

EXCEPTIONAL PARENT MAGAZINE ■ SINCE 1971



2025 MEDIA KIT

MEDIA AND ADVERTISING
INFORMATION AND
SPECIFICATIONS



(973) 726-6218 / EPMAGAZINEVP@GMAIL.COM

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ABOUT EXCEPTIONAL PARENT MAGAZINE

Published Continuously for Over 50 Years

OVER A HALF CENTURY OF EXCELLENCE

Exceptional Parent Magazine is a highly regarded print and digital magazine that has provided outstanding coverage for individuals with disabilities and special health care needs (of all ages), their families, caregivers, as well as, professionals involved in their care and development since 1971.



EP Magazine provides information, resources and inspiring stories (from infancy to elderly). Our mission is to encourage awareness, acceptance and inclusion of individuals with disabilities and special health care needs, as well as to provide information that may help improve the quality of life for them and their families.

ABOUT EP FOR FREE

- **EP Magazine** has been able to make its digital version free, thanks to its advertisers.
- **EP Magazine** has a readership of about 100,000 nationwide.
- **EP for Free** includes free email delivery of the digital edition and monthly newsletter.
- Visually impaired readers can listen to all content with universal access features.
- **EP Magazine** offers a comprehensive archive of all its digitized issues from May 2015 to the present. Readers can read, download, share and print any pages from current or past issues at www.epmagazine.com, with no charge.
- **EP Magazine** has a Military Section each month with information for the unique challenges faced by military families with a child or veteran living with a disability.



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EMPOWERING THE SPECIAL NEEDS COMMUNITY



SPECS

EXCEPTIONAL PARENT MAGAZINE

All Ads and Listings Are in The Print and Digital Edition

AD DIMENSIONS FOR PRINT AND DIGITAL FORMATS

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 PER MONTH

	FULL PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE	SPREAD
1X	\$1650	\$1,095	\$853	\$655	\$3,850
3X	\$1,617	\$1,073	\$836	\$641	\$3,874
6X	\$1,569	\$1,040	\$812	\$623	\$3,687
9X	\$1,509	\$998	\$779	\$598	\$3,568
12X	\$1,434	\$948	\$740	\$569	\$3,418

WHAT'S NEW LISTING

125-word listing plus 5" x 5" photo	\$900
Full page ad + 125-word listing and photo	\$2200

PRODUCTS & SERVICES LISTING

4 lines in our small space ad section with logo	\$275
6 lines with logo	\$325

SPONSOR AN ISSUE (Details on next page)

January	\$5000
February to December (per issue)	\$3000

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.

TRIM SIZE & 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.

CLOSING & PAYMENT DATES

Payment is due on the 10th of the month prior to publication and ad materials are due on the 20th of the month prior to publication.

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CALENDAR

EXCEPTIONAL PARENT MAGAZINE

Editorial Excellence Covering All Ages

AWARENESS, ACCEPTANCE AND INCLUSION

EP Magazine addresses physical, emotional and intellectual conditions across the lifespan. The articles in EP Magazine are intended to be helpful, informative, inspiring, and focus on what can be done, not what should have been done. **EP Magazine** also publishes feature articles not on theme to expand the coverage of topics.



JANUARY

- *The EP Guide: Navigating Special Needs Resources*
- Early Intervention

FEBRUARY

- Healthcare
- Diet and Nutrition
- Heart Health
- Dental

MARCH

- Vision, Hearing and Speech
- Traumatic Brain Injury

APRIL

- Autism
- Developmental Disabilities
- Genetic Disorders
- Birth Defects

MAY

- Mobility
- Accessible Homes and the ADA

JUNE

- Summer Fun
- Accessible Travel, Vacations, Rentals and Activities

JULY

- Adaptive Sports, Recreation and Exercise

AUGUST

- Back to School
- Bullying
- Schools, Camps and Residences

SEPTEMBER

- Elderly Care and Senior Issues

OCTOBER

- Employment and Transitioning
- Depression
- Anxiety and Stress Management

NOVEMBER

- Financial and Estate Planning
- Parenting Two or More Children with Disabilities

DECEMBER

- Family and Community
- December Holidays



EMPOWERING THE SPECIAL NEEDS COMMUNITY



ONLINE EXCEPTIONAL PARENT MAGAZINE

The Way Forward: EP Magazine's Innovative Digital Strategy



FREE E-NEWSLETTER

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

HIGH IMPACT EXPOSURE ON EPMAGAZINE.COM

Get business exposure with a banner on epmagazine.com. Bring awareness to your company's mission with a newsletter banner or an eblast.

EBLAST RATE

AD TYPE	PIXEL SIZE	PER MONTH
Eblast	TBD	EXCLUSIVE TO 1 BUSINESS \$2,500

EPMAGAZINE.COM BANNER AD SIZES AND RATES

AD POSITION	PIXEL SIZE	PER MONTH
Top Spot Banner	1900 x 300	INCLUDES FULL PAGE AD \$6,000
Next Tier Banner	1900 x 300	INCLUDES FULL PAGE AD \$5,000
Banners 3 4	1900 x 300	INCLUDES FULL PAGE AD \$3,000
Square Banner	272 x 227	\$2,000

NEWSLETTER BANNER AD SIZES AND RATES

Be in front of an engaged audience that has opted in to receive the digital magazine and free e-newsletter.

AD POSITION	PIXEL SIZE	PER MONTH
Top Position	1008 x 609	\$800
2nd & 3rd	1008 x 609	\$600

Discount for all website and newsletter ads: 10% if prepaid for 6 months; 20% if prepaid for 12 months.

EP MAGAZINE EBLASTS GET IT DONE

We offer our clients an email blast exclusive to their business that goes out to our growing email distribution list. Our eblasts are a cost-effective way to get results.

EP EBLASTS

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CUSTOM EXCEPTIONAL PARENT MAGAZINE

Forging Lasting and Effective Partnerships within the Community

A UNIQUE MESSAGE

Each month, **EP Magazine** offers an advertiser the opportunity to sponsor an issue, whether our January EP Guide or one of the February to December issues. The sponsor will receive mention on the cover (*This issue courtesy of*), a full page ad, a social media mention, an ad banner in a newsletter and 20 print copies of that issue. First come first served.

SPREADING THE WORD

Every day, more readers sign up for **EP for Free**. Our audience, article contributors, social media groups, advertisers and non-profit organizations share the magazine and **EP for Free** with others via social media, mass emails, handouts and word of mouth.

EP Magazine is active on Facebook, Instagram, Twitter and Linked In.

Please note: the only handles for EP Magazine that are active are:

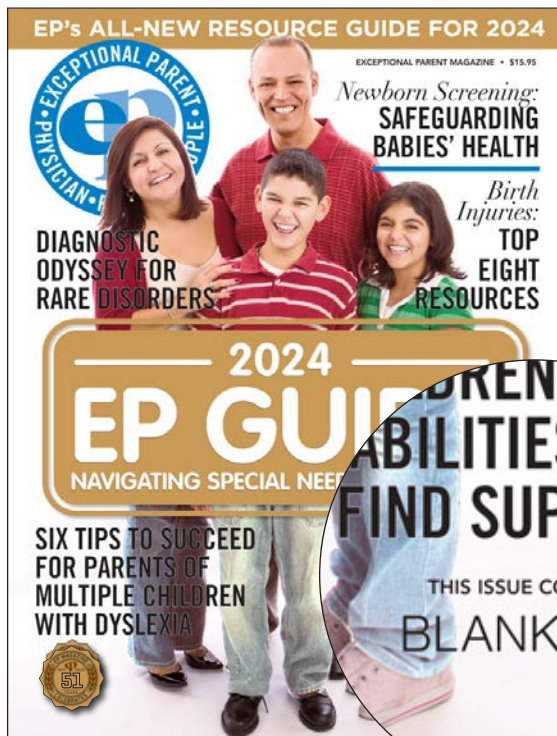
FB – **ExceptionalParentmag**, IG and Twitter–

@epmzine, Linked In – **Faye Simon Harac**. It is easy to sign up for **EP for Free** at www.epmagazine.com



EP MAGAZINE HAS YOU COVERED

Exceptional Parent Magazine has a variety of ways for businesses to have a presence and get their products and services in front of our dedicated audience. Our audience consists of individuals with disabilities, their families and caretakers, education, medical, legal and financial professionals. We also appreciate those businesses that have a corporate warmth initiative and want to support this important magazine that serves the special needs community. Contact Faye Simon at epmagazinevp@gmail.com to discuss advertising options including a custom package.



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CONTACT

EXCEPTIONAL PARENT MAGAZINE

FAYE SIMON

Editor In Chief

201.803.9053

epmagazinevp@gmail.com

LEVERETT COOPER

Art Direction & Designer

860.485.0429

lcooper@epmagazine.com

Empowering the Special Needs Community since 1971

EP FOR FREE!

IT'S EASIER THAN EVER! Simply visit www.epmagazine.com and you will receive a link to the magazine every month and the free monthly newsletter.



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