

able

YOUR FAVOURITE DISABILITY LIFESTYLE MAGAZINE

EMPLOYMENT & EDUCATION SUPPLEMENT

MEDIA PACK 2010

■ ■ ■ AN INTEGRAL PART OF ABLE MAGAZINE

It's an important element in most people's lives but, to a disabled person, a job can be the very best thing – providing them with a sense of self, the increased confidence that comes from having a positive role in the world plus, of course, improved income and quality of life.

Disabled people regularly experience difficulty in finding work, yet they are a section of society renowned for their loyalty and commitment – as well as often-overlooked skills. The Able Employment and Education Supplement – the UK's foremost regular pullout for disabled people looking for opportunities in education and the workplace – has unrivalled penetration in reaching this group.

Many disabled people believe that they stand next to no chance of ever finding work. This is your opportunity to prove them wrong; to show them that your organisation not only welcomes applications from disabled candidates, but that it actively promotes their inclusion in your workforce.



I have recently discovered your Able Employment and Education Supplement and I felt I had to write to say what a great magazine it is. I have a disability and have been looking for work for quite some time, which has been a difficult experience. I have found your Supplement to be a great source of information and the fact that it highlights companies who are willing to employ disabled people has given me the confidence and encouragement to continue my job search. I look forward to receiving my next copy, keep up the good work. ”

**Steven, Ipswich
Reader**



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Winner of Consumer Specialist Magazine of the Year 2007.

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FEATURES LIST *July/August*

▶▶ CORPORATE INCLUSION

How does a large multi-national organisation design and implement its disability policy worldwide? Focusing on one of the largest companies out there, we look at how policies are created, policed and regarded in the corporate world.

▶▶ GRADUATES WITH EMPLOYABILITY

We case-study organisations that recruit graduates to find out what they're looking for as well as following recently employed graduates to discover if the workplace was everything they thought it would be.

REGULARS

▶ NEWS

The latest developments affecting education and employment opportunities for disabled people.

▶ THE UNDERGRADUATE

Our student columnist Tom Wentworth writes about the challenges and triumphs of being a disabled student at university. This inspiring column is bound to encourage young people into a mood of aspiration sparking them to apply for college or university courses.

▶ PROFILES

Our profiles show what can be achieved. We report on the success and achievements of disabled people in education and the workplace, providing role models and inspirations for our readers.



The Able Employment and Education Supplement has been a great vehicle for raising awareness of the opportunities available to disabled staff and students at City of Bath College, enabling us to communicate directly with a receptive audience in order to build on our ethos of diversity.

We value the benefits that come from a diverse workforce, and the Supplement has given us the chance to showcase current success stories through targeted advertising and editorial exposure. This, in turn, has encouraged a more diverse range of applicants to the College.

Lorraine Matson
City of Bath College



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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	£4,995 per issue

*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

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Thank you very much for the copy of Able magazine - the Channel 4 ad looks great and you've got some great names on board. As we work with a number of clients, I would be grateful if you could keep me informed of any future opportunities, as they may also find this beneficial. Will be in touch soon with regards to the next Channel 4 advertisement. ”

Sally Alexander
Versutus



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.

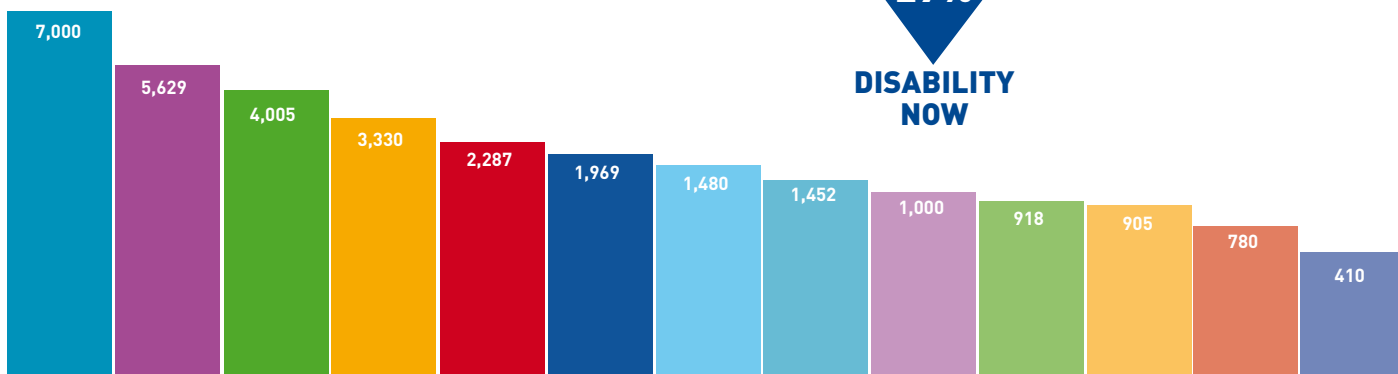
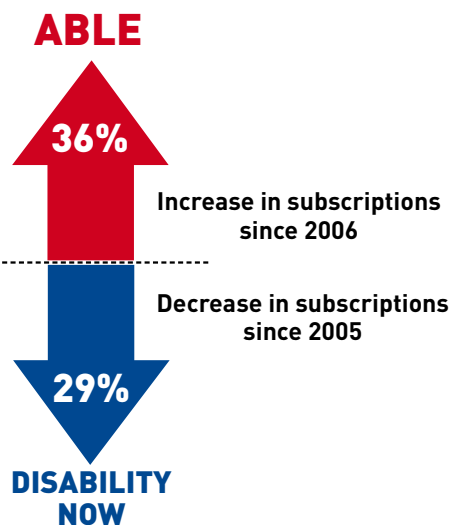
▶▶ DISABILITY ORGANISATIONS

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
	31,055 Average net circulation	18,514 Average net circulation	14,609 Average net circulation
	(Audit Period: Jan 08 – Dec 08) Does not include exhibition copies	(Audit Period: Jan 08 – Dec 08)	(Audit Period: 01 Jul 06 – 30 Jun 07) NO LONGER ABC VERIFIED