

# eczema

Support • Education • Management

## quarterly

## Media kit 2019

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 - 1,500. Digital Copy - 5,500

**The Eczema Quarterly magazine is released seasonally.**

Edition	Deadline booking	Material deadline	Distribution date
Autumn 2019	23 January 2019	30 January 2019	18 March 2019
Winter 2019	24 April 2019	1 May 2019	17 June 2019
Spring 2019	24 August 2019	31 August 2019	16 September 2019
Summer 2019/20	23 November 2019	30 November 2019	16 December 2019

### 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

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# eaa

eczema association australasia  
support education management