

EXCEPTIONAL PARENT MAGAZINE ■ SINCE 1971



2021
MEDIA KIT

MEDIA
AND
ADVERTISING
INFORMATION
AND
SPECIFICATIONS



(973) 726-6218

EPMAGAZINEVP@GMAIL.COM

EXCEPTIONAL PARENT MAGAZINE ■ SINCE 1971



LEGACY EXCEPTIONAL PARENT MAGAZINE

EP Celebrates 50 Years of Continuous Publication in 2021

A HALF CENTURY OF EXCELLENCE

In 1971, **Exceptional Parent** was first published by a dedicated group of healthcare professionals and educators led by Maxwell J. Schleifer, PhD. Throughout its 50 year history, **EP** has chronicled the challenges and triumphs experienced by the special needs community, providing unequalled coverage for families and professionals involved in the care and



development of people with disabilities and special healthcare needs. **EP** provides practical advice, emotional support and the most up-to-date educational information for special needs families. **EP's** mission is to improve the quality of life for all people with chronic life-long conditions, as well as 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.epmagazine.com
- Visually impaired readers can listen to all content with universal access features.
- Visit www.epmagazine.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 • Schools, Camps and Residences • Autism Awareness • Mobility • Summer Fun • Home Improvement and the ADA Healthcare • Back to School • Employment and Transition • Financial Planning • Family, Community and the Holidays

REGULAR CONTRIBUTORS AND COLUMNS

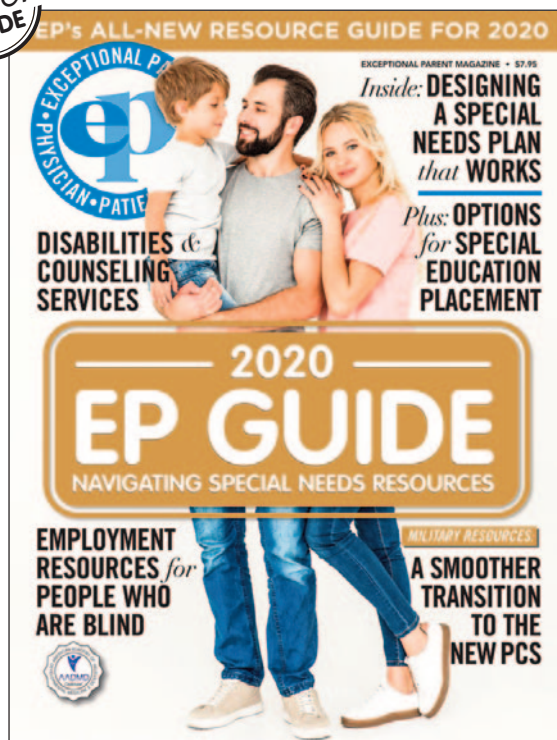
Ancora Imparo (From the Editor in Chief's Desk) American Academy of Developmental Medicine and Dentistry (AADMD) • Book Reviews & Excerpts) • What's Happening • Organization Spotlight • Heartsight • Puzzles and Camo • Guest Columnists and much more

MILITARY SECTION TOPICS

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

THE WAY FORWARD

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" (0.375). 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 your company logo or specific branding *and* a free full page ad.

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

EP's ALL-NEW RESOURCE

EXCEPTIONAL PARENT MAGAZINE

plus: RARE DISEASE RESEARCH

GENETIC DISORDERS

2018
EP GUIDE
NAVIGATING SPECIAL NEEDS RESOURCES

MILITARY RESOURCES for KIDS with DISABILITIES

MEDICAL & EDUCATIONAL SERVICES and RESPITE CARE

BROUGHT TO YOU BY:

MassMutual SpecialCare

EP's ALL-NEW GUIDE FOR:

STEPS to TAKE AFTER DISCOVERY

CUSTOM PRINT RUN RATES

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
2000 w/ FULL PAGE	\$25,000	\$23,500

For larger quantities, call for a direct quote. EP's editorial and design team is also available to partner with your company to create monographs, programs or other related print materials. Contact us for details.

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EMPOWERING THE SPECIAL NEEDS COMMUNITY



ONLINE EXCEPTIONAL PARENT MAGAZINE

The Way Forward: EP's Innovative New Digital Strategy



HIGH IMPACT EXPOSURE ON EPMAGAZINE.COM

EP is committed to bringing your company's vision to life through well designed digital experiences.

EPMAGAZINE.COM AD SIZES AND RATES

AD POSITION	PIXEL SIZE	PER MONTH	+ FULL PAGE AD
Top Spot Banner	1900 x 300	\$6,000	\$6,000
Next Tier Banner	1900 x 300	\$5000	\$5,000
Banners 3 4	1900 x 300	\$3,000	\$3,000
Square Banner	272 x 227	\$1000	Call for price

Discount: 5% if prepaid for 6 months; 10% if prepaid for 12 months

NEWSLETTER AD SIZES AND RATES

AD POSITION	PIXEL SIZE	PER MONTH	12 MONTHS
Sole Sponsor	1008 x 609	\$1,500	\$18,000
Top Position (of 3)	1008 x 609	\$750	\$9,000
2nd and 3rd (of 3)	1008 x 609	\$500	\$6,000

MONTHLY E-NEWSLETTER

You can gain access to an engaged audience that has specifically opted in to receive this content with our monthly e-newsletter.

EP EBLASTS GET IT DONE

EP offers clients exclusive access to their growing email distribution list by packaging or creating targeted eblasts to its dedicated readership. EP eblasts are a cost effective way to get proven results.

EBLAST RATES

1 PER MONTH	PIXEL SIZE
\$2,000	TBD

Our team of designers and developers are ready to create marketing campaigns that communicate your brand's message to our dedicated online audience, or we can deploy your package as submitted to target our diverse and growing audience. Contact us for more information.

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