

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).

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

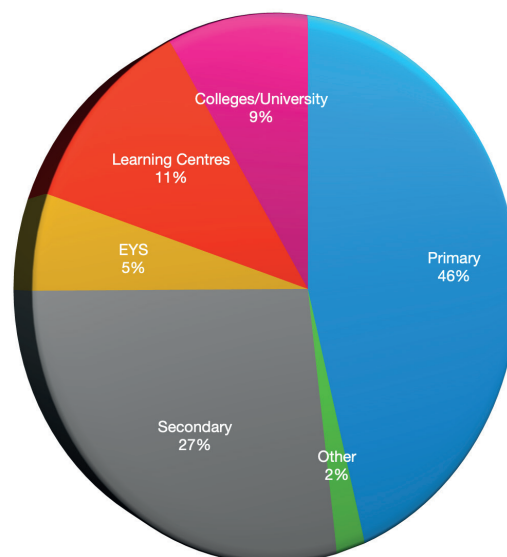
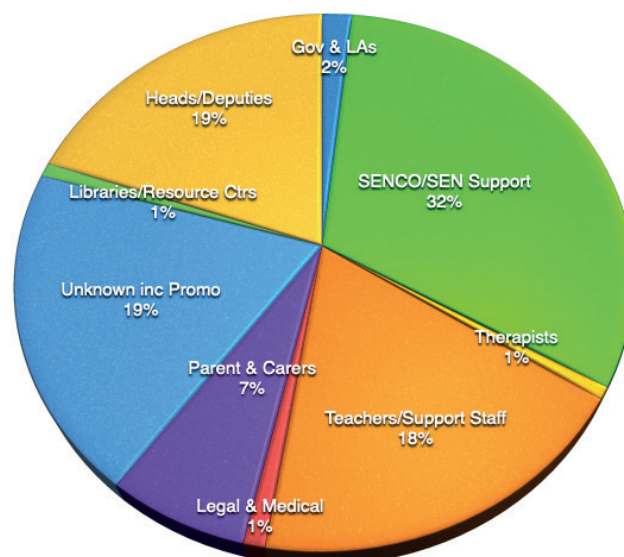
By arrangement, we supply bulk quantities of SEN Magazine to selected local authorities and teacher resource centres. These copies are then made available to teachers and education support staff, as well as to many parents and carers.

SEN Magazine subscriptions

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Circulation breakdown



Advertising Sales Manager: Denise Williamson: 01200 409808. denise@senmagazine.co.uk

SEN Magazine Ltd, Chapel House, 5 Shawbridge Street, Clitheroe BB7 1LY.

General enquiries: 01200 409800. info@senmagazine.co.uk Editorial: editor@senmagazine.co.uk

Special features for 2022

Issue 116: January/February 2022

CReSTed/Dyslexia
Post-16 options
Specialist seating/furniture
Assistive technology
Sensory issues
Health & Wellbeing
Outdoor activities
SEN provision overseas
Rare Disease Day
Hearing Impairment

Issue 117: March/April 2022

Autism
Music and performing arts
Accessible vehicles and transport
Short breaks and holidays
Learning outside the classroom (LOtC)
Transition
Modular Buildings
Spina bifida and hydrocephalus
Down's syndrome

Issue 118: May/June 2022

Speech, language and communication needs (SLCN)
Learning disability
Play
Healthy eating for kids
ICT/technology in the classroom
Numeracy
Tourette's syndrome
Fostering
Hearing impairment
Autism Show preview

Issue 119: July/August 2022

Social, emotional and Mental Health (SEMH)
Literacy/phonics
Cerebral palsy
Special needs law
Sports
Days out & School trips
Children in care (formerly Looked after children)
Manual handling
Sen publishers
Visual impairment

Issue 120: September/October 2022

ADHD
Adoption
Choosing the right school or college
Communication aids
Relaxed performances
Personal, social and health education (PSHE)
Dyslexia
Dyspraxia
TES SEN Show preview
Epilepsy

Issue 121: November/December 2022

PMLD/complex needs
Safeguarding children
Creative arts
Professional support for teachers/school leadership
Complementary therapies
Mobility
Attachment
Bullying

Regular features

SEN news
What's new?
Recruitment
SEN law
Dyslexia

Point of view
CPD and training
Autism
Book reviews
Petition Watch



Information for advertisers

2022 copy deadlines and publication dates

	Copy deadline	Publication deadline
Issue 116 Jan/Feb	01/12/21	22/12/21
Issue 117 Mar/Apr	02/02/22	02/03/22
Issue 118 May/June	06/04/22	27/04/22
Issue 119 July/Aug	01/06/22	29/06/22
Issue 120 Sept/Oct	10/08/22	31/08/22
Issue 121 Nov/Dec	05/10/22	26/10/22

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

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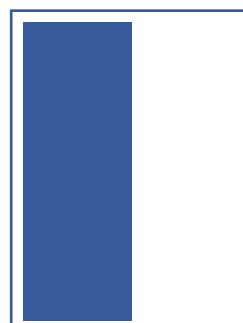
All prices exclude VAT (Registered charities are normally VAT exempt).

Series or multi-edition bookings: Excellent discounts available.

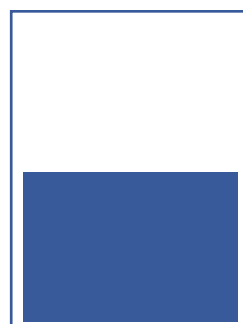
Sizes (height x width)



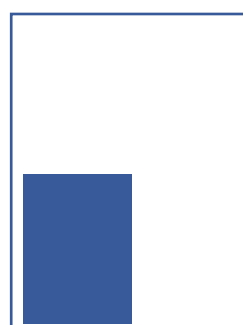
Full page
297 x 210mm
(+6mm bleed)



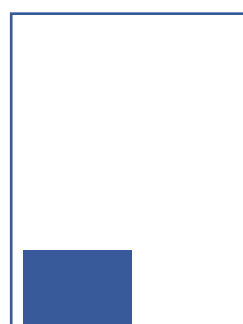
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Half page landscape
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Quarter page portrait
127 x 87mm



eighth page landscape
60 x 87mm

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

SEN website

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.

facebook.com/senmagazine

twitter.com/senmagazine

www.senmagazine.co.uk

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