

# able

YOUR FAVOURITE DISABILITY LIFESTYLE MAGAZINE

## MEDIA PACK 2010

Able magazine, the UK's largest ABC verified general disability magazine is read with real purpose, as a trusted source of invaluable information on all manner of topics and issues touching on disability. This means that your advertisement will be placed in front of an audience that is genuinely taking note and looking to find the companies and organisations that can supply that crucial piece of kit or service solution.

Published from 1994, our wealth of experience makes sure that Able grabs its readers' attention with razor-sharp, up-to-date features that entertain and inform in equal measure. Regular features include breaking news, personal stories, our ever-popular 'get active' guides and a diverse range of regular columnists including disabled people, parents, Minister for Disabled People Jonathan Shaw MP and the motoring supremo Richard Hammond. Focusing on what people can do, not what they can't, we'll continue to report on current trends and developments in the disability sector – making it the must-read disability publication in the UK.



### LIFESTYLE



### PRODUCTS



### HOLIDAYS



### MOTORING



**“** *We have been advertising with Able Magazine for some years now and have been extremely pleased with the return on investment. We have been able to use the magazine as a launching point for new products and services. Able Magazine has a great reputation, within our industry, and is highly regarded as a quality, informative and interesting magazine that focuses on 'ability' rather than 'disability'. We will definitely be continuing to advertise with Able and are looking forward to working with them moving forward.* **”**  
**Anita Mathieson**  
**GM Coachwork Ltd.**

[www.ablemagazine.com](http://www.ablemagazine.com)



Winner of Consumer Specialist Magazine of the Year 2007.



15 - 39 Durham Street, Kinning Park, Glasgow, G41 1BS  
Tel: 0141 419 0044 • FAX: 0141 419 0077

[www.cravenpublishing.co.uk](http://www.cravenpublishing.co.uk)

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## FEATURES LIST

July/August

### ▶▶ In-Depth – Parkinson's

We get the latest information on Parkinson's disease from the world class Mayo Clinic: What is it and how is it being treated?

### ▶▶ Online Shopping

What are the advantages of online over traditional shopping? Are there genuine advantages regarding choice, price and quality?

### ▶▶ Pimp My Wheelchair

A wheelchair doesn't have to be a boring, clinical piece of metal; to some it's a style statement. We look at products designed to restore pride to your ride.

### ▶▶ Insurance Investigator

Our mystery shopper gets to grips with car insurance. Do car insurers really understand the variables and subtleties of adapted vehicles or will they try to fit square pegs into round holes?

### ▶▶ Off The Beaten Path

For readers looking for last-minute holiday ideas, we explore a range of accessible days out and short-breaks; from canal boat trips and National Trust properties to museums days and camping under the stars.

### ▶▶ Weddings

We have put together our largest ever competition prize. One lucky couple will win goods totalling around £9,000 including a bespoke wedding dress, suits, accessible honeymoon, accessible transportation for guests, flowers, stationary and white goods. We'll announce the winners in the September/October 2010 edition and follow their preparations as they approach the big day.

## REGULARS

### ▶ UK, EUROPE & WORLD NEWS

Able keeps readers abreast of the latest news relevant to disabled people. This makes Able magazine the must read publication and helps advertisers reach a receptive audience.

### ▶ GET ACTIVE

The sky is the limit – well sometimes... This feature strand inspires disabled people to push – and break – their boundaries.

### ▶ MOTORING – MITSUBISHI ASX

Richard Hammond examines the spec of the new Mitsubishi ASX before putting it through its paces.

### ▶ PRODUCT AWARDS

Able examines the best products on the market for disabled people, giving them coveted 'star ratings'.

*"I've recently done a week long residency with the Candoco Dance company in north London and was delighted to discover Able at the Aspire Rehabilitation Centre in Middlesex. Thank you for your excellent publication. I've brought a copy of it back to Canada with me and have shared it with people who work in disability empowerment over here."*  
**Lawrence Shapiro**  
**CANADA**



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“

*Our customer feedback has shown that the vast majority of our bookings in the last 3 years have been gained by advertising in Able magazine. We would always include Able in our yearly advertising budget as we regard it as essential that our specialised property reaches as wide an audience as possible.*”

**Colin Holman**  
J&C Gites Limited

## RATE CARD 2010

### FULL COLOUR ADVERT ▶▶

SIZE	2 months (1 issue)
Full Page	£3,495 per issue
Half Page	£2,295 per issue
Quarter Page	£1,295 per issue
Outside Back Cover	£3,995 per issue
Inside Front Cover	£3,795 per issue
Inside Back Cover	£3,595 per issue
Double Page Spread	£5,995 per issue

### CLASSIFIEDS ▶▶

- Colour                    £35 per single column cm, minimum: £175
- Sponsorship            Prices available on application

### INSERTS ▶▶

£75.00 PER 1,000, based on a single sheet A4, (10gms).  
A sample insert must be seen in advance

\*All prices assume the provision of finished artwork, in a Mac-readable format such as InDesign (with all picture files and fonts) or a picture file (TIFF, JPEG or EPS - 300dpi resolution / low compression). A copy make-up service is available, but will be charged separately; for further information, check with: Terry Gillan in our Production Department on: 0141 419 0044, or email: [terry@cravenpublishing.co.uk](mailto:terry@cravenpublishing.co.uk)

#### FOR FURTHER INFORMATION PLEASE CONTACT:

Allan Fleming, Advertising Manager on 0141 419 0044 (ext.114) or email [allan@cravenpublishing.co.uk](mailto:allan@cravenpublishing.co.uk)

# DISTRIBUTION 2010

## ▶▶ SUBSCRIBERS/INDIVIDUALS

As other publications watch their subscriber base dwindle, Able sees its own grow from strength to strength. Each issue of Able magazine is sent direct to the door of over 7,000 disabled people, parents and carers of disabled people and professionals who work in the industry. In addition to our core subscriber database we work with a different disability organisation each issue to send a complimentary copy of Able magazine to the individuals on their members database. This method of distribution ensures our advertisers a fresh audience with each issue.

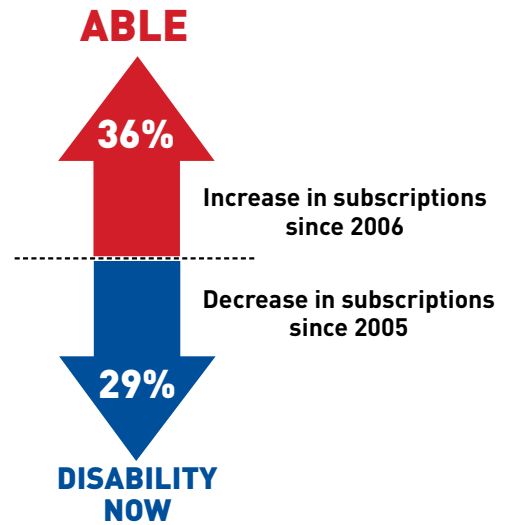
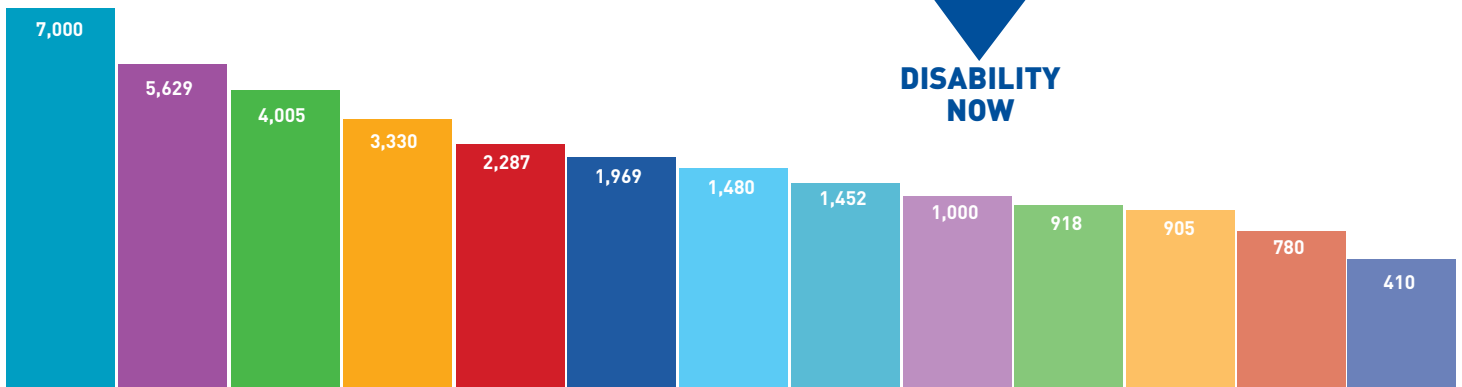
## ▶▶ DISABILITY ORGANISATIONS

Multiple copies of Able magazine, ranging from 10 – 250 copies, are sent every issue to our database of disability organisations. The 1,337 outlets, (which are constantly monitored for effectiveness and response) receive in excess of 22,200 copies and include Shopmobility Schemes, MS Therapy Centres, Special Schools, Wheelchair Service Centres, Jobcentre Plus offices, Remploy branches and many more. Copies of the magazine are placed in waiting areas for clients and visitors to pick up free of charge, handed to individuals and also distributed among staff as an important source of information.

## ▶▶ EXHIBITIONS

Able magazine has a strong presence at every major disability exhibition and event throughout the UK. Fantastic stand positions (as well as making sure every attendee gets a complimentary issue of Able) is our main priority - helping to increase the awareness of Able magazine across the country and gain more subscribers every issue.

**AVERAGE PRINT RUN PER ISSUE > 33,770**  
**ESTIMATED READERSHIP > OVER 100,000**



## DISTRIBUTION BREAKDOWN

- Subscribers/Individuals - 7,000
- Shopmobility Schemes - 5, 629
- Special Schools - 4,005
- Disability Organisations - 3,330
- OT Dept/Spinal Unit/Prosthetic Centres - 2287
- Jobcentre Plus - 1,969
- Independent Living/Disabled Resource Centres - 1,480
- Wheelchair Service Centre - 1452
- Exhibitions - 1,000
- Princess Royal Trust for Carers - 918
- Seetec/Papworth Trust/Remploy - 905
- MS Therapy Centres - 780
- Other - 410

MOST RECENTLY AUDITED FIGURES (comparison with competitors):

ABC	ABLE	DISABILITY NOW	DISABILITY PRODUCT NEWS
	<b>26,441</b> Average net circulation	<b>18,514</b> Average net circulation	<b>14,609</b> Average net circulation
	(Audit Period: 1st Jan 09 – 31st Dec 09) Does not include exhibition copies	(Audit Period: Jan 08 – Dec 08)	(Audit Period: 01 Jul 06 - 30 Jun 07) <b>NO LONGER ABC VERIFIED</b>