

Autism | eye

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

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

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

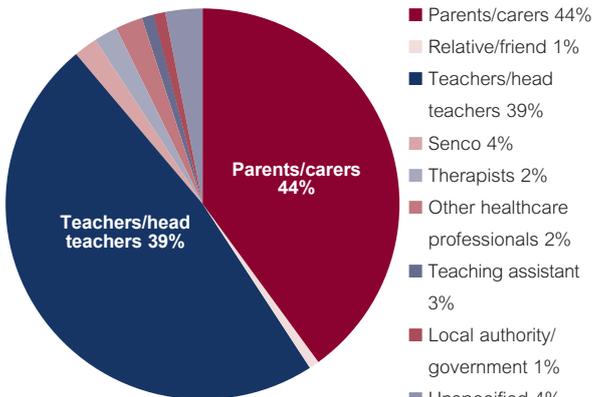
**Autism Eye website:
10,000+ visitors/month**

**Social media:
25,000+ followers**

(Figures above are averages based on March 2020)



Readership



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

Also new for 2020...



- Another launch is our **Events Calendar** (above). It provides details of autism-related events throughout the UK, with booking links, photographs and a map showing the venue. **Click here to visit.**

Content

- **In-depth information** for parents and professionals who care for or work with children with autism. Topics covered include **education; therapies; health; diet and nutrition; legal developments; specialist equipment** for play, sensory integration and life skills; and **new products, toys, food and books**. **All our advertisements face editorial.**

Exhibition distribution

- *Autism Eye Magazine* is distributed at the entrance of **The Autism Show** in London, Birmingham and Manchester. We give thousands of copies of our Autism Show issue to visitors across the three events. *Autism Eye Magazine* is also distributed at the **Tes SEN Show** in London and Manchester, **Autism Central** and many other autism-related events.

New for 2020



- We have launched our **Education & Support Finder** (above). Parents have asked us for a long time where they can find schools or support organisations near their home. They couldn't easily find this information – until now. Our Education & Support Finder uses an interactive map of the UK for individual sites and provides in-depth details of organisations with multiple sites. **Click here to visit.**



Special features for 2020

Spring 2020 (issue 37)

- Outdoor learning – benefits, strategies and equipment, including improving school playgrounds
- Autism-friendly summer holidays
- Encouraging healthy eating in children with autism
- Nutritional supplements, including probiotics
- Teaching tools and technology to improve learning
- Writing a will

Summer 2020 (issue 38)

- Inclusive sports and health-and-fitness activities
- Epilepsy support and specialist monitoring equipment
- Transitions from school/supported living to further education/employment (plus how supported living or residential services may develop independence skills)

Autumn 2020 (issue 39)

- Preview of The Autism Show in London, Birmingham and Manchester
- Free-from food and drink
- Schools that use practical activities/holistic learning
- Equipment, therapy and clothing for sensory processing difficulties
- Helping children to manage anxiety

The **Autism Show** has been postponed until late in 2020. This means the autumn issue of *Autism Eye Magazine* will become our Autism Show issue. We are the **official media partner** of The Autism Show and will **exclusively** distribute thousands of printed copies to visitors at the entrance to all three Autism Show events.

Winter 2020/21 (issue 40)

- Tes SEN Show London preview: new products/services
- Sensory gift ideas for families and schools
- Relaxed theatre, dance, panto and music performances over Christmas and the New Year
- Using drama and other arts in therapy and teaching
- Autism apps, including for teaching social skills
- Building the ideal learning environment
- *Autism Eye* 10th anniversary celebration issue

The **TES Special Educational Needs Show** in London has been postponed until early 2021. We are a media partner of the event and will distribute copies of our winter issue to the show's visitors (who are mainly special educational needs professionals).

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 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
Issue 41 (Spring 2021)	March 2021	10 February 2021
Issue 42 (Summer 2021)	June 2021	10 May 2021
Issue 43 (Autumn 2021)	September 2021	10 August 2021
Issue 44 (Winter 2021/22)	December 2021	10 November 2021



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:	£1,195
Full page:	£850
Half page:	£550
Quarter page:	£395
Inside Front Cover:	£1,050
Inside Back Cover :	£950
Outside Back Cover:	£1,195

Free announcement in our Autism Eye Newsletter or free Events Calendar entry when booking a half-page or bigger ad in Autism Eye Magazine

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: £895

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. **£150 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



Features from *Autism Eye Magazine*



Website

New for 2020: entries in our Education & Support Finder



A must for UK-based education and support providers is our innovative Education & Support Finder.

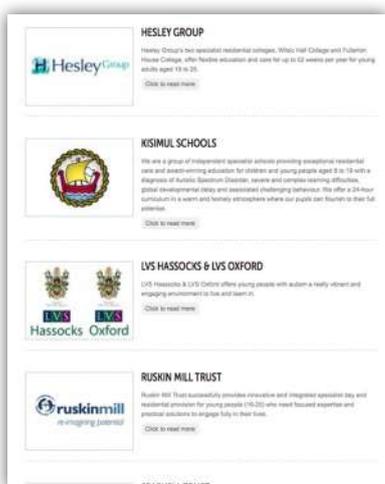
Individual sites can have enhanced entries, enabling them to stand out on our interactive map and provide in-depth information, including contact details and a prospectus download. **Click here for an example.**

Organisations with multiple sites can provide details, images and links for all of their locations or brands in a single entry. **Click here for an example.**

Multiple site entry in our Education & Support Finder



Users simply access multiple site entries via buttons at the top of our interactive map page (left). This links to a list of providers (part of the education list is shown below left)



You can provide up to 1,000 words on your specialities, geographical coverage, age ranges (if appropriate), and any other information that could be useful to prospective clients, all in one place.

You can include your logo, photographs, links to your locations or brands, a prospectus download and a video.

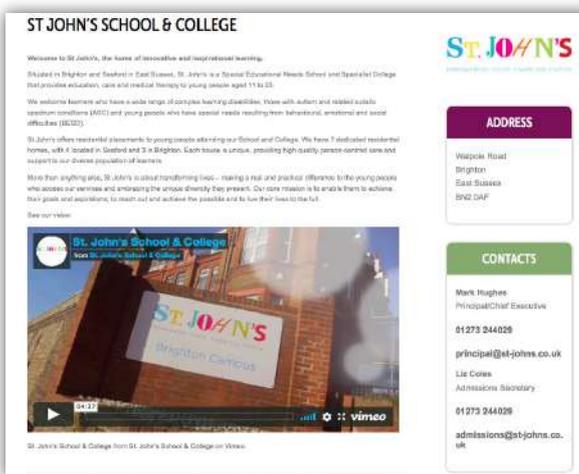
We will optimise your entry for search engines.

Multiple site entry: £50 a month
Or free if you book four individual site entries

Individual site entry in our Education & Support Finder



With individual site entries in our Education & Support Finder, clicking on a site creates a pop-up (left). This links to an entry with logo, contacts, address, images, optional video and optional prospectus download (below left)



You can provide up to 500 words on your specialities, geographical coverage, age ranges (if appropriate), and any other information that could be useful to prospective clients.

You can include your logo, photographs, a link to your website, contact names/phone numbers/email addresses, a prospectus download and a video.

We will optimise your entry for search engines.

Individual site entry: £25 a month
Pay for three individual entries and get a fourth free
Or pay for four individual entries and get a multiple site entry free



Website

New for 2020: Events Calendar



Advertise your event on our new Events Calendar. Entries include booking links, photographs and a map showing the venue. Upcoming events also feature on our home page, in our newsletters and on our news pages **Click here to visit.**

Events Calendar entry: £75

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): £595 a year

Skyscraper (200 pixels high): £995 a year

Banner on home page plus newsletters: 20% discount

Entries in Autism Eye's online directory

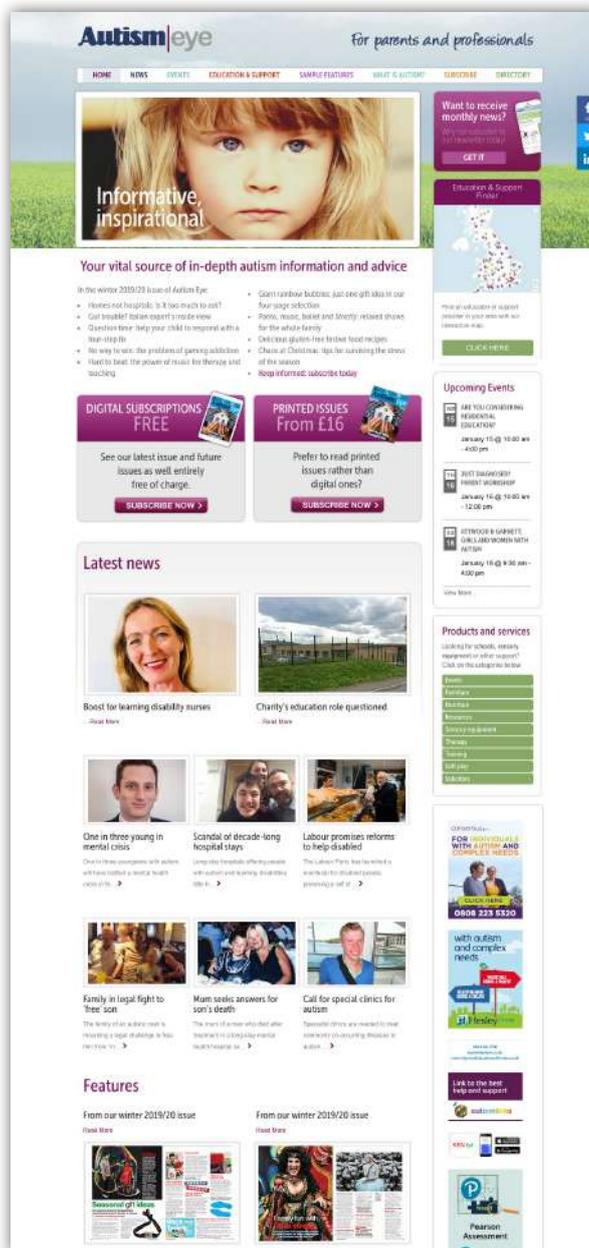
Perfect for advertising all year round. We offer 300+ words, plus image/s and optional video. Your logo, hyperlinks and search engine optimisation are also included.

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

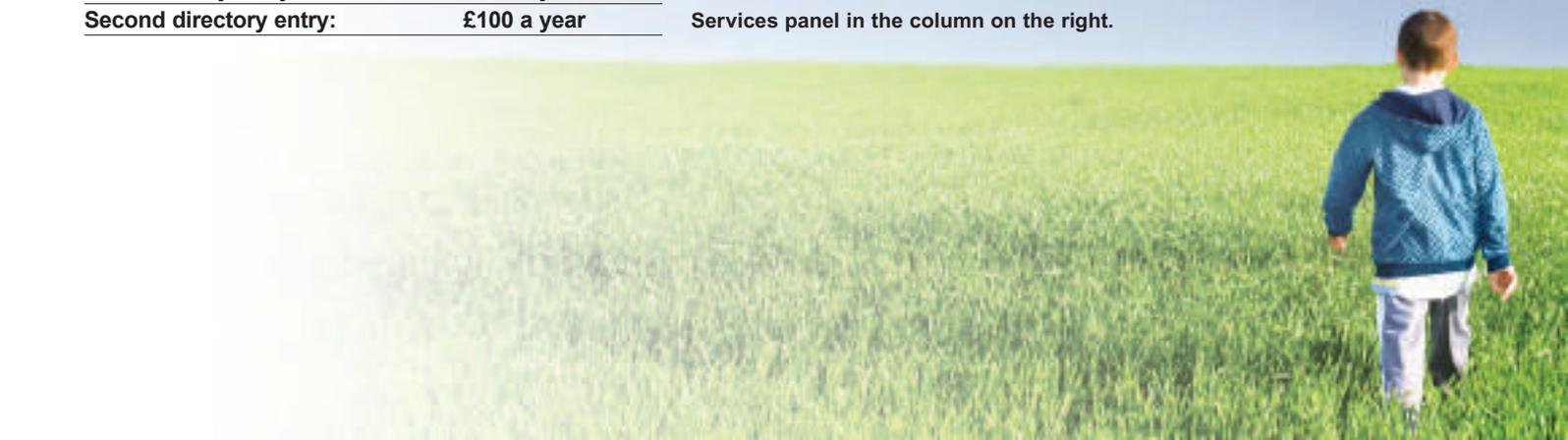


Part of *Autism Eye's* home page. The animated web banners are in a column on the right-hand side and link directly to the advertiser's website. The online directory can be accessed using a tab at the top of the page or via the individual section names in the Products and Services panel in the column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

Series discounts

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

Two items booked at the same time: 5% discount
Three+ items booked at the same time: 10% discount



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): £595 a year

Skyscraper (200 pixels high): £995 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: £150

Free announcement when booking a half-page or bigger ad in *Autism Eye Magazine*

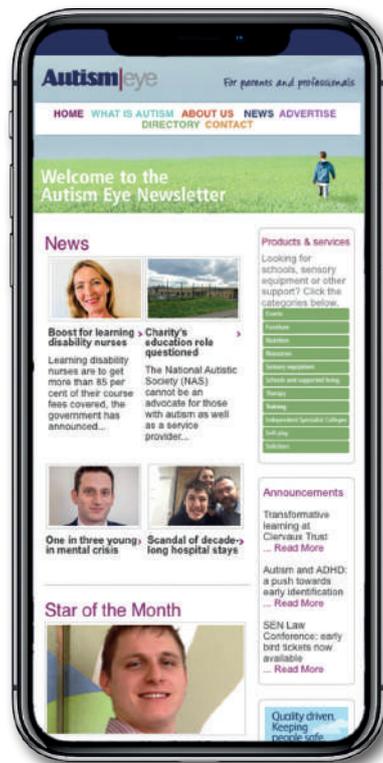
E-newsletter sponsorship

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

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

E-newsletter deadlines

Issue	Deadline
February 2020	1 February 2020
March 2020	1 March 2020
April 2020	1 April 2020
May 2020	1 May 2020
June 2020	1 June 2020
July/August 2020	1 July 2020
September 2020	1 September 2020
October 2020	1 October 2020
November 2020	1 November 2020
December/January 2020-21	1 December 2020



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’ve actually done really well from the October ad and have about five spaces left ... we’re really happy with the results!”

Jess Berryman and Erin Valente, directors of Hatchlings London, who advertised LEGO-based therapy training

“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



Front covers from 2019 show how *Autism Eye* tackles important issues – earning plaudits from readers and advertisers



Magazine advertisements

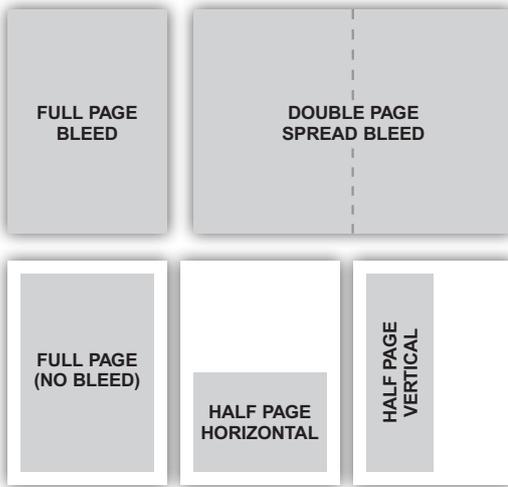
Sizes (depth x width)

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.



Advertorials

With all advertorials, please don't forget to include contact details in your text. Please also keep your suggested headline short (see examples below). You can split the text into sections, so we can use one or more of them as box copy.

We will design your advertorial using editorial fonts and create a draft for your approval.

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.



Advertorials from 2019 show how advertisers can communicate with readers in an in-depth, editorial style

PDF guidelines for magazine artwork

- **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.

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/Vimeo 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 to which you would like to link



Website advertisements

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

Entry in Autism Eye's Events Calendar

Please supply:

- The official name of the event
- The event date/s, time/s, location and cost
- The booking link
- One or more images as jpegs or PNGs (at least 500 x 500 pixels). If possible please send a relevant photograph showing the venue, a speaker, a flyer or a previous version of the event. If none of these are available, please send your logo.
- Up to 300 words about your event

Entry in Autism Eye's online directory of products and services

Please supply:

- Your logo (minimum 200 pixels wide x 142 pixels deep)
- 300+ words, with subheads, about your organisation
- Please include the web address to which you would like to link, and consider adding your organisation's address and phone number, along with a contact name and email address
- One or two photographs as jpegs or PNGs (at least 500 x 500 pixels), and optional YouTube/Vimeo video link

Multiple site entry in Autism Eye's Education & Support Finder

Please supply:

- Your logo (minimum 200 pixels wide x 142 pixels deep)
- Photographs of your sites or brand logos as jpegs or PNGs (images should be at least 500 x 500 pixels)
- Optional YouTube/Vimeo video link
- Contact names, with job titles, phone numbers and email addresses
- Optional pdf of your prospectus, so we can add this as a download
- Up to 1,000 words on your specialities, facilities, geographical coverage, age ranges (if appropriate), and any other information that could be useful to prospective clients. You can include hyperlinks to all your locations or brands.

Individual site entry in Autism Eye's Education & Support Finder

Please supply:

- Your logo (minimum 200 pixels wide x 142 pixels deep)
- One or two images as jpegs or PNGs (at least 500 x 500 pixels), plus optional YouTube/Vimeo video link
- One or two contact names, with job titles, phone numbers and email addresses
- Optional pdf of your prospectus, so we can add this as a download
- Up to 500 words on your specialities, geographical coverage, age ranges (if appropriate), and any other information that could be useful to prospective clients. For schools/colleges, this could include whether the provision offers day or residential placements, or both.

Advertising queries

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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

