

Media Kit 2021

The Eczema Quarterly magazine is a national publication distributed to members, medical and health professionals, clinics, hospitals and community groups. The 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 - 6,000

The Eczema Quarterly magazine is released seasonally.

Edition	Deadline Booking	Material Deadline	Distribution Date
Autumn 2021	14 January 2021	21 January 2021	11 March 2021
Winter 2021	22 April 2021	29 April 2021	10 June 2021
Spring 2021	22 July 2021	29 July 2021	9 September 2021
Summer 2021/2022	21 October 2021	28 October 2021	9 December 2021

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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Magazine Ad 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

*All ads submitted to the EAA **must** meet the advertising guidelines required by the TGA and have the approved number listed on the advertisement