

## Media Kit 2020

The Eczema Quarterly magazine is a national publication distributed to members, medical and 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 2020	16 January 2020	23 January 2020	9 March 2020
Winter 2020	23 April 2020	30 April 2020	15 June 2020
Spring 2020	23 July 2020	30 July 2020	14 September 2020
Summer 2020/2021	22 October 2020	29 October 2020	14 December 2020

### Advertising Costs: (all colour)

#### Corporate Members Only

**Full Page** \$990 plus GST (hard & digital copy)

**Half Page** \$660 plus GST (hard & digital copy)

**Quarter Page** \$330 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)

Postage for the magazine inserts will be paid in full and upfront by the advertiser

#### Front Cover "Find The Right Product For You"

**product placement strap** \$600 plus GST per product picture (max of 3 images)

Subject to publishers approval.

#### Non Members

**Full Page** \$1,490 plus GST (hard & digital copy)

**Half Page** \$990 plus GST (hard & digital copy)

**Quarter Page** \$495 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)

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### 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)

### Electronic Direct Mail (EDM):

#### Corporate Members Only

**1 x EDM** \$660 plus GST (digital copy)

#### Non Members

**1 x EDM** \$990 plus GST (digital copy)

### Requirements:

200-300 words of copy

2-3 images (hi-res). \*There are no size restrictions.

1 banner (hi-res). \*There are no size restrictions.

### Advertising Enquiries:

#### Cheryl Talent

President & EAA Quarterly Magazine Editor

**Phone:** 1300 300 182

**Email:** newsletter@eczema.org.au