

Living with eczema

MAGAZINE ADVERTISING & MEDIA KIT

Please note: This media kit is for advertising in addition to corporate partner included benefits (please refer to our current prospectus), and also for non-partners.

First preference for availability and spaces on all magazine advertising, inserts, EDM's and social media posts is given to our current corporate partners. All product advertisements submitted to the EAA must meet the advertising guidelines required by the TGA, and have the approved number listed on the advertisement. For multiple magazine inserts, first article is charged at full price (highest value) and subsequent articles will be charged at half price. All prices in this media kit exclude GST, and are shown in AUD. Prices are subject to change without notice.

'Living with Eczema' is a quarterly magazine, and 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 Copies - 8,000+

The Living with Eczema magazine is released seasonally/quarterly.

Edition	Booking Deadline	Material Deadline	Distribution Date
Spring 2024	12 July 2024	26 July 2024	1 September 2024
Summer 2024/2025	11 October 2024	25 October 2024	1 December 2024
Autumn 2025	20 December 2024	15 January 2025	1 March 2025
Winter 2025	9 April 2025	23 April 2025	1 June 2025
Spring 2024	9 July 2025	23 July 2025	1 September 2025
Summer 2025/2026	8 October 2025	22 October 2025	1 December 2025

Magazine Advertising Costs:

Corporate Partners

Full page, full colour \$1,200

Half page, full colour \$900

Insert flyer (up to A4 size) single or double sided print \$1,400

Sample sachet insert \$900

Non Partners

Full page, full colour \$1,800

Half page, full colour \$1,400

Insert flyer (up to A4 size) single or double sided print \$1,400

Sample sachet insert \$1,080

Magazine Advertisement Size Specifications:

Full Page: Trim 210mm (w) x 297mm (h)

Half Page: Trim 185mm (w) x 123mm (h)

We accept artwork as a high resolution (min 300dpi) CMYK print ready PDF with 3mm bleed, crop marks and embedded fonts. If you would like us to design or amend your advertisement, please contact us for a quote.

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ADDITIONAL ADVERTISING OPTIONS: PRINT, WEBSITE & SOCIAL MEDIA

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Electronic Direct Mail (EDM) sent digitally to current database

Corporate Partners Only

1 x EDM (Australia & New Zealand) \$900

1 x EDM (Australia Only) \$700

1 x EDM (New Zealand Only) \$300

Non Partners

1 x EDM (Australia & New Zealand) \$1100

1 x EDM (Australia Only) \$900

1 x EDM (New Zealand Only) \$500

Requirements:

200-300 words of copy, 2-3 images (hi-res), 1 banner (hi-res). There are no size restrictions

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

Website Homepage Banner

Corporate Partners Only

Australia (eczema.org.au)

3 months \$600

6 months \$1200

New Zealand (eczema.org.nz)

3 months \$200

6 months \$500

Non Partners

Australia (eczema.org.au)

3 months \$900

6 months \$1500

New Zealand (eczema.org.nz)

3 months \$300

6 months \$600

Requirements: 2000x200pixels, RGB, jpeg/eps/png/PDF format.

We accept artwork as a high resolution (min 300dpi) CMYK PDF, JPEG, PNG or TIFF. If you would like us to design or amend your artwork/images, please contact us for a quote.

Social Media Posts (Facebook & Instagram)

Corporate Partners Only

1 x Post (Australia & New Zealand) \$400

1 x Post (Australia Only) \$300

1 x Post (New Zealand Only) \$200

Non Partners

1 x Post (Australia & New Zealand) \$650

1 x Post (Australia Only) \$450

1 x Post (New Zealand Only) \$250

Requirements:

50-60 words of copy

1-4 images (hi-res). There are no size restrictions