
Issue 27 (Autumn 2017)	September 2017	7 August 2017
Issue 28 (Winter 2017/18)	December 2017	6 November 2017
Issue 29 (Spring 2018)	March 2018	5 February 2018
Issue 30 (Summer 2018)	June 2018	8 May 2018
Issue 31 (Autumn 2018)	September 2018	6 August 2018
Issue 32 (Winter 2018/19)	December 2018	5 November 2018



Magazine advertisements

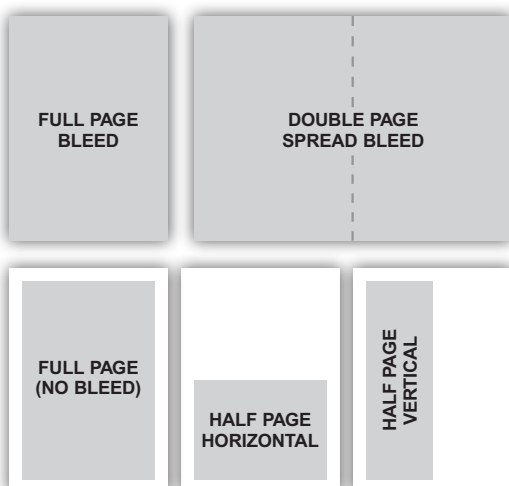
Sizes (depth x width)

Paper size = A4 (297mm x 210mm)

Double-page spread advertisement	297mm x 420mm*
Full page advertisement	297mm x 210mm*
Half-page horizontal advertisement	127mm x 186mm
Half-page vertical advertisement	270mm x 87mm
Quarter-page advertisement	127mm x 87mm

(*Add 6mm to each side for bleed dimensions)

Please supply magazine advertisement artwork as a PDF.



PDF specifications

- **Process CMYK, not RGB or pantones:** It is a common error to send artwork with colours set to RGB, the format used for websites, or for it to contain pantone colours. Please convert your artwork to Process CMYK before saving the PDF.
- **High-resolution images:** All images – photographs and logos – should be 300dpi or higher. Please check that your artwork does not contain low-resolution logos or images.
- **Keep web addresses clickable:** For website and email addresses in your advertisement to be clickable in our digital edition, please select the option to keep them live when you save your PDF.
- **Keep elements away from trim edges:** Please keep text / graphic elements at least 5mm clear of page edges (unless intended to bleed off).
- **No four-colour black text:** Please do not use four-colour black in text on your advertisement. It could result in a colour halo around the lettering due to registration problems on press. Please use single-colour black text.
- **No four-colour black in graphics:** Please do not use 100% of all four colours to make up black in graphics. The build-up of ink affects the quality, as it is susceptible to marking. We suggest you use the following colour values in graphics to produce a very similar colour to black: 40% Cyan, 40% Magenta, 0% Yellow, 100% Black.

Advertorials

With all advertorials, please don't forget to include contact details in your text

DPS advertorial: we suggest around 800 words (1,200 words max), plus two or three high-res jpeg images (300dpi) and your logo

Full-page advertorial: we suggest around 400 words (600 max), plus one or two high-res jpeg images (300dpi) and your logo

Website advertisements

Online directory entry (now increased to 300-500 words, plus image)

Please supply:

- Your logo (minimum 200 pixels wide x 142 pixels deep)
- Organisation name, address, phone number, email, web address
- 300 to 500 words, with subheads, about your organisation
- One or two photographs as jpegs or PNGs (at least 500 x 500 pixels), or YouTube video link

Autism Eye website home page banner

Standard size	150 pixels wide x 52 pixels high
Skyscraper	150 pixels wide x 200 pixels high

Format: jpeg, png or animated GIF (two or maximum of three frames for GIF files). No Flash, GIF only for animation.

File size: maximum 50k. Please confirm the target URL link

Newsletter advertisements

Autism Eye email newsletter banner

Standard size	150 pixels wide x 52 pixels high
Skyscraper	150 pixels wide x 200 pixels high

Format: jpeg, png or single-frame GIF. Newsletter banners must be static. Please confirm the target URL link

Newsletter announcement (increased to 300-500 words, plus image)

Please supply:

- Newsy headline of six to nine words
- 300 to 500 words of text, with subheads
- Logo (at least 500 pixels wide)
- One or two photographs as jpegs or PNGs (at least 500 x 500 pixels), or YouTube video link
- The web page you would like to link to

Newsletter sponsorship

Supply your company logo as a jpeg or png (at least 500 pixels wide).

Advertising queries

Mark Hayes: +44 (0)20 8133 6259 or +44 (0)7411 260 938;
Email: mark.hayes@autismeye.com

Please visit the Autism Eye website for more information about us: www.autismeye.com

