

NYMetro

Special Parent

Dedicated to all families of children with special needs

4th Edition/Spring 2013



MISSION

Our goal is to provide parents of children with special needs with information, inspiration and resources to best support their children. Our magazine helps parents to discover the best opportunities available for their child and connect with information, groups and community in their local market. From articles and insight to local listings and directories of products and services – we aim to be a complete guide serving a wide range of needs.

EDITORIAL:

PRINT

- Articles
- Practical Tips
- Special Needs Planning
- Resource Guide
- Parenting Groups & Community

ONLINE

- Ask the Expert
- Article library
- Directory
- Parenting group event announcements



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EDITORIAL OVERVIEW

SPECIAL PARENT MAGAZINE informs, advises, supports, and inspires families who have one or more children with special needs. Many articles apply to a variety of special needs, while others will hone in on one and give advice specific to some aspect of, for example, autism, ADHD, Down syndrome, learning disabilities, physical impairments, etc.

Examples of upcoming feature articles include:

- Get Out There, Together: A father of a teen with Phelan-McDermid Syndrome shares his personal insights on why including your child in outings, despite obstacles is not only worth it, but necessary
- Grand Expectations: How grandparents' support for parents raising a child with special needs can be of immense value
- Using Technology To Assist Special Needs Children
- Everyday Advocate: Standing up for your child with autism or other special needs

Examples of recurring departments include:

- Product & book recommendations
- Quotables: A roundup of thought-provoking, laugh-inducing, and inspirational thoughts from the web and beyond that will resonate with parents of special needs children
- Diagnosis: An overview of one particular special needs diagnosis, with useful info including symptoms; what it means for you; what it means for your child; and how to get and give support
- Parent Support Groups Resource Guide
- Toolkit: One page per issue that is a concrete tool for parents to reference, which will also be available for download on our website. Examples may include:
 - Adult ADHD screening tool
 - Five-minute checklist that can identify early signs of autism
 - Timeline (from youth to age 18+) for transitioning from school to independence

DIRECTORIES

Our directories provide one comprehensive place for parents to find local resources specifically geared to the special needs population, and include broader programs that are inclusive and welcoming to children who have special needs.

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CIRCULATION & DISTRIBUTION

SPECIAL PARENT MAGAZINE provides vital information that reaches the special needs community. We cover all the ages and stages of guiding children with special needs.

DISTRIBUTION

In Print

Long Island	35,000
Westchester, Fairfield, Rockland	35,000
New York City	35,000

Targeted Locations:

- Special needs schools
- Special needs professionals
- Events
- Associations
- Parent Groups

Online

www.nyspecialparent.com





DISTRIBUTION HIGHLIGHTS

PARTIAL LIST OVER 1,000+

NYC BOOK

- 92Y
- Albert Einstein College of Medicine, Children's Evaluation & Rehabilitation Center
- Autism Speaks
- Bellevue Hospital
- Gallop NYC
- Hallowell Center
- Jewish Board of Family & Children Services
- Lenox Hill Hospital
- Los Ninos Services
- National Autism Association
- New York Center for Autism Charter School
- New York Foundling
- New York University Nardoff-Robbins Center
- NY Presbyterian Hospital
- NYC Department of Education, Committees on Special Education
- NYC Department of Education, Office of School Health
- NYS AHRC: The Association for the Help of Retarded Children/ New York City Chapter
- NYU Child Study Center
- Parent to Parent of NY State
- Rebecca School
- Reece School
- Resources for Children with Special Needs, Inc
- Rivendell School
- Roosevelt Children's Hospital
- SCO Family of Services
- St. Luke's Roosevelt Hospital
- The Reece School
- The Shield Institute
- UCP NYC
- Winston Preparatory School
- YAI Network (Young Adult Institute)

LONG ISLAND BOOK

- AHRC of Nassau County (Association for the Help of Retarded Children)
- AHRC Of Suffolk County (Association for the Help of Retarded Children)
- Autism Speaks
- Commack SEPTA
- Developmental Disabilities Institute
- Eastern Suffolk BOCES
- Family Servie League
- Friedberg JCC
- The Hagedorn Little Village School
- Hebrew Academy for Special Children
- Herricks SETPA
- Hofstra University
- JCC of the Greater Five Towns
- LJ Cohen Children's Medical Center of New York
- Manhasset SEPTA
- Nassau BOCES
- Nassau County Office of Mental Health, Chemical Dependency & Development Disabilities
- North Shore University Hospital
- NYU Child Study Center
- Oceanside SEPTA
- Port Washington SEPTA
- QSAC
- Sachem SEPTA
- Smithtown SEPTA
- Suffolk Center for Myofunctional Therapy and Speech Rehabilitation
- The School for Language and Communication Development
- UCP of Greater Suffolk
- UPC of Nassau County
- Variety Learning Center
- West Hempstead SEPTA
- Western Suffolk BOCES

SUBURB BOOK (Westchester/Rockland/Fairfield)

- Abbott House
- Andrus Campus Programs
- Andrus Mental Health Services
- ARC of Rockland
- Autism Speaks
- Birchwood School
- Blythedale Children's Hospital
- Connecticut Center for Child Development
- Cooperative Educational Services
- Eagle Hill School
- Early Childhood Direction Center
- Westchester Institute for Human Development
- Eastchester SEPTA
- Epilepsy Society of Southern NY Inc
- Family Ties of Westchester, Inc
- Ferncliff Manor
- Hudson Valley Developmental Services
- Jawonio
- Karafin School
- Nathan S. Kline Institute
- National Autism Association
- New York School for the Deaf
- Ossining SEPTO
- Parent's Place - Family Days and Parent Support Groups
- Pearl River SEPTA
- Pleasantville SEPTA
- Rockland County Association for Learning Disabilities
- Rockland County Department of Health
- Rosenthal JCC of Northern Westchester
- St. Dominic's School
- The John A Coleman School
- The Pilot House
- Westchester Arc
- Westchester Center for Educational and Emotional Development
- Westchester County Developmental Disabilities Services Office
- Yedei Chesed
- YMCA of Norwalk

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ADVERTISING

RESOURCE CATEGORIES

- Adaptive Services
- Advocacy
- Behavior Management/ Applied Behavioral Analysis
- Camps
- Child Care
- Creative Arts Therapies
- Doctors & Medical Providers
- Entertainment/Birthdays
- Financial Planning/Aid
- Legal/Future Planning
- Mental Health
- Occupational/Physical Therapy
- Parent Support
- Serving Multiple Disabilities/Offering a Variety of Services
- Physical Impairments
- Play Therapy
- Recreation/Socialization Programs
- Religious Programs
- Schools
- Sensory Integration
- Social Services
- Special Education
- Speech Therapy
- Sports Programs
- Transportation
- Vision Therapy
- Vocational Training/Education

FORMAT

Half tab format with a glossy cover

RATE CARD

- Spread \$2,500
- Full Page \$1,395
- Half Page \$795
- Quarter Page \$495
- Eighth Page \$295
- Write-up \$195

10% discount for 2 books
15% discount for 3 books

PREMIUM POSITIONS

- Back Cover \$1,795
- Inside Front Cover \$1,695
- Inside Back Cover \$1,595
- Page 3 \$1,595



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AD SIZE SPECIFICATIONS

● PAGE SIZES (W x H)

- **Full Page** 7 x 9
- **Full Page Bleed** 9 x 11 (Trim Size : 8 x 10)
- **Half Page Vertical** 3.375 x 9
- **Half Page Horizontal** 7 x 4.375
- **Quarter Page Vertical** 3.375 x 4.375
- **Eighth Page** 3.375 x 2.05

* Magazine Trim Size : 8 x 10"

● Supplied Ads

Digital file of ads from advertisers or their ad agencies can be e-mailed as high resolution PDF, EPS (outlined), or TIFF file. Files can also be sent on CD or ZIP disk, and must be Mac compatible. Ads created in InDesign (Mac platform preferred) should include: fonts (no stylized or TrueType fonts), artwork and photos (saved as TIFF or EPS files – CMYK – at least 300 dpi).

Ad Close:

LI & NYC

March 15, 2013

WP/RP/FP

March 22, 2013

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HEAR IT FROM READERS

“**BRAVO!** You made me proud to be a special needs parent (as if I wasn't already). Your editor's note and the supportive tone of the whole magazine are wonderful and welcoming. Thank you, and again, bravo, Special Parent!”
—Denise R., Manhattan

“**Special Parent magazine is amazing!** Such a useful resource, and one that will help me attend to my duties as a dad with a special needs kid. Thank you.”
—Mike B., Brooklyn

“I am writing to you to express my enthusiasm for your new Special Parent Magazine. As both a parent of a child with special needs and a professional in the field, I know that the time for your magazine has certainly come.
So very glad you're here!”
—Barbara Boroson, author, *Autism Spectrum Disorders in the Mainstream Classroom: How to Reach and Teach Students with ASDs* (Scholastic)

“I got to see a copy of the new magazine at the special needs school fair at JCC last night and **love it!** I also checked out the website and think it's **fantastic.**”
—Michaela Searfoorce, special needs blogger at TheFoorce.com

“I just received a copy of Special Parent NYC and it is a **treasure chest of wonderful resources.**”
—Gary Shulman, MS. Ed., Resources for Children with Special Needs, Inc.

“So, I don't typically have the time to read magazines cover to cover. But then I started reading the issue I got of Special Parent, and I couldn't put it down! The magazine is **spectacularly helpful, smart, and inspiring and chock full of news to use.** I appreciated the article on potty training so much... I found Michaela Searfoorce's piece so compelling and well written. Loved reading the roundup of quotes and stats. And Dr. Koplewicz's piece was well done as well (and horrifying). I think the magazine is just fantastic!”

—Ellen Seidman, parent of a son with special needs, journalist, and blogger at LoveThatMax.com and Babble.com

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ASK THE EXPERTS: SPECIAL PARENT EDITORIAL OPPORTUNITY

Ask the Experts will have a prominent place on the Special Needs category page of the NY Metro Parents website.

All expert Q&As:

- Will run online (with a link to business's microsite if applicable)
- May be quoted in other print articles on broader related topics in the future
- Will likely run in print issues of Special Parent

Clients:

Choose from one of the following questions in your field, or propose a question you think is relevant to our readers – and your area of expertise – and answer it. Answers should range from 75 words to no more than 300 words maximum (if longer, we will edit down).

Provide full name, credentials, location of business, and contact information so that we may credit you as an expert accurately and follow up with any questions (and a link to your story!).

Email your QUESTION and ANSWER to: editor@nymetroparents.com

Special Needs:

- Do you have advice for helping parents focus on the joys and unique experiences of parenting their specific child with special needs? How can they remember to focus on the positive? (And why is that worth it?)
- When a child who is taking prescription medication for their disorder expresses a desire to stop, what should a parent do? Is there a certain age when the child might be more competent to make such a decision? What are the risks?
- What situations call for parents to seek a second (or third) opinion from a doctor about a diagnosis their child has received?
- Are there certain social situations (birthday parties, play dates, sleepovers, etc.?) in which you should make your child's special needs known if they're not already? Which situations call for transparency and which do not?
- What is your best advice for parents who want to make sure they are paying enough attention to the "normal" sibling of a special needs child?
- When a child has been recently diagnosed with a learning disability, what should the parents' first steps be?
- How can parents get more involved in advocacy issues?
- How should a parent tell a child with Asperger's Syndrome, for instance, that he has Asperger's? (Or any other specific special needs diagnosis)
- What support or suggestions can you offer a parent who is feeling overwhelmed by the responsibility of caring for a child with special needs?
- What advice do you have for parents when they encounter someone who clearly does not understand or has been miseducated about their child's special needs?
- How can a parent maintain some semblance of a "normal" life when they become consumed with doctors' appointments, monitoring and nurturing their child's special needs, and all the other responsibilities that come along with having a child with special needs?

BigAppleParent | QueensParent | BrooklynParent | NassauParent

NYMETROPARENTS

WestchesterParent | RocklandParent | FairfieldParent | SuffolkParent

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