

Autism | eye

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

**Autism Eye Magazine (quarterly):
46,000+ circulation**

**Autism Eye Newsletter (monthly):
40,000+ circulation**

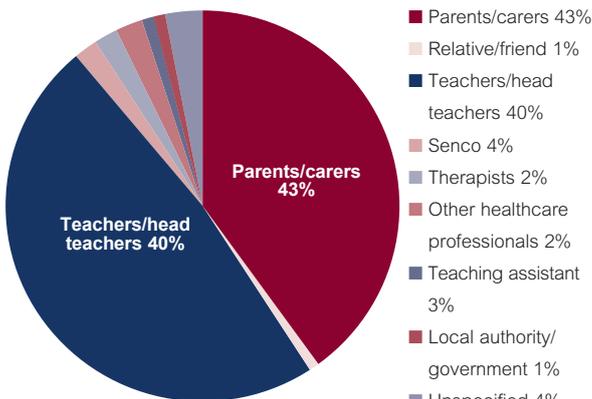
**Autism Eye website:
10,000+ visitors/month**

**Social media:
22,000+ followers**

(Circulation figures are based on averages from 2018)



Readership



(The proportions above are similar for the magazine and newsletter.)

- *Autism Eye Magazine* is also distributed at the **Tes SEN Show** in London, **Autism Central** and **Kidz to Adultz Middle**, again offering exhibitors a great way of supporting their presence at key events.

Content

- **In-depth information** for parents and professionals who care for or work with children who have autism.
- 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.



New for 2019

- We have become a media partner for three new events this year: the debut of the **Tes SEN North** show in Manchester, where we will distribute our spring issue; the **Thinking Autism International Conference** in London, where we will also distribute our spring issue; and **Kidz to Adultz North** in Manchester, where we will distribute our autumn issue.

Exhibition distribution

- We are the only magazine to be distributed at the entrance of **The Autism Show** in London, Birmingham and Manchester. We give 7,500 copies of our summer issue to visitors across the three events, offering an ideal way for exhibitors to support their presence at the UK's biggest autism exhibition.

- *Autism Eye Magazine* has a **three-month shelf-life**.
- In *Autism Eye Magazine* **all of our advertisements face editorial**. Unlike some other titles, we do not place ads within an 'advertisement graveyard'.
- Our editorial is written by **experts and trained journalists** who have family experience of autism. It commands a high level of trust among our readers.

About us

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



Special features for 2019

Spring 2019 (issue 33)

- Strategies for teaching outdoors to enhance learning experiences
- Sensory-related equipment for playgrounds
- How a focus on nutrition can bring benefits in wellbeing
- Deciding, booking and ways of paying for autism-friendly holidays
- Curriculum aids: resources that can help teachers to make lessons more effective

Distribution of our spring issue includes three events where we are a media partner: the new **Tes SEN North** show in Manchester, the **Thinking Autism International Conference** in Central London and **Kidz to Adultz Middle** in Coventry.

Summer 2019 (issue 34)

- Preview of The Autism Show in London, Birmingham and Manchester
- Enabling independent living with special equipment and community support
- Autism-friendly leisure activities, including relaxed theatre performances and museums
- Inclusive sports and health-and-fitness activities

Distribution of our summer issue includes **The Autism Show** in London, Birmingham and Manchester. We are the **official media partner** for all the Autism Shows and offer **exclusive distribution** to visitors at the entrance – with the 7,500 extra free printed copies bringing the total circulation to around 49,000 for this issue.

Autumn 2019 (issue 35)

- Challenges of recruiting and retaining staff in SEND schools, including views from schools and recruiters
- Free-from food and drink
- Adoption and fostering: challenges and rewards
- Improving individuals' ability to communicate through home/school strategies and technology

Distribution of our autumn issue includes the **TES Special Educational Needs Show** in London, **Autism Central** in Birmingham and **Kidz to Adultz North** in Manchester. We are official media partners for these events.

Winter 2019/20 (issue 36)

- Sensory gift ideas for families and schools
- School/classroom design and layout ideas
- The power of music for therapy and teaching
- Developments in special needs law

Regular features

- Education
- Therapy
- Diet and nutrition
- Research
- Legal issues
- Book reviews
- Resources to improve sensory issues
- Assistive technology
- Independent and supported living
- Respite care and support
- Helpful technology
- Behaviour support and resources
- Transitioning to adolescence and adulthood



Magazine advertising copy deadlines

Issue	Publishing month	Deadline
Issue 33 (Spring 2019)	March 2019	11 February 2019
Issue 34 (Summer 2019)	June 2019	13 May 2019
Issue 35 (Autumn 2019)	September 2019	12 August 2019
Issue 36 (Winter 2019/20)	December 2019	11 November 2019
Issue 37 (Spring 2020)	March 2020	10 February 2020
Issue 38 (Summer 2020)	June 2020	11 May 2020
Issue 39 (Autumn 2020)	September 2020	10 August 2020
Issue 40 (Winter 2020/21)	December 2020	9 November 2020



Magazine

Advertisements in the award-winning, quarterly Autism Eye Magazine

Reach all our print and digital readers, including visitors to events such as The Autism Show and Tes SEN Shows, with an advertisement in *Autism Eye Magazine*. If you haven't seen the magazine before, you can view our digital issue by [clicking here](#).

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

We can design your advertisement from supplied text and images at a subsidised rate. £150 for a double-page spread, £100 for a full page, £75 for a half-page or £50 for a quarter-page. Please do not use artwork we design for you 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 would normally fit into the 10g weight band.

Flyers must be smaller than A4 to fit within our pages. With Autism Show issues, inserts must be from exhibitors.
£140 per 10g per 1,000 copies

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



Feature spreads from *Autism Eye Magazine* with, bottom left and bottom right, examples of two advertorials



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. Most animated banners have three screens, which show in rotation. See examples on our home page by [clicking here](#). The banners are on the right-hand side.

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 offer a generous 300+ words, plus image/s and optional video. Your logo, hyperlinks and search engine optimisation are also included.

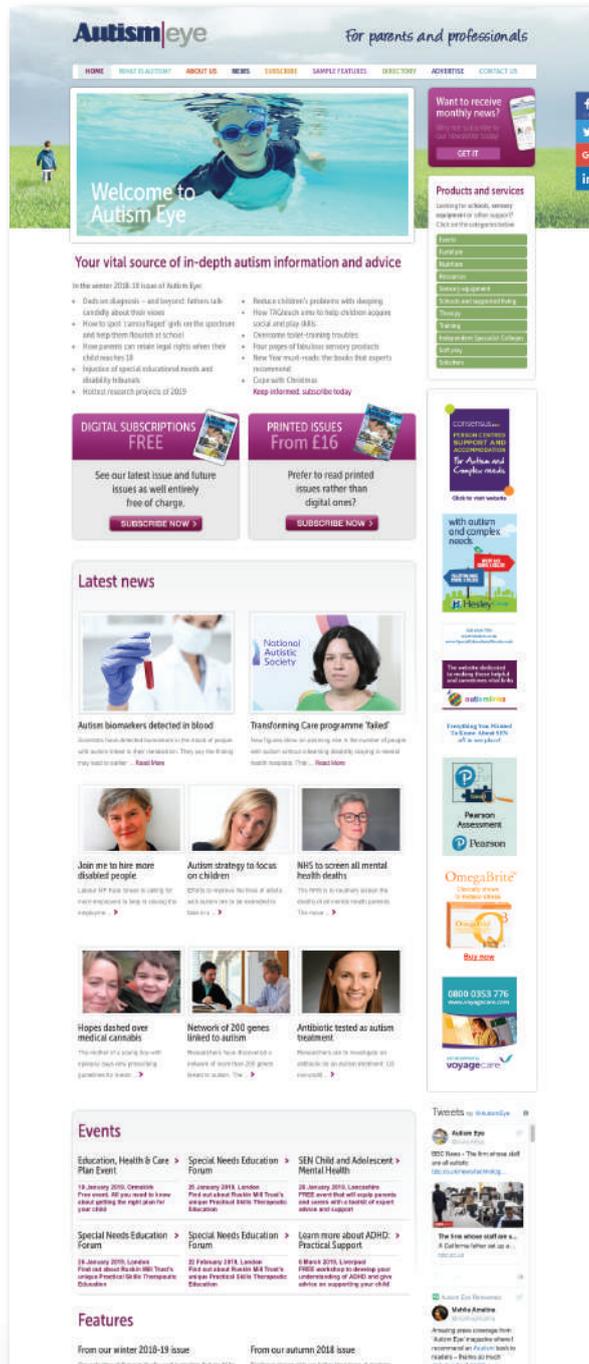
Online directory entries are easily shareable on social media, including Twitter and Facebook, via sharing buttons on each directory entry's web page.

Many companies have an online directory entry as well as other advertisements.

See an example of an online directory entry by [clicking here](#).

One directory entry: £200 a year

Second directory entry: £100 a year



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Part of *Autism Eye's* home page. The animated web banners are in a column on the right-hand side and link directly to the advertiser's website. The online directory can be accessed using a tab at the top of the page or via the individual section names in the Products and Services panel near on the top right of the home page.



Newsletter

E-newsletter banner advertisements

We send Autism Eye e-newsletters to more than 40,000 readers 10 times a year. See an example of one of our newsletters by [clicking here](#).

An annual banner on our email newsletters will keep reminding readers what you offer. We offer a 20% discount if you place a banner in our e-newsletters as well as on our website home page. 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

E-newsletter announcements

The ideal way to announce a product or service launch is via an announcement in one of our e-newsletters, which reach more than 40,000 readers. They consist of a newsy headline, 300+ words, image/s and optional video, logo and hyperlinks.

We will design your announcement and optimise it for search engines. It will be permanently shareable (on Twitter, Facebook, etc) on our website.

Announcements link from a headline on the right-hand side of the newsletter to their own page on our website.

See our collection of newsletter announcements by [clicking here](#).

Announcement, including design: £125

New for 2019: free announcement when booking a half-page or bigger ad in *Autism Eye Magazine*

E-newsletter sponsorship

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

Sponsorship: £300 a year

E-newsletter frequency

We publish 10 newsletters a year, around the middle of each month. They are monthly, except for joint issues in July/August, which go out in July, and December/January, which go out in December.



A section of an Autism Eye Newsletter, which, like the Autism Eye website, can be viewed on mobile devices

Series discounts

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Two items booked at the same time: 5% discount

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

E-newsletter deadlines

Issue	Deadline
February 2019	1 February 2019
March 2019	1 March 2019
April 2019	1 April 2019
May 2019	1 May 2019
June 2019	1 June 2019
July/August 2019	1 July 2019
September 2019	1 September 2019
October 2019	1 October 2019
November 2019	1 November 2019
December/January 2019-20	1 December 2019



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



Must-reads: front covers from 2018 illustrate how *Autism Eye* tackles important issues – earning plaudits from readers and advertisers



Magazine advertisements

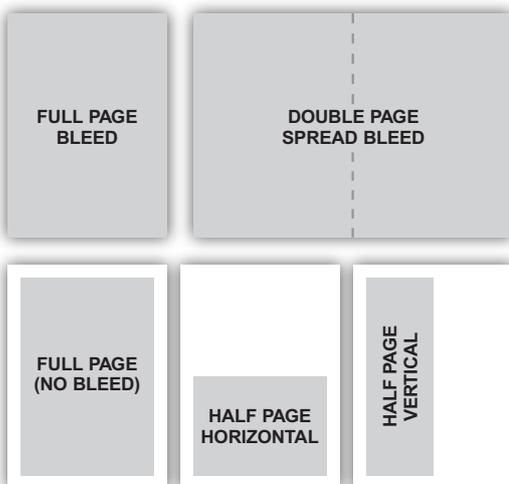
Sizes (depth x width)

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 in full-page ads:** Please keep a 5mm clear border between text / graphic elements and page edges unless you intend graphics to bleed off the page, in which case please add a 6mm bleed area to page dimensions.
- **No four-colour black text:** Please do not use four-colour black in text. It could result in a colour halo around the lettering due to registration issues 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

Please supply:

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

Please supply:

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

Advertising queries

Mark Hayes: +44 (0)20 8133 6259 or +44 (0)7411 260 938;

Email: mark.hayes@autismeye.com

Anne Driscoll: +44 (0)1342 718 323;

Email: annedriscoll1@yahoo.co.uk

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

