

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):
43,000+ circulation**

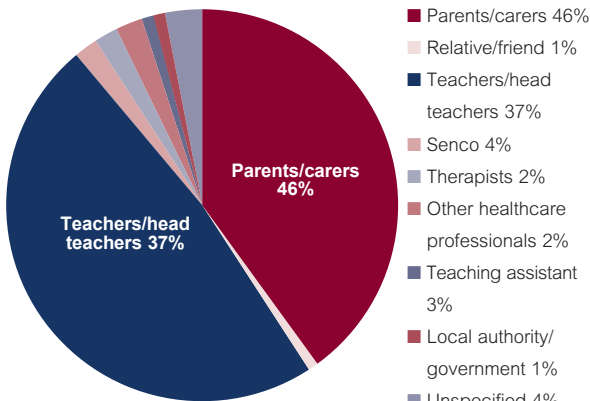
**Autism Eye website:
15,000+ visitors/month**

**Social media:
35,000+ followers**

(Figures relate to January 2021)



Readership



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

New for 2021

- We have added a **What's New** section to *Autism Eye Magazine*, enabling advertisers to share their news about such things as openings, new products or events. It works in conjunction with announcements in the *Autism Eye Newsletter* and display ads in *Autism Eye Magazine*. We are offering a generous discount across the three options. See page 3 for details.
- During 2020 we stepped up our online news coverage and social media interactions. Thanks to some very widely read and shared stories our web traffic, subscriptions and social media following increased substantially. We even hit 10,000 website visitors in a single day. Now, in 2021, we are running with more than 15,000 web visitors every month.

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**.

Exhibition distribution

- **The Autism Show** will be promoting us extensively during their Webinar Week in June and during their Autism Learns events across the year.
- We will distribute thousands of copies of the autumn issue of *Autism Eye Magazine* at the **Tes SEN Show**, which is due to make a welcome return to the Business Design Centre in London.

- Since most businesses have had a tough year, we have decided to hold almost all of our prices to 2020 levels. Bearing in mind our increased circulation, it makes us better value than ever.
- Our editor, Gillian Loughran, has been honoured by being made a Fellow of the Royal Society of Arts. The award recognises her achievements in the autism community. Gillian was also shortlisted as Editor of the Year with the British Society of Magazine Editors.



Special features for 2021

Spring 2021 (issue 41)

- How schools and colleges improve their students' mental health
- Equipment and strategies for outdoor play and learning
- Welcome return of planning holidays
- Diary dates: upcoming conferences/events/webinars for sharing expertise with parents and professionals
- Nutritional supplements for improving health
- Increasing independence in supported living

Summer 2021 (issue 42)

- Transitions from school or college to supported living or employment
- Choosing between therapies such as ABA, Positive Behaviour Support, Floortime, Rebound Therapy and Son-Rise
- Setting up indoor or outdoor sensory areas, including installing a trampoline

We are media partners with **The Autism Show**, the UK's biggest autism event. This year the organisers will again be running **The Autism Show: Webinar Week**. They will publicise our summer issue to all the show's attendees in their marketing materials, using a direct link to our online subscriptions and digital issue.

Autumn 2021 (issue 43)

- Choosing the right school or college
- Schools, colleges and supported living sites that have opened over the past year
- Preview of the Tes SEN Show London
- Support for epilepsy as a co-occurring condition
- Legal update
- Strategies and systems for boosting communication

The **Tes SEN Show London** will be back at the Business Design Centre in Islington. We are an official media partner and will be distributing thousands of copies of our autumn issue to the show's visitors (who are mainly special educational needs professionals).

Winter 2021/22 (issue 44)

- Boosting numeracy and literacy in the classroom
- Personal, social and health education (PSHE)
- Sensory gift ideas for families and schools
- Relaxed theatre, dance, panto and music performances over Christmas and the New Year
- Useful new apps and other technology
- Free-from food and drink

Regular features

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



Magazine advertising copy deadlines

Issue	Publishing month	Deadline
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
Issue 45 (Spring 2022)	March 2022	10 February 2022
Issue 46 (Summer 2022)	June 2022	10 May 2022
Issue 47 (Autumn 2022)	September 2022	10 August 2022
Issue 48 (Winter 2022/23)	December 2022	10 November 2022



Magazine

Display ads

Display ads appear in our print and digital issues. You will reach all our readers, including visitors to events such as The Autism Show and Tes SEN Show.

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

- 10% discount for series of four ads (a year's worth)
- What's New entry (see right), worth £200, included **free** if booking a series of four full-page or DPS ads
- E-newsletter announcement, worth £200, included **free** if booking two or more half-page or bigger ads
- 20% discount on an online directory entry if you book a magazine advertisement

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 just a few per issue.

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

Full-page advertorial, including design: £895

- Discounts apply for advertorials as with display ads (see above)

What's New

A new section for 2021. Approximately one-sixth of a page, consisting of 100 words and an image. A great place to share news about such things as openings and product developments.

What's New entry: £200

- What's New entry included **free** if booking a series of four full-page or DPS ads
- What's New entry plus e-newsletter announcement for only £300 (saving £100)
- What's New entry plus online directory entry for a year for only £300 (saving £100)

Inserts

Send out flyers in copies of *Autism Eye Magazine* distributed at exhibitions.

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.

£150 per 10g per 1,000 copies

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

Full-page ad design: £75

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

Series discounts

We offer discounts on multiple ad bookings in *Autism Eye Magazine*.

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



Advertorials from 2020 show how advertisers can communicate with readers in an in-depth, editorial style



Website

Multiple site entry in our Education & Support Finder

A must for UK-based education and support providers is our innovative 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 (if appropriate), and any other information that could be useful to people in search of a provision. You can also include a prospectus download and a video.

Multiple site entry: £40 per month/£600 per year

Enhanced individual site entry in our Education & Support Finder

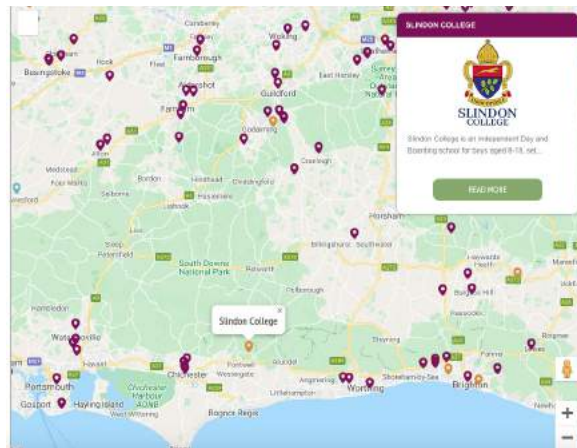
An enhanced entry enables advertisers to provide in-depth information, including contact details and a prospectus download. **Click here for an example.** You can provide up to 500 words on your specialities, geographical coverage, age ranges (if appropriate), and any other information that could be useful to people in search of a provision.

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

Individual site entry: £15 a month/£200 a year



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



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)

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



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

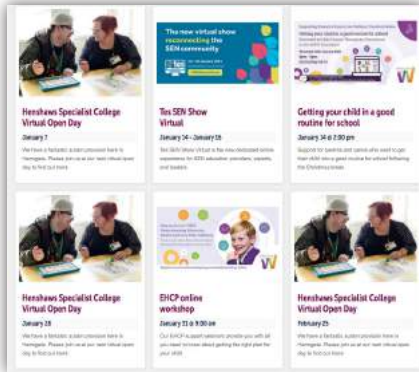


Education & Support Finder sponsor

Have the prestige of being a sponsor of the Education & Support Finder. Include your logo, clickable to your website. Contact Mark Hayes for details.

Website continued

Events Calendar



Advertise your event on our Events Calendar. Entries include booking links, an image 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 our Events Calendar.

Events Calendar entry: £75

- Events Calendar entry included **free** if you book a What's New entry (see page 3)

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

- 25% discount on both items if you book a home page banner plus a newsletter banner
- Online directory entry (normally £200) included **free** if you book a home page banner ad

Online directory entries

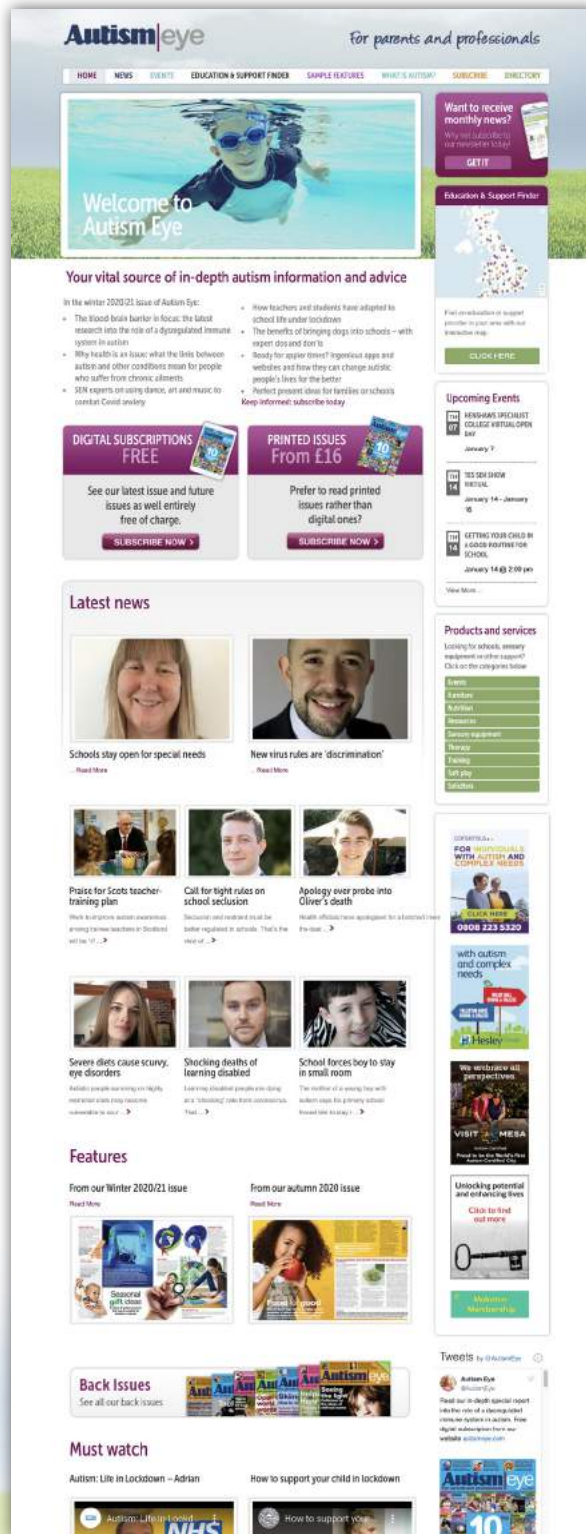
Perfect for advertising all year round. We offer 300+ words, image/s, logo, optional video and search engine optimisation. Online directory entries are shareable on social media via sharing buttons on each entry's web page. See an example of an online directory entry by clicking here.

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

One directory entry: £200 a year

Second directory entry: £100 a year

- Online directory entry included **free** if you book a home page banner ad
- 20% discount on an online directory entry if you also book a magazine advertisement



Series discounts

We offer discounts on multiple ad bookings in Autism Eye Magazine. **Two ads booked at the same time: 5% discount** **Three+ items booked at the same time: 10% discount**

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.

Newsletter

E-newsletter banner advertisements

We send Autism Eye e-newsletters to more than 43,000 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 25% 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.

● **25% discount on both items if you book a home page banner plus a newsletter banner**

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 42,000 subscribers. They consist of a newsy headline, 300+ words, image/s and optional video, logo and hyperlinks.

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.

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

Announcement, including design:	£200
--	-------------

● **E-newsletter announcement included free if booking two or more half-page or bigger ads in Autism Eye Magazine**

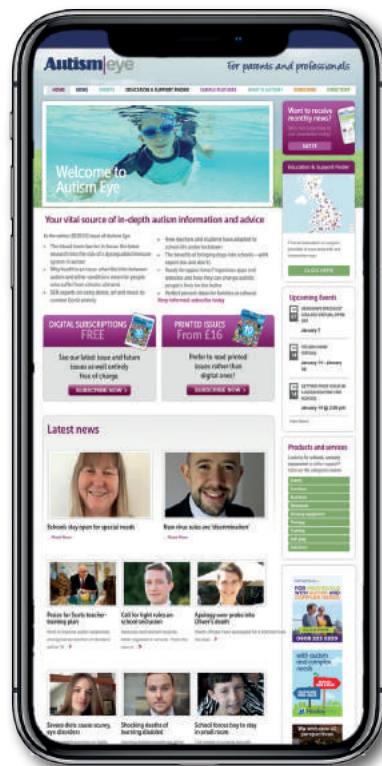
E-newsletter sponsorship

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 (published in July), and December/January, (published in December).



Above: Autism Eye Newsletters, like the Autism Eye website, are responsive for viewing 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 2021
March 2020	1 March 2021
April 2020	1 April 2021
May 2020	1 May 2021
June 2020	1 June 2021
July/August 2020	1 July 2021
September 2020	1 September 2021
October 2020	1 October 2021
November 2020	1 November 2021
December/January 2020-21	1 December 2021



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 2020 show how *Autism Eye* tackles important issues – earning plaudits from readers and advertisers



Magazine advertisements

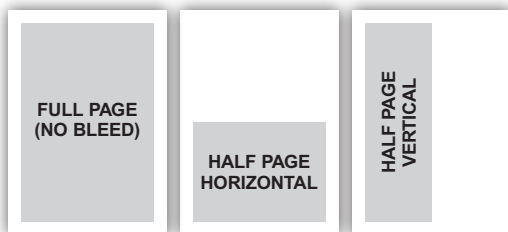
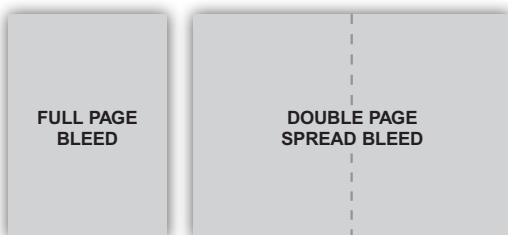
Sizes (depth x width)

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.



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

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.

What's New

Please supply around 100 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

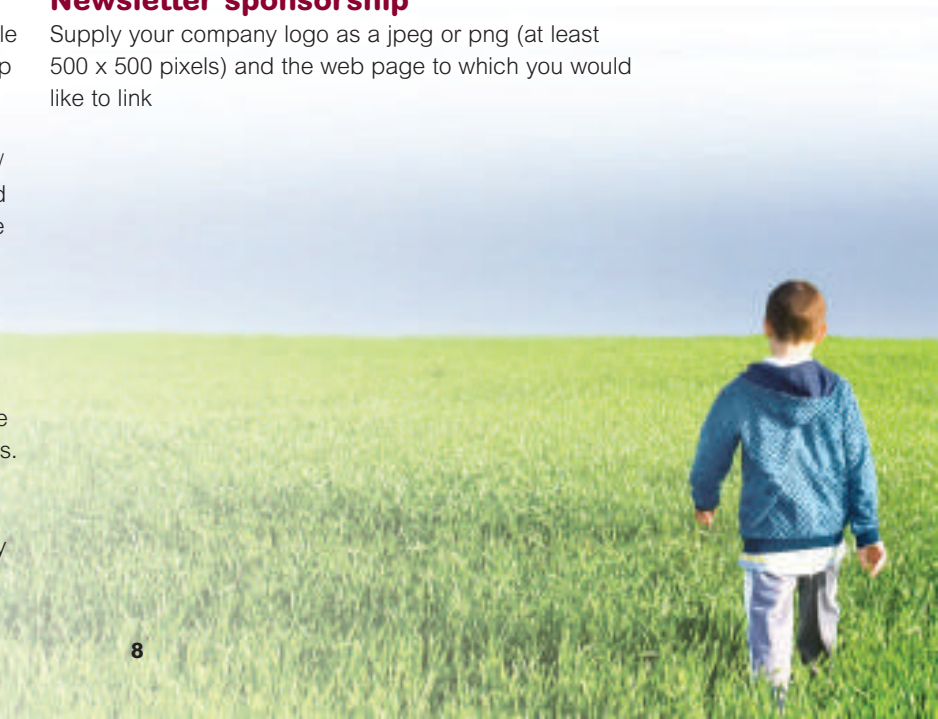
Newsletter announcement

Please supply:

- 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

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 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

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 500 x 500 pixels), 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 (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.

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 (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

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

