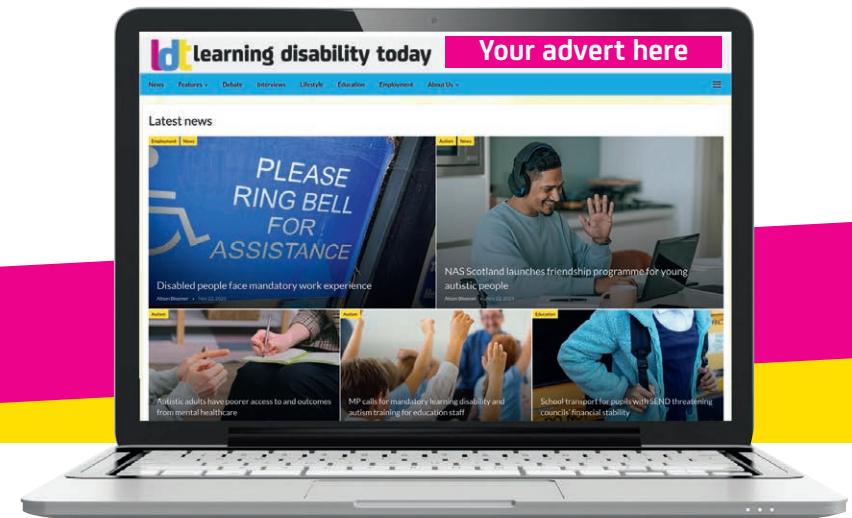


Media Information 2026

- **Learning Disability Today supports families and professionals working with people with a learning disability and/or autism.** Our news and articles help both readers and registered users increase their skills and knowledge and improve their practice.
- People with learning disabilities are among the most excluded groups in society, but those who support them are arguably the most dedicated. **Learning Disability Today has long been regarded as the 'go-to' website** for the latest information and features showcasing effective, practical support.
- Our mission and values: By sharing 'what good learning disability support looks like', **Learning Disability Today supports services to improve their level of care and empowerment.**

Our community of writers and readers – thought-leading professionals who work in learning disability care, specialist journalists and experts by experience – together represent a dynamic force for change.



LDT Portfolio – Digital

The *Learning Disability Today website* is well-established and recognised among growing audiences concerned with learning disability and/or autism. Our targeted channels ensure your message reaches all areas of the learning disability and autism sector.

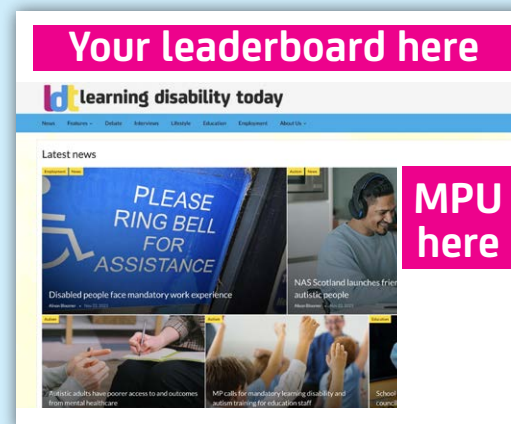
You can target your audience at a particular time of day with targeted web adverts, to **ensure your message reaches the right audience** at the right time.

The news and content featured on *Learning Disability Today* goes out regularly in our **e-newsletters** that reach an audience who have a passionate interest in learning disability, including professionals, carers and students.

Moreover, all content is broadcast further afield via our **social media channels**, our series of **webinars** throughout the year and our new quarterly **digital publication** – In Focus.

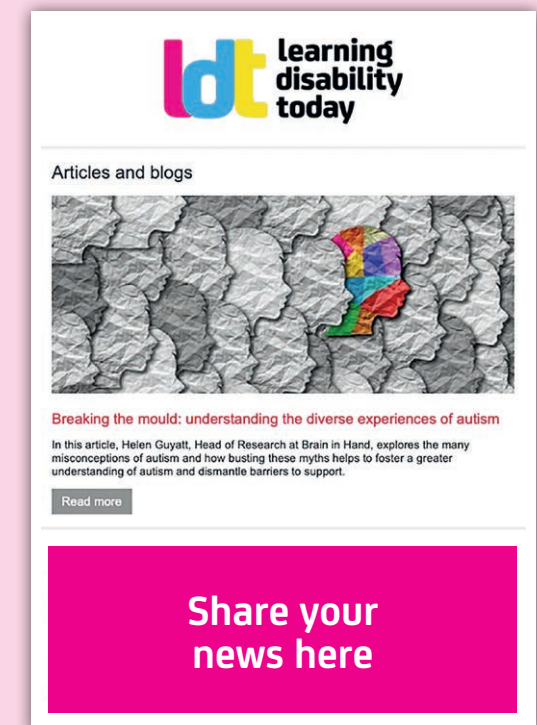
LDT Online

Leaderboard banner or MPU



Newsletter

twice-monthly e-newsletter



21,600
monthly website views*

27,900
social media followers

10,000
newsletter subscribers

Total reach **59,500**

LDT Portfolio – Magazine and Events

LDT In Focus

LDT In Focus is a quarterly, themed publication which will explore the big issues facing people with a learning disability, their families and the people who care for them. Each publication will act as a resource pack for families, carers, and professionals, providing clear and concise information about the topic, as well as guidance and where to go to find help and support.

Topics to be explored will include:

The Legal Issue - March

The first issue of 2026 examines the key legal issues affecting people with a learning disability and autistic people, covering SEND legal rights, capacity, safeguarding, and best interests. It will also review the new Mental Health Act, deprivation of liberty safeguards, and the right to advocacy support.

The Family Issue - June

The summer issue looks at the main factors facing family carers of people with learning disabilities and autistic people, who experience a range of practical, emotional, and systemic challenges, often shaped

by gaps in support and services. Articles will address transitions to adulthood, financial pressures, social care support, and respite.

The Independence Issue - September

This issue of In Focus reviews how to encourage independence among people with learning disabilities and autistic people, promoting self-esteem, autonomy, and dignity. It will feature articles on developing essential life skills, building confidence, improving social inclusion, and reducing the risk of isolation. It will look at assistive technology and supported living options.

The Mental Health Issue - December

The last issue of 2026 will examine mental health issues affecting people with a learning disability and autistic people, including anxiety, burnout and suicide risk. Articles will examine diagnostic overshadowing, preventing overuse of medication, the lasting mental health impact of bullying, and the essential role of trauma-informed care in learning disability support.

The LDT In Focus editions offer sponsors the opportunity to be closely associated with a key topic.

LDT webinars

Learning Disability Today runs a series of webinars throughout the year allowing our community to debate key issues affecting the sector and giving sponsors the opportunity to demonstrate their knowledge and thought leadership. Previous webinars have attracted on average 900 delegates made up of professionals, carers and policy and practice decision makers.

Forthcoming topics include:

- How to end inappropriate detentions
- How to identify and manage pain
- How to talk about death and dying
- Non-violent resistance and neurodiversity

The webinar recording will be available for post event viewing on the LDT website and you will receive a URL to the recording. Additionally, this can include up to three promotional emails plus a listing on our newsletter. This is in addition to promotional options on our website and via social media. You could also receive contact information for all individuals that have agreed to share their details. And sponsorship of each audio or video webinar could also include a two-page sponsored editorial article within the *LDT In Focus* magazine.

LDT Readership

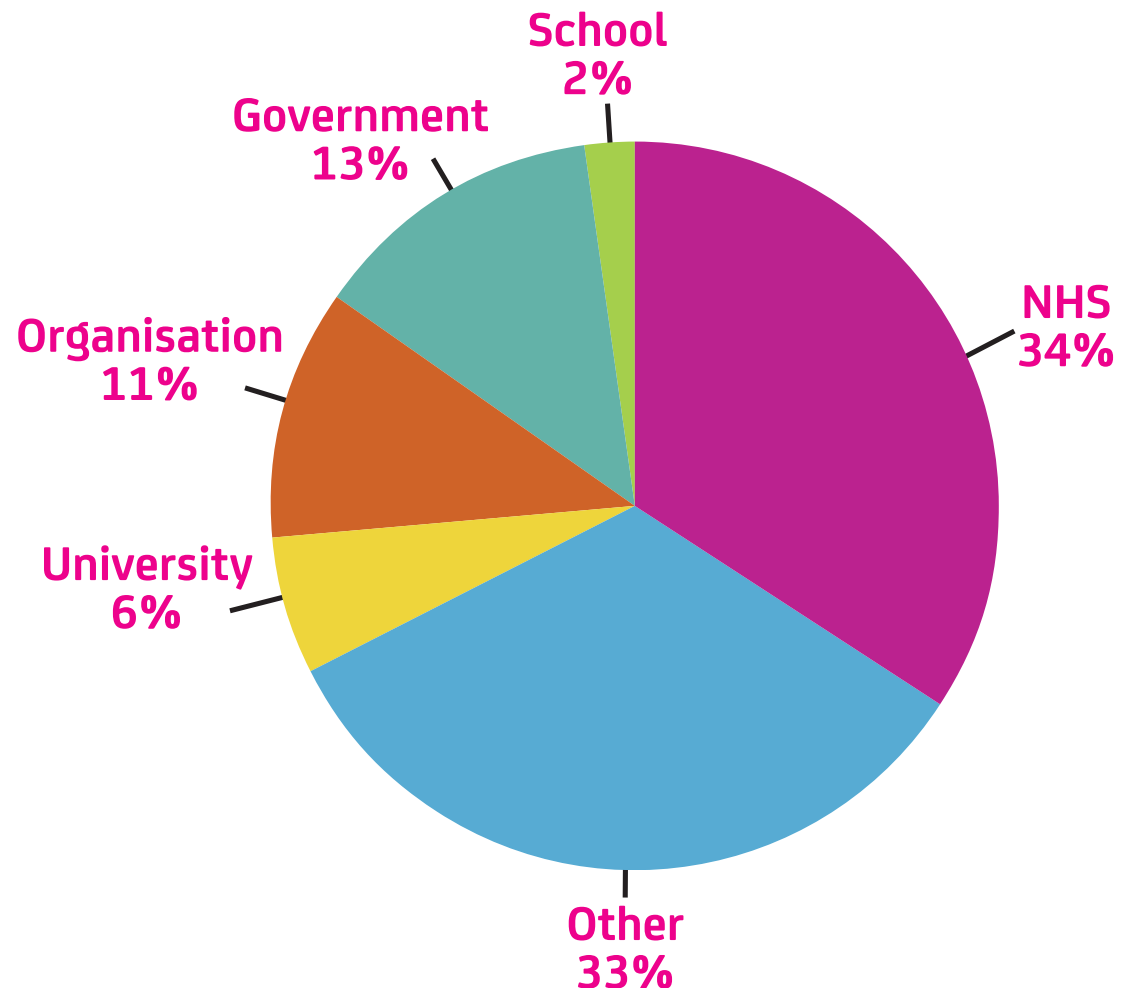
LDT Audience

Reaching the right audience

We have an increasing audience and a reputation for quality. Through advertising with LDT, your message will be seen by thousands of people interested in learning disability. Our audience includes:

- People working in the field of learning disability/autism care, support, empowerment and campaigning
- Families of people with learning disabilities/autism; autistic people
- People who care about improving learning disability services
- Policy and practice decision makers.

Combined Reach - 59,500



Learning Disability Today – Ratecard

Advertising rates and specifications – 2026

Inventory	Description	Rates	Specification
			- all dimensions width x height
Website – Leaderboard Sponsor – News MPU – Scrolling MPU – Sponsored Content – Splashpage	Positioned at the top of every-page (Mobile: 320w x 100h pixels) Every-page and fixed next to the news section. Every-page, double size, scrolling up & down. Positioned within chosen editorial section for 6 months and initially highlighted within the news editorial section. Appears centre of screen, temporarily, for every visitor - weekly.	P.O.A.	Desktop 1380px x 90px 360px x 300px 360px x 600px On Request On Request
Newsletter – Sponsorship Banner	Well-positioned within the newsletter, to appear once or twice per month, and as one of only five (max.).		Desktop 570px x 100px
Magazine – In Focus	New digital quarterly magazine.		Desktop 210mm x 297mm
Webinars – Sole Sponsor – Host Partner	Includes 15 minute Speak-time and exclusivity (1 sponsor max.) Includes joint LDT host, full 60 minute Speak-time and exclusivity (1 sponsor max.)		
All commercial partners receive one full page ad within In Focus magazine. (+3mm Bleed on all edges, Resolution: 300dpi).			
Series Discount: 10% - 3, 20% - 6, 35% - 12. Position/Exclusivity: +20%. Design & Production: +20%.			
All prices +VAT . All rates are monthly unless otherwise stated. All advertising & sponsorship must be pre-paid .			

Why LDT Communications?

For over 20 years, *Learning Disability Today* has helped companies and services in the learning disability and autism sector spread awareness of new products and services.

We offer a wide range of project management services including promotional literature, product positioning papers, learning aids, podcasts, webinars, events, consensus documents, copywriting & SEO, editing and design work.

About us

- We aim to build client relationships that last.
- Our team brings over 20 years of extensive knowledge and experience to every project.
- We can help clients who want to target a wide range of audiences.

Communication Services

Consensus documents and roundtables

We set up virtual meetings between groups of key opinion leaders in your area of interest. The discussion is chaired by an LDT advisor, who keeps the conversation flowing along the agreed topics. Results of proceedings can be published online or in print.

Events

Our successful LDT conference collaborations include recruitment of delegates, project management, promotion, publication of conference and detailed reporting of the proceedings. We can also provide in-depth reports of your satellite symposiums and meetings.

Surveys

We develop comprehensive questionnaires covering specific areas, which are sent to members selected from our subscriber list. We organise data collection and analysis, and the results are critiqued by a respected specialist.

Product Focus

We commission experts in your area to review key information for new services and innovative products.

We also have a dedicated product resource page where you can place a description of your product and a link to your website.

Special supplements

Our specialist supplements provide a unique marketing opportunity to take a more in-depth look at issues associated with specific areas.

Webinars and podcasts

Our *Learning Disability Today* branded webinars and podcasts give sponsors the opportunity to have thought leaders discuss relevant and valuable topics. You will have the opportunity to invite your own speaker, allowing you to educate the sector, engage with your target audience, shape the content and raise your brand awareness.

Bespoke newsletters

Sponsorship of our targeted digital newsletters is an effective way of raising awareness in particular products and services and delivering your campaign. These newsletters contain independent news, analysis and articles. Panel boxes in the newsletter enable sponsors to carry links to their own resources.

Writing and editing services

Our team of writers and editors are specialists in communicating clients' key messages and providing valuable copy for professionals and members of the community. Our services include case studies, white papers, features, blogs, websites, newsletters, and email marketing.

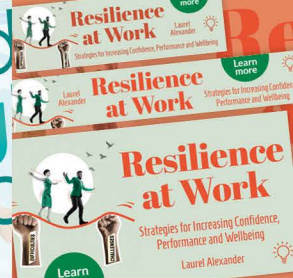
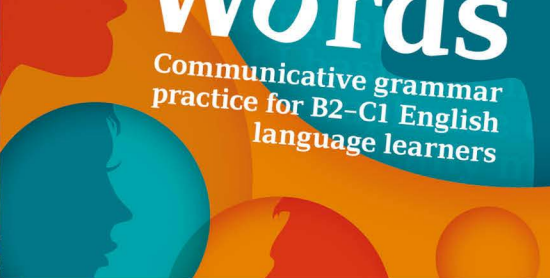
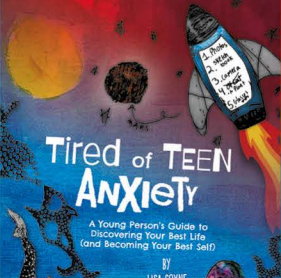
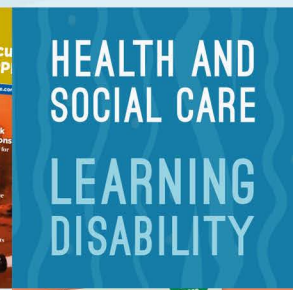
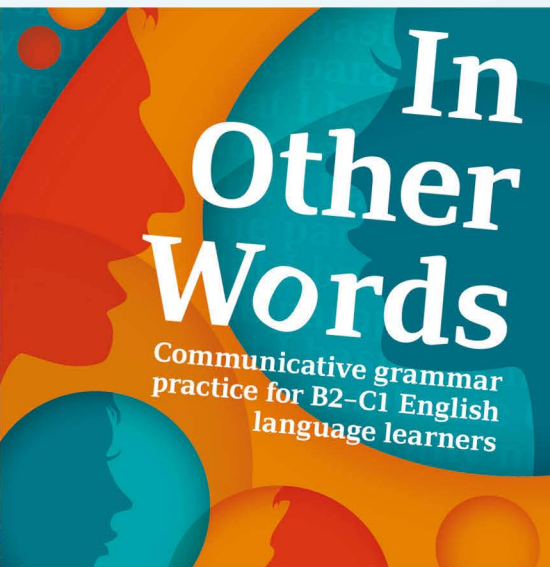
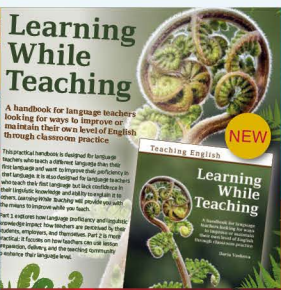
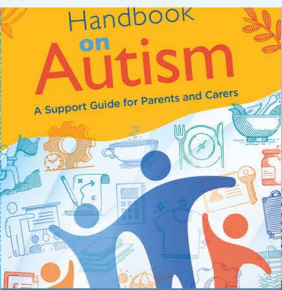
**Our audience,
your opportunity**

Get in touch today to find out more about our additional opportunities, and to discuss how we can work together to meet your needs.

To find out how *Learning Disability Today* can help with your marketing objectives, **contact us** on +44 (0)1273 434 943 or helena.hughes@pavpub.com

Working with you... to bring your ideas to life

We specialise in Custom Graphic
Design Solutions to meet your needs.



From the design team behind LDT

Contact us for a friendly
chat about your project.

Contact & Connect

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info@adurview-creative.co.uk

#adurview_creative

