

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. if applicable. Size and weight limits apply to product sample inserts. For multiple magazine inserts, first article is charged at full price (highest value) and subsequent articles will be charged at half price. 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
Summer 2025/2026	8 October 2025	22 October 2025	1 December 2025
Autumn 2026	6 January 2026	20 January 2026	1 March 2026
Winter 2026	7 April 2026	21 April 2026	1 June 2026
Spring 2026	7 July 2026	21 July 2026	1 September 2026
summer 2026/27	6 October 2026	20 October 2026	1 December 2026

Magazine Advertising Costs:

Corporate Partners

Full page, full colour \$1,200AUD +gst / \$1,000NZD +gst

Half page, full colour \$900AUD +gst / \$750NZD +gst

Quarter page full colour \$600AUD +gst / \$500NZD +gst

Double page, full colour \$2,200AUD +gst / \$1,900NZD +gst

Insert flyer (Flat, up to A4 size) \$1,100AUD +gst / \$900NZD +gst

Product sample sachet insert \$1,000AUD +gst / \$800NZD +gst

Non Partners

Full page, full colour \$1,800AUD +gst / \$1,600NZD +gst

Half page, full colour \$1,400AUD +gst / \$1,200NZD +gst

Quarter page full colour \$900AUD +gst / \$800NZD +gst

Double page, full colour \$3,400AUD +gst / \$3,100NZD +gst

Insert flyer (Flat, up to A4 size) \$1,400AUD +gst / \$1,200NZD +gst

Product sample sachet insert \$1,300AUD +gst / \$1,100NZD +gst

Full design specifications for advertising in our magazine can be found on the website under www.eczema.org.au/corporate-resources/

eaa eanz

eczema association australasia
support education management

eczema association new zealand
support education management

Advertising Enquiries:

Email: info@eczema.org.au

Phone: 1300 300 182

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ADDITIONAL ADVERTISING OPTIONS: NEWSLETTERS & SOCIAL MEDIA

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Electronic Direct Mail (EDM) Newsletters sent digitally to current database

Corporate Partners Only

1 x EDM (Australia & New Zealand) \$900AUD +gst / \$800NZD +gst

1 x EDM (Australia Only) \$700AUD +gst / \$600NZD +gst

1 x EDM (New Zealand Only) \$300AUD +gst / \$250NZD +gst

Non Partners

1 x EDM (Australia & New Zealand) \$1100AUD +gst / \$900NZD +gst

1 x EDM (Australia Only) \$900AUD +gst / \$800NZD +gst

1 x EDM (New Zealand Only) \$500AUD +gst / \$450NZD +gst

Requirements:

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

Social Media Posts (Facebook & Instagram)

Corporate Partners Only

1 x Post (Australia & New Zealand) \$400AUD +gst / \$350NZD +gst

1 x Post (Australia Only) \$300AUD +gst / \$250NZD +gst

1 x Post (New Zealand Only) \$200AUD +gst / \$150NZD +gst

Non Partners

1 x Post (Australia & New Zealand) \$650AUD +gst / \$450NZD +gst

1 x Post (Australia Only) \$450AUD +gst / \$400NZD +gst

1 x Post (New Zealand Only) \$250AUD +gst / \$200NZD +gst

Requirements:

50-200 words of copy.

1-4 images (hi-res).

Please provide the copy, images and banner separately and we will create the Social Media Post.

Please provide any hashtags and @tags you want to include in your social media post

All artwork/files/copy is required two (2) weeks prior to EDM/Social Media release date.

EDM and social media image sizes and specifications:
all images are maximum width 600 pixels
File size under 10 mb
RGB in JPEG, PNG or TIFF format