

## Media Kit 2023

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 - 7,000

The Eczema Quarterly magazine is released seasonally.

| Edition          | Deadline Booking | Material Deadline | Distribution Date |
|------------------|------------------|-------------------|-------------------|
| Autumn 2023      | 13 January 2023  | 27 January 2023   | 8 March 2023      |
| Winter 2023      | 14 April 2023    | 28 April 2023     | 7 June 2023       |
| Spring 2023      | 14 July 2023     | 28 July 2023      | 5 September 2023  |
| Summer 2023/2024 | 13 October 2023  | 27 October 2023   | 6 December 2023   |

### 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