

Media kit 2017

The Eczema Quarterly magazine is a national publication distributed to members, medical & health professionals, clinics, hospitals and community groups.

The Eczema Quarterly magazine aims to provide its readers with the latest news and breakthroughs, reports, eczema education feature articles, product updates, expert Q&A and articles relevant to the management and support of eczema sufferers and their carers.

Distribution: Hard Copy - 1,000. Digital Copy - 5,500

The Eczema Quarterly magazine is released seasonally.

Edition	Deadline booking	Material deadline	Distribution date
Autumn 2017	23 January 2017	1 February 2017	17 March 2017
Winter 2017	18 April 2017	2 May 2017	16 June 2017
Spring 2017	17 July 2017	1 August 2017	15 September 2017
Summer 2017/18	17 October 2017	1 November 2017	15 December 2017

Advertising costs: (all colour)

Corporate Members Only

Full Page \$990 plus GST (Hard & Digital Copy)

Half Page \$660 plus GST (Hard & Digital Copy)

A4 Insert flyer provided by Advertiser, printed both sides. \$1,200 plus GST (Hard copy only)

Sample sachet mail out \$1,200 inc GST (no thicker than 10mm) (Hard copy only)

Front Cover "Find The Right Product For You" product placement strap \$600 plus GST per product picture (max of 3 pics).

Subject to Publishers approval.

Non Members

Full Page \$1,490 plus GST (Hard & Digital Copy)

Half Page \$990 plus GST (Hard & Digital Copy)

A4 Insert flyer provided by Advertiser, printed both sides. \$1,200 plus GST (Hard copy only)

Sample sachet mail out \$1,200 inc GST (no thicker than 10mm) (Hard copy only)

Front Cover "Find The Right Product For You" product placement strap \$1,800 plus GST per product picture (max of 3 pics)

Subject to Publishers approval.

Mechanical Specifications

300 DPI High resolution CMYK PDF with fonts embedded and bleed marks

Full Page

Trim 210mm (w) x 297mm (h)

Bleed 216mm (w) x 303mm (h)

Safe text area 184 mm (w) x 271mm (h)

Half Page

Trim 185mm (w) x 123mm (h)

Advertising enquiries

Cheryl Talent

President & EAA Quarterly Magazine Editor

Ph: 1300 300 182

E: newsletter@eczema.org.au