

Autism|eye

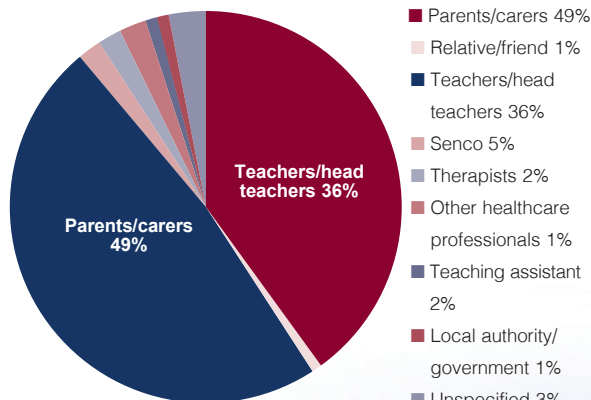
Autism Eye Magazine and the Autism Eye Newsletter are the UK's biggest-circulation autism publications

Autism Eye Magazine
(quarterly): **42,500+** circulation
Autism Eye Newsletter
(monthly): **40,000+** circulation

Autism Eye website:
15,000+ visitors/month
Social media:
41,000+ followers (Figures relate to December 2023)



Readership



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

Autism Eye media

- **Autism Eye Magazine** (quarterly)
- **Autism Eye Newsletter** (monthly, 10 times a year)
- **Autism Eye website**

Content

- **In-depth information** for parents and professionals who care for or work with children and adults on the autism spectrum. Topics include **education; therapies; health; diet and nutrition; legal developments; specialist equipment** for play, sensory integration and life skills; plus **new products, toys, food and books.**

Exhibition distribution

- We are media partners with **The Autism Show** and the **Tes SEND Show** and give thousands of printed copies of *Autism Eye Magazine* to the show visitors.

Advertisers say

"Magazine and coverage was great, we saw an impact on sales"

– **The Walt Disney Company**

"I loved your autumn issue. You reach the people and the truth. This is my favourite publication."

– **Crelling Harnesses**

"We've actually done really well from the October ad... we're really happy with the results!"

– **Hatchlings London**

"We have advertised the iMap Centre with a series of advertisements in *Autism Eye* and an online directory entry. 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."

– **The iMap Centre, Cheshire**

"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."

– **LVS Hassocks, West Sussex**

BRITISH AWARDS
2020
SHORTLISTED



Special features in *Autism Eye Magazine* in 2024

Please contact Mark Hayes on 020 8673 8496 or mark.hayes@autismeye.com and take part in a feature if your organisation has news, expertise or experience to share about one of the topics below.

Spring 2024 (issue 53)

- Supported holiday ideas
- Outdoor learning: playground equipment to boost learning and meet sensory needs
- Dietary supplements to improve health or tackle common co-occurring conditions
- Getting an autism diagnosis for children and adults – the difference it makes
- Terrific therapies: we hear from parents about the therapies that have helped their child

Update: **The Autism Show Manchester** has moved from June to May, so we will distribute the spring issue of *Autism Eye Magazine* at the event rather than our summer issue. We will distribute our summer issue at the other two shows – see below.

Summer 2024 (issue 54)

- Autism Show preview
- Transitions from school or college to supported independent living and employment
- Training courses for improving support for autistic children or adults in school, college or workplaces
- Equipment and techniques for teaching maths
- Leisure ideas for the summer holidays (including short breaks)

We are media partners with **The Autism Show**, the UK's biggest autism event. We will distribute thousands of printed copies of the summer issue of *Autism Eye Magazine* to the visitors from dedicated distribution points at the entrance of the shows in London and Birmingham. The visitor profile is a close fit with our readership profile.

Autumn 2024 (issue 55)

- Preview of the Tes SEND Show
- How to convert a mainstream classroom to accommodate autistic pupils
- New schools, colleges and supported living sites
- Equipment and techniques for teaching reading and writing
- Ideas for making the most of forest school

We are media partners with the **Tes SEND Show**, the UK's leading event for special educational needs and disability. We will distribute printed copies of the autumn issue of *Autism Eye Magazine* to visitors from our stand.

Winter 2024/25 (issue 56)

- Relaxed and chilled theatre, dance, panto and music performances over Christmas and into 2025
- Seasonal gift ideas
- Choosing the right school or college – what should parents look for and which questions should they ask?
- Tremendous technology: innovations and apps for teaching, leisure and independent living
- Legal advice, from getting the best EHCP and support to planning your child's inheritance

Regular topics

- | | |
|-------------------------------------|---------------------------------------|
| ● Education | ● Resources to improve sensory issues |
| ● Therapy | ● Assistive technology |
| ● Health issues, diet and nutrition | ● Independent and supported living |
| ● Research | ● Respite care and support |
| ● Legal issues | ● Helpful technology |
| ● Transition to adulthood | ● Behaviour support and resources |
| ● Leisure and holidays | |



Autism Eye Magazine

Display ads

Display ads appear in our print and digital issues. You will reach all our readers, as well as visitors to events where we distribute printed issues.

Double-page spread:	£1,424
Full page:	£984
Half page:	£654
Quarter page:	£434
Inside Front Cover:	£1,204
Inside Back Cover :	£1,045
Outside Back Cover:	£1,314

Advertorials

An advertorial in *Autism Eye Magazine* 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. This service is included in the price. Full-page advertorials always face editorial, so are limited to a few per issue.

Advertorials are designed using editorial fonts, so they blend in with the magazine's editorial style.

Double-page spread advertorial, inc. design: £1,434

Full-page advertorial, including design: £1,095

What's New

Approximately one-sixth of a page in *Autism Eye Magazine*, following the news pages. It consists of a headline, around 80 words, an image and web link. A great place to share news about such things as openings and product developments.

What's New entry: £250

Inserts

Send out flyers in copies of *Autism Eye Magazine* distributed at exhibitions – our summer issue for The Autism Show and autumn issue for the Tes SEND Show.

Please note: our agreement as media partners with The Autism Show means that with our summer issue companies placing inserts must be exhibiting at the Autism Show where the magazine will be distributed.

There are no restrictions for inserts in our Tes SEND Show copies.

£200 per 10g per 1,000 inserts, max 3,000

Advertisement design service

We can design your advertisement from supplied text and images at a reduced rate.

Double-page spread ad design: £150

Full-page ad design: £100

Half-page ad design: £75

Quarter-page ad design: £50

Please do not use artwork we design for you in other publications.

Series discounts

Discounts are available for series ad bookings.

Please contact publisher Mark Hayes on

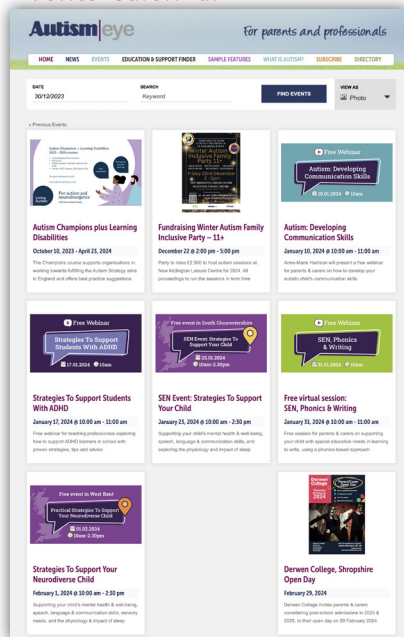
020 8673 8496 or mark.hayes@autismeye.com



Examples of advertorials, enabling advertisers to communicate with readers in an in-depth, editorial style



Autism Eye website Events Calendar



Advertise your event on our Events Calendar. Entries include booking links, an image and a Google map. Upcoming events are highlighted on our home page, in our newsletters and on our news pages.

[Click here](#) to visit our Events Calendar.
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, showing in rotation. [Click here](#) to see examples on our home page.

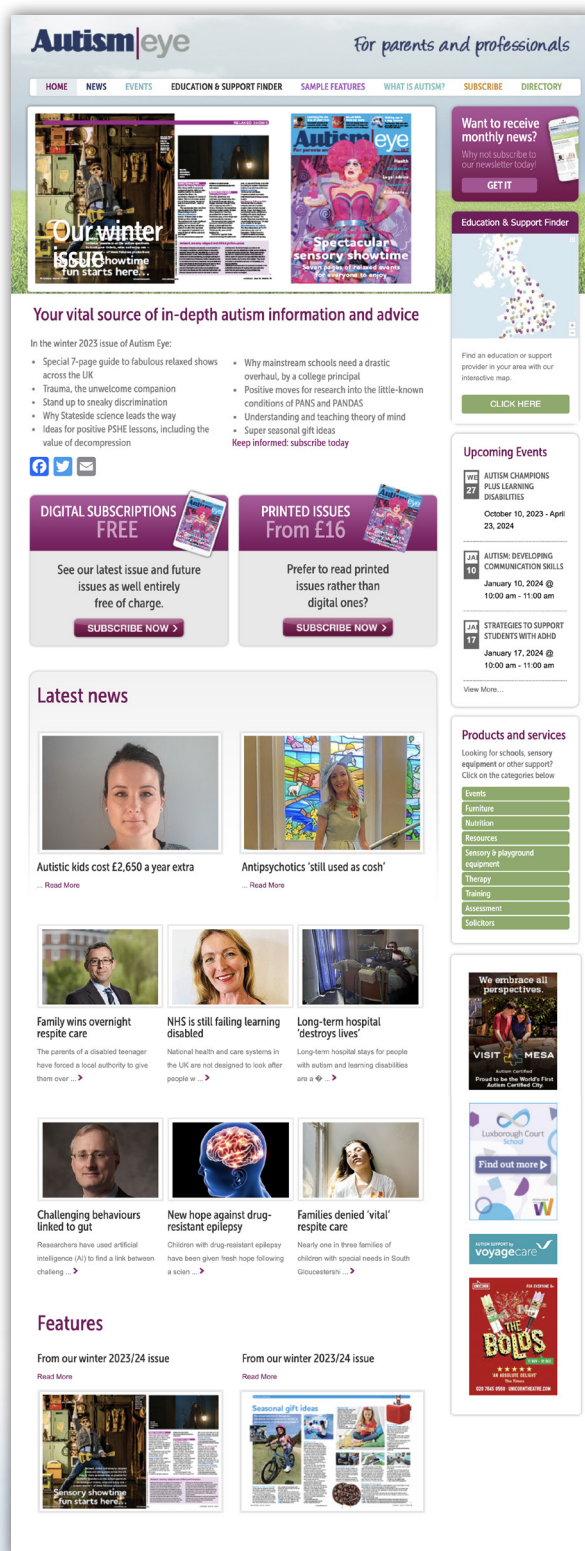
Standard (52 pixels high): £595 a year
Skyscraper (200 pixels high): £995 a year

Online directory entries

Perfect for advertising all year round. We offer 300+ words, image/s, logo, optional video and search engine optimisation. Online directory entries are shareable on social media via sharing buttons on each entry's web page. See an example of an online directory entry by [clicking here](#).

School and college listings now appear as enhanced entries in our Education & Support Finder.

One directory entry: £250 a year
Second directory entry: £100 a year



Discounts

Discounts are available for multiple ad bookings. Please contact publisher Mark Hayes on 020 8673 8496 or mark.hayes@autismeye.com

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

Autism Eye website

Multiple site entry in our Education & Support Finder

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.](#)

You can provide up to 1,000 words on your specialities, geographical coverage, age ranges, and any other information useful to parents searching for a provision. You can also include a prospectus download and a video.

Multiple site entry: £600 per year

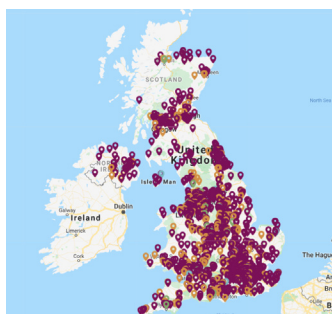
Enhanced individual site entry in our Education & Support Finder

An enhanced entry enables advertisers to provide in-depth information, including contact details and a prospectus download. [Click here for an example.](#)

You can provide up to 500 words on your specialities, geographical coverage, age ranges, and any other information useful to parents searching for a provision.

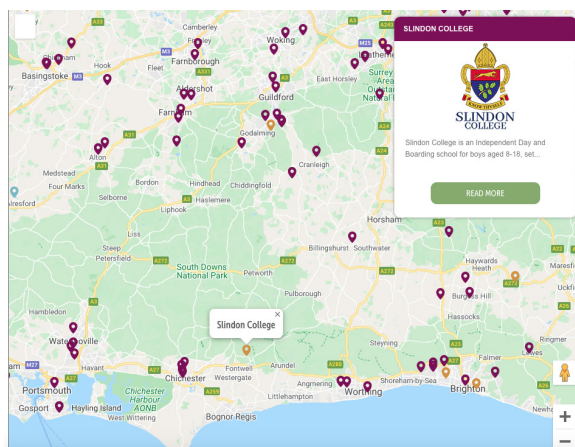
Include your logo, photographs, web link, contact names/phone numbers/email addresses, a prospectus download and a video.

Individual site entry: £200 per year

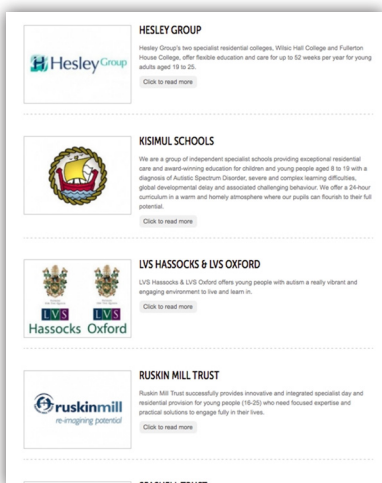
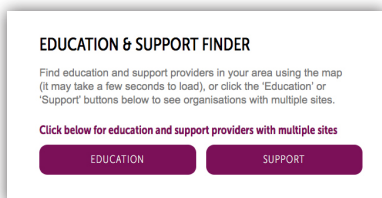


Top left: our Education & Support Finder map, containing thousands of sites across the UK.

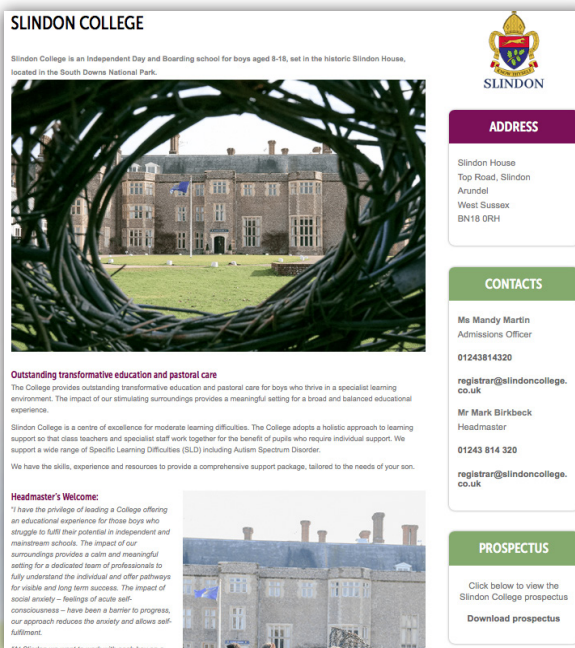
Centre left: users access multiple-site entries for education or support providers via buttons at the top of our interactive map page.



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)



Below left: education or support providers then appear in a clickable list



Newsletter

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 (published in July), and December/January (published in December). See an example of one of our newsletters by [clicking here](#).

E-newsletter announcements

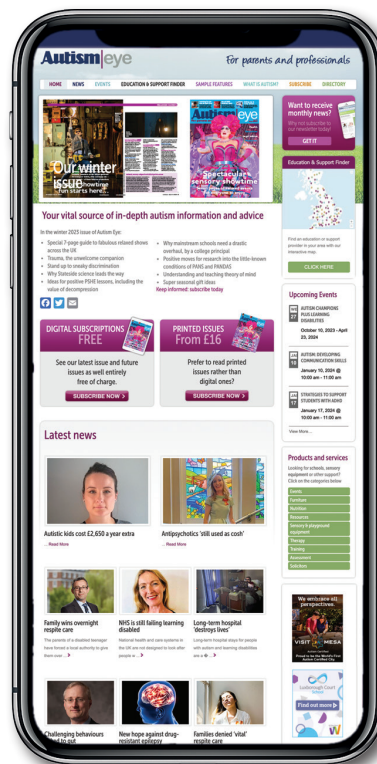
The ideal way to announce a product or service launch is via an announcement in one of our e-newsletters, circulated to more than 40,000 subscribers. They consist of a newsy headline, ideally 300+ words, image/s, logo and hyperlinks, as well as an optional video.

Announcements link from a headline on the right-hand side of the newsletter to their own page on our website, where they remain searchable on the internet. See our collection of newsletter announcements by [clicking here](#).

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

We will also share your announcement to our tens of thousands of social media followers.

Announcement, including design: £250



Above: Autism Eye Newsletters, like the Autism Eye website, can easily be read on mobile devices

Discounts

Discounts are available for multiple ad bookings. Please contact publisher Mark Hayes on 020 8673 8496 or mark.hayes@autismeye.com

E-newsletter banner advertisements

We send Autism Eye e-newsletters to more than 40,000 readers 10 times a year.

An annual banner on our email newsletters will keep reminding readers what you offer. We offer a 50% discount on e-newsletter banners if you also place a banner 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.

Solus e-shot

Some clients are able to design an email mailshot themselves. If it is designed in HTML (at a maximum of 600 pixels wide) we are able to send it out by itself to our 40,000+ digital readership. We will also share it on social media. Here's an example: <https://mailchi.mp/autismeye/introducing-luxborough-court-school-essex>

Solus e-shot, not including design: £795

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



Magazine advertising copy deadlines

Issue	Publishing month	Deadline
Issue 53 (Spring 2024)	March 2024	16 February 2024
Issue 54 (Summer 2024)	June 2024	15 May 2024
Issue 55 (Autumn 2024)	September 2024	15 August 2024
Issue 56 (Winter 2024/25)	December 2024	13 November 2024
Issue 57 (Spring 2025)	March 2025	17 February 2025
Issue 58 (Summer 2025)	June 2025	16 May 2025
Issue 59 (Autumn 2025)	September 2025	15 August 2025
Issue 60 (Winter 2025/26)	December 2025	17 November 2025

Please see our pdf specifications for details of artwork sizes.

Newsletter advertising copy deadlines

Issue	Deadline
February 2024	1 February 2024
March 2024	1 March 2024
April 2024	1 April 2024
May 2024	1 May 2024
June 2024	3 June 2024
July/August 2024	1 July 2024
September 2024	2 September 2024
October 2024	1 October 2024
November 2024	1 November 2024
December/January 2024-25	2 December 2024
February 2025	3 February 2025
March 2025	3 March 2025
April 2025	1 April 2025
May 2025	1 May 2025
June 2025	2 June 2025
July/August 2025	1 July 2025
September 2025	1 September 2025
October 2025	1 October 2025
November 2025	3 November 2025
December/January 2025-26	1 December 2025

For newsletter announcements, please send a short headline (six to nine words), 300+ words if possible, your logo, one or two images as jpegs (at least 1,200 pixels wide x 630 pixels high to work with social media) and an optional YouTube or Vimeo video link.

We will design your announcement for you.

Newsletters publish around the middle of the month (i.e. the February issue in mid-February and so on).

AUTISM EYE SPECIFICATIONS AND GUIDELINES

Magazine advertisements

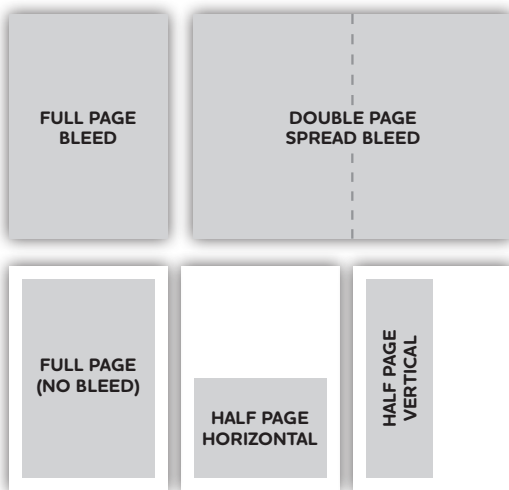
Sizes (width x depth)

Paper size = A4 (210mm x 297mm)

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

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

Please supply magazine advertisement artwork as a PDF.



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.

Advertorials

Please supply:

- Suggested short headline (we may need to adapt it to fit the space available)
- Your text (we suggest around 400 words (600 max) for a single-page advertorial and around 800 words (1,200 words max) for a DPS advertorial. You could split the text into sections if you wish, so we could use one or more of them as box copy.
- Your organisation's contact details at the end of the text
- High-resolution logo at 300 dpi
- High-resolution images at 300 dpi (we suggest one or two for a single-page advertorial, and two or three for a DPS advertorial)

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

What's New

Please supply a short headline, around 80 words and a high-resolution image (300dpi, usually 500KB or bigger). Please include your web address at the end.

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:

- Headline of six to nine words
- 300+ words if possible, with subheads
- Logo (at least 500 pixels wide)
- One or two photographs as jpegs or PNGs (at least 1,200 pixels wide x 630 pixels high), and optional YouTube/Vimeo video link, as we are able to embed videos to play directly from your announcement page
- 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 target URL link.

Solus e-shot

Create your email in HTML at a maximum of 600 pixels wide. There is no limit on length. Here's an example: <https://mailchi.mp/autismeye/introducing-luxborough-court-school-essex>



Website advertisements

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

Events Calendar entry

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 1,200 pixels wide x 630 pixels high). 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

Online directory of products and services entry

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 1,200 pixels wide x 630 pixels high), and optional YouTube/Vimeo video link

Multiple site entry in our 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 (photographs should be at least 1,200 pixels wide x 630 pixels high)
- 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.

Enhanced individual site entry in our Education & Support Finder

Please supply:

- Your logo (minimum 200 pixels wide x 142 pixels deep)
- One or two images as jpegs or PNGs (photographs should be at least 1,200 pixels wide x 630 pixels high), 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.

For any queries about our specifications, contact:

Mark Hayes: +44 (0)20 8133 6259

Email: mark.hayes@autismeye.com

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

