

EXCEPTIONAL PARENT MAGAZINE ■ SINCE 1971



2020 MEDIA KIT

MEDIA
AND
ADVERTISING
INFORMATION
AND
SPECIFICATIONS



(800) 372-7368

SALES@EP-MAGAZINE.COM



ABOUT EXCEPTIONAL PARENT MAGAZINE

The Journal for Special Needs Families and Professionals

A TRADITION OF EXCELLENCE

Exceptional Parent is a 49-year-old award-winning magazine. It provides practical advice, emotional support and the most up-to-date educational information for special needs families. The digital version of **Exceptional Parent** is distributed free of charge. The print magazine is distributed to selected healthcare professionals and is available by paid subscription.

Recognized year after year for its unparalleled content and groundbreaking features, **Exceptional Parent** provides information, guidance, and an open forum for sharing ideas and experiences. **Exceptional Parent's** mission is to improve the quality of life for all people with chronic life-long conditions, as well the physicians, allied health care and educational professionals who are involved in their care and development.

MORE ABOUT EP's eMAGAZINE EDITION

- Read, download and print current and past issues from our extensive archives at www.ep-magazine.com
- Visually impaired readers can listen to all content with universal access features.
- Visit www.ep-magazine.com and receive free email delivery each month
- **Exceptional Parent Magazine** has a readership in excess of 100,000 worldwide, and can be viewed on iPad, iPhone and Android platforms.
- **Exceptional Parent Magazine** is the ONLY special interest consumer publication in the US to bear the endorsement of a professional medical society, the American Academy of Developmental Medicine and Dentistry (AADMD).



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EMPOWERING THE SPECIAL NEEDS COMMUNITY



INSIDE EXCEPTIONAL PARENT MAGAZINE

Developing, Translating and Sharing information for Positive Change

IMPORTANT ISSUES

Every month, **Exceptional Parent** brings its large readership of families, healthcare professionals and caregivers in-depth articles and sound guidance delivered by the most experienced and highly-regarded experts in the field of special needs.

MONTHLY EDITORIAL THEMES

Diet and Nutrition • Autism • Mobility
Schools, Camps and Residences • Summer Fun
Healthcare • Travel • Home Improvement
Back to School • Employment and Transition
Financial Planning • Family and the Holidays

REGULAR CONTRIBUTORS AND COLUMNS

Ancora Imparo (From the Editor in Chief's Desk)
American Academy of Developmental Medicine
and Dentistry (AADMD) • Genetic Alliance
New Products • Book Reviews & Excerpts
What's Happening • Organization Spotlight
Fitness Priority • Puzzles and Camo • Guest
Columnists and much more

MILITARY SECTION TOPICS

Military News • Military Life • Post Traumatic
Stress Disorder • Autism Spectrum Disorders
Medical and Special Education Services
Community Support • Benefits and Entitlements

NEW BEGINNINGS

The EP Guide: Navigating Special Needs Resources is an indispensable source of information for those newly diagnosed with disabilities, genetic disorders and other conditions. Families and professionals are sure to value this resource and will refer to it continuously throughout the year! An amazing advertising opportunity!



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CALENDAR

EXCEPTIONAL PARENT MAGAZINE

Four Decades of Editorial Excellence Inform Every Issue

A BROADER VISION

Exceptional Parent Magazine addresses physical, emotional and intellectual conditions across the lifespan, using a multimedia approach. **Exceptional Parent** believes that disabilities are conditions and not disease states, and its focus is on improving the quality of life for those impacted by these conditions.



JANUARY

- *The EP Guide: Navigating Special Needs Resources*



FEBRUARY

- Diet and Nutrition; Dietary Supplements
- Depression, Anxiety & Stress Management

MARCH

- Schools, Camps & Residences
- Developmental Disabilities

APRIL

- Autism Spectrum Disorders
- Early Intervention

MAY

- Mobility
- Planning for the New School Year

JUNE

- Summer Activities
- Adaptive Sports & Recreation

JULY

- Home Improvement & the Americans with Disabilities Act
- Travel

AUGUST

- Healthcare
- Genetic Disorders
- Universal Newborn Screening

SEPTEMBER

- Back to School
- Bullying

OCTOBER

- Employment & Transitioning
- Annual Toy Guide

NOVEMBER

- Financial & Estate Planning
- Tax Strategies
- Military Appreciation

DECEMBER

- Family & Community
- The Holidays!
- Speech & Hearing

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SPECS

EXCEPTIONAL PARENT MAGAZINE

Our New Leadership Means Growing Readership

AD DIMENSIONS

Two Page Spread	15 3/4" x 10"	(15.75 x 10)
Spread w/Bleed	16 3/4" x 11"	(16.75 x 11)
Full Page	7 1/2" x 10"	(7.5 x 10)
Full Page w/Bleed	8 3/8" x 11"	(8.375 x 11)
1/2 Page Island	4 7/8" x 7 1/2"	(4.875 x 7.5)
1/2 Page Horizontal	7 1/2" x 4 7/8"	(7.5 x 4.875)
1/2 Page Vertical	3 5/8" x 10"	(3.625 x 10)
1/2 Page Vertical w/Bleed	4 1/8" x 11"	(4.125 x 11)
1/3 Page Square	4 7/8" x 4 7/8"	(4.875 x 4.875)
1/3 Page Vertical	2 5/8" x 10"	(2.625 x 10)
1/4 Page	3 5/8" x 4 7/8"	(3.625 x 4.875)

AD RATES

	FULL PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE	SPREAD
1X	\$1,500	\$995	\$775	\$595	\$3,500
3X	\$1,470	\$975	\$760	\$583	\$3,440
6X	\$1,426	\$945	\$738	\$566	\$3,352
9X	\$1,372	\$907	\$708	\$544	\$3,244
12X	\$1,304	\$862	\$673	\$517	\$3,108

ADDITIONAL OPPORTUNITIES

- Customized print runs • Digital marketing partnerships
- Website presence • Specialized advertorials
- Corporate warmth campaigns

4 COLOR PROCESS

Must be separated into process CMYK, SWOP standards, 133-line screen, Digital formats: High resolution PDF with fonts and images embedded for print; or Photoshop TIFF with fonts and images embedded; or Illustrator EPS with outlined fonts and images embedded.

AD CLOSING DATES

Ad material is due on the 20th of the month prior to issue date.

TRIM SIZE AND BLEED

Magazine trim size is 8 1/8" x 10 3/4" (8.125 x 10.75). Top, Bottom, Left and Right margins are 3/8" (.375). Bleed available for spread, full-page and half-page units only. Allow 1/8" on each side for bleed. Live matter should be 3/8" away from all bleed, gutter and outside edges.

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CUSTOM EXCEPTIONAL PARENT MAGAZINE

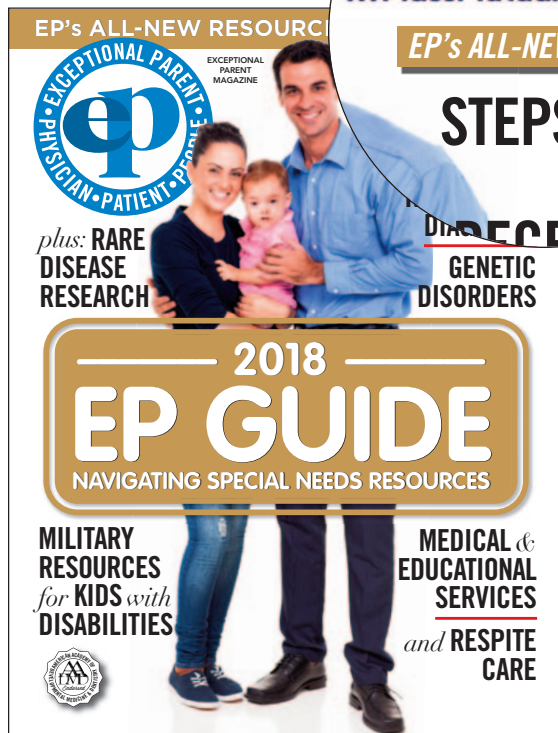
Forging Lasting and Effective Partnerships within the Community

A UNIQUE MESSAGE

We now have the capability to offer advertisers exclusive sponsorships of one or more of our twelve monthly issues and delivery of a custom print run in any quantity they choose. These special editions may be distributed to clients, customers, patients, caregivers or anyone you choose.

SPREADING THE WORD

Exceptional Parent Magazine's unsurpassed content is timely, trustworthy and completely original. We can now offer custom editions of the magazine, ranging from 60 to 90+ pages in length, containing our award-winning topical content and a custom-designed cover prominently featuring their company logo or specific branding *and* a free full page ad. Share this valuable resource with all of your associates.



CREATING SYNERGY

Monthly editorial themes such as Autism Awareness, Mobility, Financial Planning or Travel may be a perfect fit for your business. The universally respected and highly anticipated annual EP Guide is a great match for any company.

CUSTOM PRINT RUN RATES

ALL CUSTOM PRINT RUNS INCLUDE A FREE FULL PAGE AD

QUANTITY	ANNUAL EP GUIDE [90+ PAGES]	FEB-DEC ISSUE [60+ PAGES]
100 w/ FULL PAGE	\$3,000	\$2,500
500 w/ FULL PAGE	\$7,500	\$7,000
1000 w/ FULL PAGE	\$13,500	\$13,000

For larger quantities, call for a direct quote.

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ONLINE EXCEPTIONAL PARENT MAGAZINE

The Way Forward: EP's Innovative New Digital Strategy



HIGH IMPACT EXPOSURE

Reach a growing audience on EP's all-new website and strategically target your consumers. We are committed to bringing your company's vision to life through original, well designed digital experiences.

EXPANDED OPTIONS

Our team of designers and developers are ready to create marketing campaigns that communicate your brand's message to our dedicated online audience.

MONTHLY E-NEWSLETTER

Target your customers with a prominent ad in our weekly e-newsletter. EP's social media audiences visit our feeds multiple times a week. Highlight your product or service and gain access to an engaged audience that has specifically opted in to receive this content.

EP-MAGAZINE.COM AD SIZES AND RATES

AD POSITION	PIXEL SIZE	PER MONTH	+ FULL PAGE AD	6 MONTHS	12 MONTHS
Top Spot Billboard	725 x 85	\$5,000	\$6,000	5% Discount	10% Discount
Banner 1 2 3	725 x 85	\$3,000	\$4,000	5% Discount	10% Discount

NEWSLETTER AD SIZES AND RATES

AD POSITION	PIXEL SIZE	PER MONTH	12 MONTHS
1 of 3 Sponsors	1008 x 609	\$500	\$5,000
Sole Sponsorship	1008 x 609	\$1,000	\$10,000

EBLAST RATES

1 PER MONTH	PIXEL SIZE
\$1,000	TBD
Contact EP for more info.	

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CONTACT US

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