

# Living with eczema

Support • Education • Management

## Media Kit 2024

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 - 8,000

The Living with Eczema Quarterly magazine is released seasonally.

Edition	Deadline Booking	Material Deadline	Distribution Date
Autumn 2024	12 January 2024	26 January 2024	8 March 2024
Winter 2024	12 April 2024	26 April 2024	7 June 2024
Spring 2024	12 July 2024	26 July 2024	6 September 2024
Summer 2024/2025	11 October 2024	25 October 2024	6 December 2024

### Advertising Costs: (all colour)

#### Corporate Members

**Full page** \$1,200

**Half page** \$860

**A4 insert flyer** single or double sided \$1,400

**Sample sachet mail out** \$880

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

**Front cover placement strap** \$800 per product

image

Subject to publishers approval

#### Non Members

**Full page** \$1,690

**Half page** \$1,290

**A4 insert flyer** single or double sided \$1,080

**Sample sachet mail out** \$1,080

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

**Front cover placement strap** \$1,000 per product

image

Subject to publishers approval

### 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) sent monthly:

#### Corporate Members Only

**1 x EDM** \$890 (digital copy)

#### Non Members

**1 x EDM** \$1,090 (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

**Note:** All artwork/copy required two (2) weeks prior to EDM release date

- All ads submitted to the EAA **must** meet the advertising guidelines required by the TGA and have the approved number listed on the advertisement
- All prices exclude GST
- Prices are subject to change without notice

**eaa eanz**

eczema association australasia  
support education management

eczema association new zealand  
support education management

#### Advertising Enquiries:

Email: corporate@eczema.org.au

#### Content Enquiries:

Email: eaa@eczema.org.au or Phone: 1300 300 182