

# SEN

special educational needs

The esSENtial read

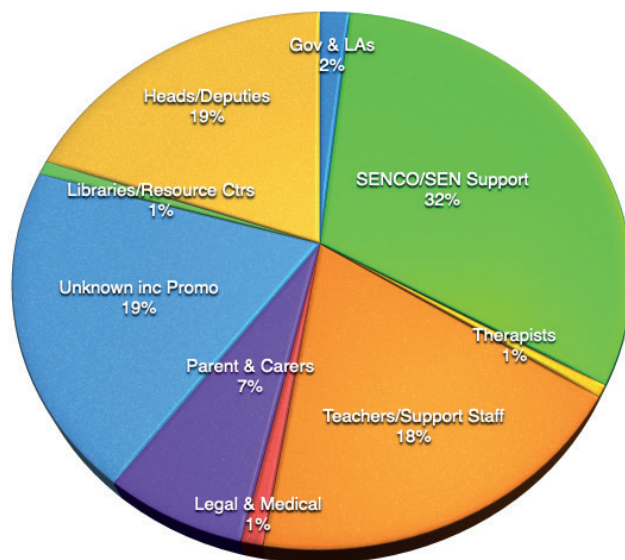


**SEN Magazine**, the UK's leading magazine for special educational needs, is essential reading for heads, SENCOs and teachers in special and mainstream schools. It is also widely read by parents, carers and special needs professionals.

The Magazine includes the latest news, reviews and CPD listings, and a mix of expert articles by leading SEN specialists, alongside opinion and interest pieces written by teachers, parents and professionals.

Authoritative features cover all aspects of special needs and education and aim to encourage best practice and the sharing of ideas and resources (see overleaf for list of regular and special features).

## Circulation breakdown



## Distribution

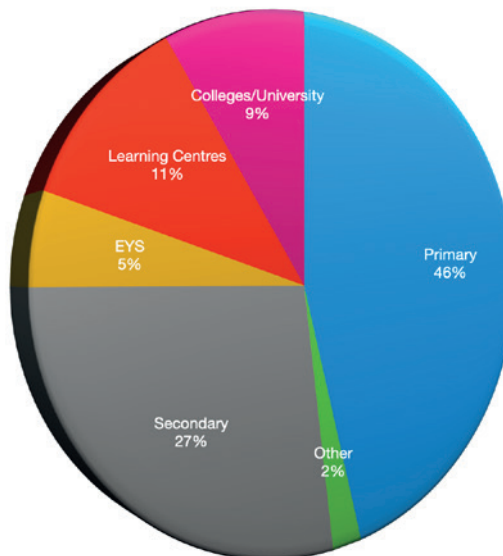
SEN Magazine is distributed to all special schools and colleges in the UK and is available on subscription to mainstream schools. Copies are also mailed directly to our ever-growing list of subscribers and to key decision makers in local education authorities.

## Bulk distribution

By arrangement, we supply bulk quantities of SEN Magazine to selected local authorities and teacher resource centres. These copies are then made available to teachers and education support staff, as well as to many parents and carers.

## SEN Magazine subscriptions

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# Special features for 2021

## Issue 110: January/February 2021

CReSTed/Dyslexia  
Autism  
Post-16 options  
Specialist seating  
Assistive technology  
Outdoor activities  
Down's syndrome  
Hearing impairment  
SEN provision overseas  
Rare disease day

## Issue 111: March/April 2021

Sensory issues  
Music and performing arts  
Accessible vehicles and transport  
Short breaks/respite care/holidays  
Learning outside the classroom  
ADHD  
Tourette's syndrome  
Transition to adult life  
World Autism Awareness week

## Issue 112: May/June 2021

Speech, language and communication needs (SLCN)  
Learning disability  
Play  
Healthy eating for kids  
ICT/technology in the classroom  
Numeracy  
Foster Care Fortnight  
Sports  
Autism Show preview

## Issue 113: July/August 2021

Personal, social and health education (PSHE)  
Literacy/phonics  
Cerebral palsy  
Special needs law  
Days out  
Looked-after children  
Communication aids  
Manual handling  
Visual impairment

## Issue 114: September/October 2021

TES SEN Show preview  
Kidz to Adultz North preview  
Adoption  
Sen publishers  
Relaxed performances  
Social, emotional and behavioural difficulties (SEBD)  
Dyslexia (Dyslexia Awareness Week)  
Dyspraxia (Dyspraxia Awareness Week)  
Choosing the right school or college for your child with SEN  
School trips

## Issue 115: November/December 2021

Bett Show preview  
Education Show preview  
PMLD/complex needs  
Safeguarding children  
Creative arts  
Professional support for teachers/school leadership  
Spina bifida and hydrocephalus  
Complementary therapies  
Epilepsy  
Mobility  
Attachment  
Bullying

## Regular features

What's new?	Point of view
Recruitment	Autism/ASD
CPD and training	Book reviews
SEN legal	Dyslexia



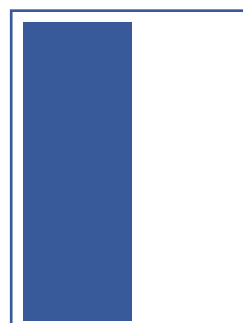
## 2021 copy deadlines and publication dates

	Copy deadline	Publication deadline
Issue 110 Jan/Feb	02/12/20	21/12/20
Issue 111 Mar/Apr	03/02/21	24/02/21
Issue 112 May/June	07/04/21	28/04/21
Issue 113 July/Aug	02/06/21	30/06/21
Issue 114 Sept/Oct	04/08/21	25/08/21
Issue 115 Nov/Dec	06/10/21	27/10/21

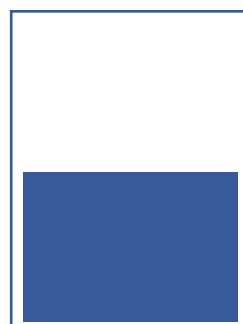
## Sizes (height x width)



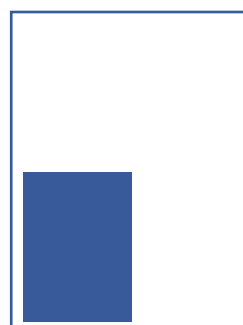
**Full page**  
297 x 210mm  
(+6mm bleed)



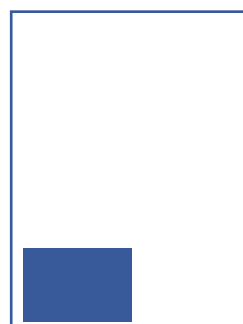
**Half page portrait**  
259 x 87mm



**Half page landscape**  
127 x 181mm



**Quarter page portrait**  
127 x 87mm



**eighth page landscape**  
60 x 87mm

## Rates and sizes

Display adverts	Cost	Dimensions
Inside front cover	£1500	297 x 210mm (+6mm bleed)
Inside back cover	£1450	297 x 210mm (+6mm bleed)
Outside back cover	£1600	297 x 210mm (+6mm bleed)
Double page spread	£2000	297 x 210mm (+6mm bleed)
Full page	£1295	297 x 210mm (+6mm bleed)
Half page landscape	£695	127 x 181mm
Half page portrait	£695	259 x 87mm
Quarter page portrait	£380	127 x 87mm
Eighth page landscape	£245	60 x 87mm
Web directory	£100	20 x 58mm

### Advertorials

Full page	£600	600 words + 2 or 3 images
Half page	£350	350 words + 1 or 2 images
Quarter page	£190	150 words + 1 image

<b>What's new feature</b> (Approx. 1/6 page)	£100	100 words + 1 image
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<b>Leaflet inserts</b>	£90 per 10g per 1000
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**All prices exclude VAT** (Registered charities are normally VAT exempt).

**Series or multi-edition bookings:** Excellent discounts available.

# Full page specification

Page size = **210mm wide x 297mm high (+ 6mm bleed to each edge)**

Text and other important information should not be placed outside the safe zone shown below.



# Digital media rates

## SEN newsletter

The SEN Newsletter is a monthly email covering the latest SEN news, CPD, events and resources. Readers include heads, SENCOs and teachers in special and mainstream schools, LEA officers, parents/carers and special needs professionals.

**Distribution:** 60,000+ individuals each month. **Click through rate:** 3,200+ per month.

## Advertising options

### Static banner advert

(150 pixels wide x 52 pixels high) inc. URL link

£100/month, £250/quarter, £450/six months, £800/year.

Limited number of banner spaces available. Newsletter banners must be static.

### Lineage

£1/word, minimum 25 words, maximum 50 words. Link to URL/email: £25.

Limited number of lineage entries available.

To view the current newsletter visit: [www.senmagazine.co.uk/Newsletter](http://www.senmagazine.co.uk/Newsletter)

## SEN website

[www.senmagazine.co.uk](http://www.senmagazine.co.uk) is the go-to special needs website for professionals and parents/ carers alike. It consistently ranks at number one on Google for "special needs magazines".

**Unique users:** approx. 14,500+ per month. **Page impressions:** approx. 31,000+ per month.

## Advertising options

### Main page banner advert

(150 pixels wide x 52 pixels high) inc. URL link

£100/month, £250/quarter, £450/six months, £800/year.

Annual booking includes two entries in the resources directory (see below). Quarterly booking includes one. Limited number of banner spaces available.

### Resources directory

£200/year for one category. £100 for each additional category. Each insertion consists of a listing (up to 50 words) and a URL link to your website. Entries are categorised by resource, so it's easy to find your entry (category names will vary).

### CPD/events listings lineage:

£1/word, minimum 25 words. Link to URL/email: £25.

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