

2025

# National Eczema Association MEDIA KIT



National  
**Eczema**  
Association



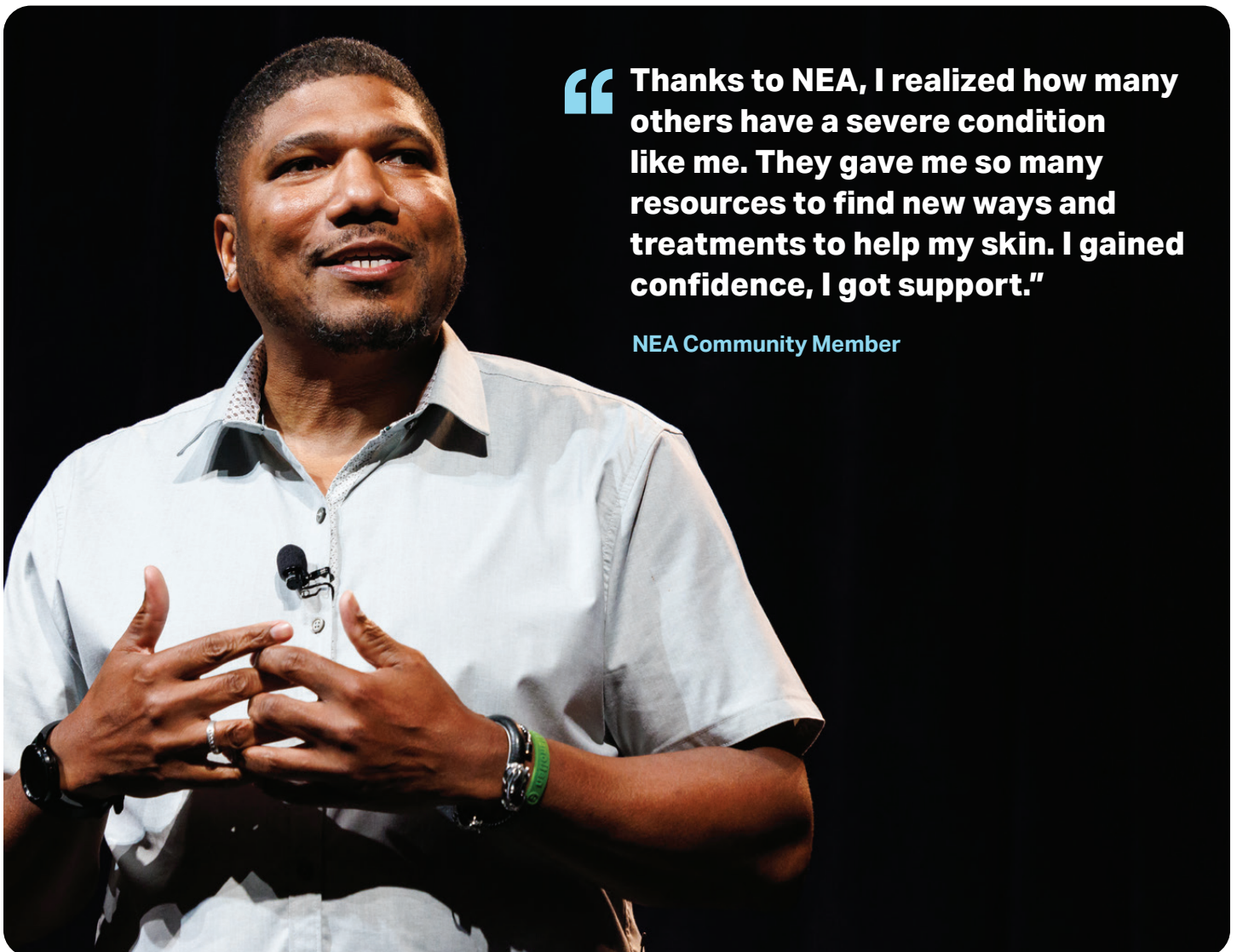
# About NEA



Founded in 1988, the National Eczema Association (NEA) serves the over 31 million adults and children with eczema in the U.S. Our community is comprised of patients, caregivers, healthcare providers and industry leaders.

## Advertising with NEA

- Advertising with NEA offers numerous opportunities to enhance your company's visibility and exposure to our targeted audience of people living with eczema.
- By advertising on NEA's website, emails or NEA Magazine, you align yourself with the largest nonprofit that represents the tens of millions of people affected by eczema.





# NEA Product Offerings



## NEA Magazine

Quarterly print magazine with original articles on new research, treatments, stories from the community and interviews with leading dermatologists.



## NationalEczema.org

Comprehensive resource and community hub for the millions of people who are living with eczema and those who love them and care for them.



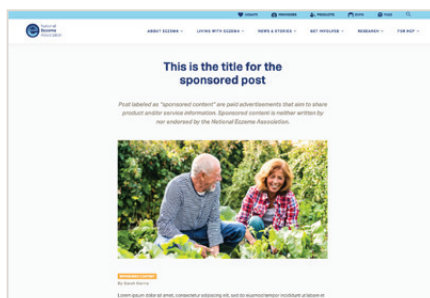
## NEA Email Newsletter

Going to our list of engaged email subscribers, our email newsletter includes videos, podcasts and articles on new research, treatment tips from eczema experts and stories from the community.



## EczemaWise Email Newsletter

EczemaWise is a free mobile and web app for eczema self-management, created by NEA. This email goes to EczemaWise app users and includes app user statistics, as well as research and lifestyle articles on eczema.



## Sponsored Content

Target, inform and educate the eczema community through blog articles and videos under NEA's sponsored content section of the website.



NEA Magazine is a print magazine published quarterly. Features include interviews with leading dermatologists, scientific research, patient stories from the community and medically-verified tips on treatment and preventative management of eczema.

## Key Dates for NEA Magazine:

### Summer Issue 2025

- Ad commitments by May 5.
- Ad creative close date is May 19.
- Magazine ships on June 27.
- Hits homes July 7.

### Fall Issue 2025

- Ad commitments by August 12.
- Ad creative close date is August 25.
- Magazine ships on September 30.
- Hits homes Oct 6.

### Winter Issue 2026

- Ad commitments by October 30.
- Ad creative close date is November 7.
- Magazine ships on December 21.
- Hits homes January 5.

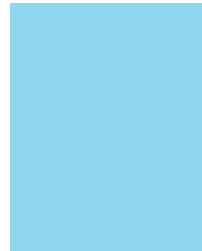
## Circulation

The print magazine is mailed quarterly to over 6,000 households and medical offices. An electronic version of the magazine is promoted on the NEA website as well as emailed quarterly to over 100k subscribers.

## Creative Specifications

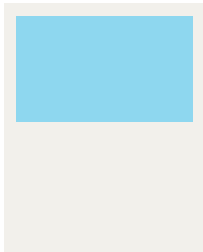
### Ad Sizes

- Full Page 4C or BW
- Cover 2 (Inside Front Cover)
- Cover 3 (Inside Back Cover)
- Two-Page Spread 4C, BW or P4C+BW
- 1/2 Page or 1/4 Page



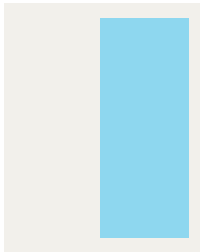
#### Full Page/Covers 2-3

Trim Size: 8.5" x 10.625"  
Bleed Size: 8.75" x 10.875"  
Safety: 7.5" x 9.625"



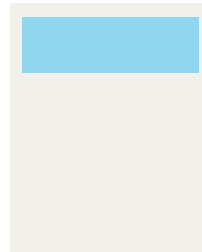
#### 1/2 Page Horizontal

7.5" x 4.5"



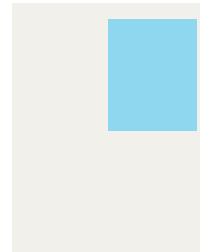
#### 1/2 Page Vertical

3.75" x 9.313"



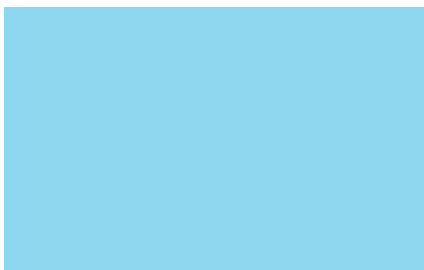
#### 1/4 Page Horizontal

7.5" x 2.375"



#### 1/4 Page Vertical

3.75" x 4.75"



#### Spread

Trim Size: 17" x 10.625"  
Bleed Size: 17.25" x 10.875"  
Safety: 16" x 9.625"

### File Specs

- Only digital PDF files optimized for press are accepted; collected art files will be rejected.
- Preferred digital format is PDFX-1A.
- All graphics must be 300 dpi, 4-color process
- Fonts must be embedded.
- NEA reserves the right to reject unreadable, unusable or damaged files.
- We cannot make changes to your art. Please submit a new digital file.

### General Standards

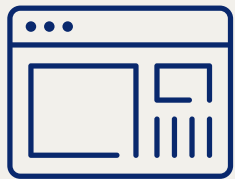
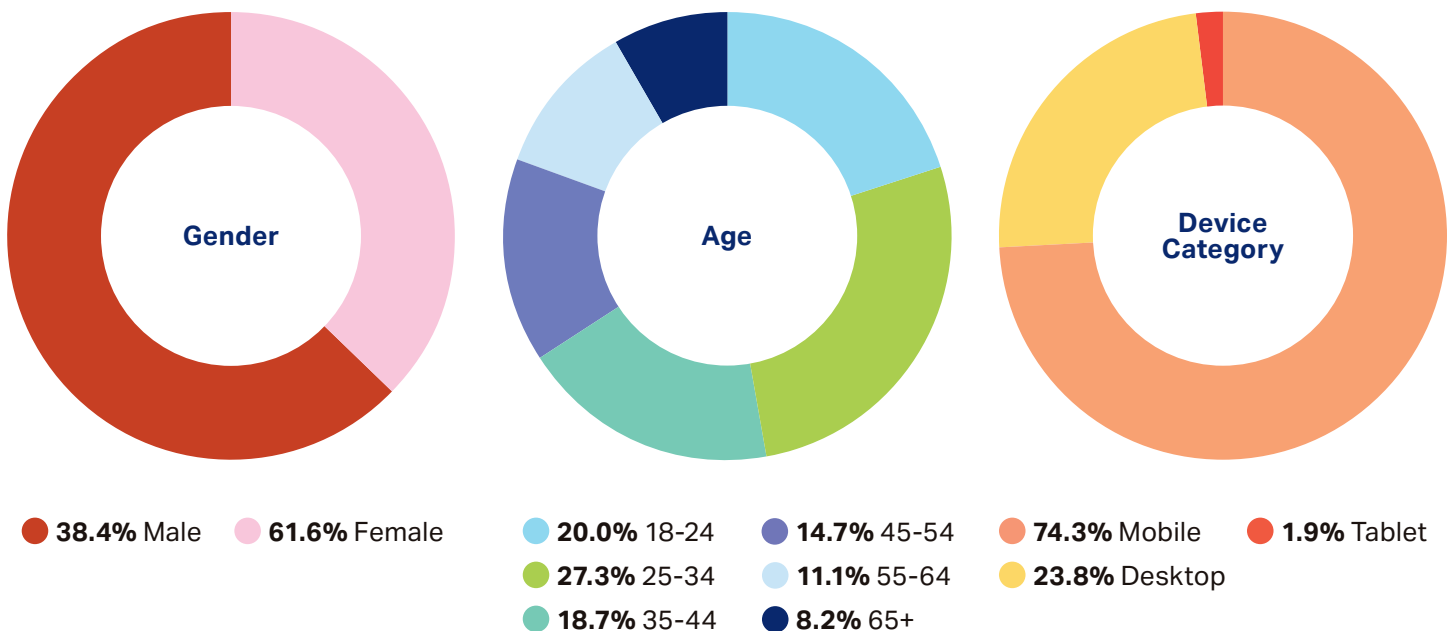
- Ads should have a professional appearance, use principles of good design, clear communication, correct grammar and spelling, and high-quality photos and graphics. Art not meeting these standards will be rejected.

### Submitting Your Artwork

- PDF files may be emailed (max 10 MB) or sent via online file sharing (e.g. Dropbox) to Jessica Bartolini at [jessica@nationaleczema.org](mailto:jessica@nationaleczema.org).

- NationalEczema.org is a comprehensive resource and community hub for the millions of Americans who are living with eczema and those who love them and care for them.
- With dynamic content for families, physicians, patients and caregivers, NationalEczema.org is the single point of entry for education, support, research, access and engagement for the eczema community.

## Demographics



**593,580**

Average monthly page views for US

**999,710**

Average global monthly page views

## From December 1, 2023 to November 30, 2024

**Page Views** – 11,996,519

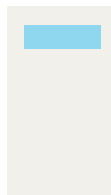
**Average Time Spent on Page** – 1 minute, 3 seconds

**Engagement Rate** – 80.4%

**New Visitors** – 86.3%

**Returning Visitors** – 13.7%

## Creative Specifications



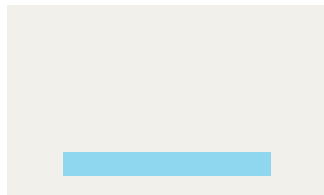
### Top of the Page Placement

Desktop: 728 x 90  
Mobile: 300 x 50



### Middle of the Page Placement

Desktop: 728 x 90  
Mobile: 300 x 250



### Bottom of the Page Placement

Desktop: 728 x 90  
Mobile: 300 x 250

## Important Details

- Artwork is due a minimum of two weeks prior to launch.
- No pop-up.
- Provide artwork as a .jpg, .png or .gif, exported at 2x original size.
- 72 DPI.
- Please note that we cannot implement cache busters in an ad's link.

Contact Advertising Sales Manager for rates and availability.



# NEA Email Newsletter



National  
Eczema  
Association

NEA's monthly email newsletter includes research articles, community spotlights, lifestyle tips and patient stories.

## Circulation


- **Average subscribers:** Over 100k subscribers. We continually evaluate and scrub our list to optimize the quality of engagement.
- **Average open rate:** 26.1%.
- **Average click through rate:** 1.19%


## 2025 Schedule

- NEA Enews drops the first Tuesday of each month:
  - January 7
  - February 4
  - March 4
  - April 1
  - May 6
  - June 3
  - July 1
  - August 5
  - September 2
  - October 7
  - November 4
  - December 2
- Creative materials due three weeks prior to publish date.

## Creative Specifications


- Artwork and link is due one month prior to publish date.
- Banner ad size: 320x50 exported at 2x (final asset is 640x100)
- Provide artwork as a .jpg or .gif, exported at 2x original size.
- Please provide URL to link.
- No shared rotation in ad space.
- No Flash, rich media or pop-ups.

Enews  
January 2024




**Common Causes of Contact Dermatitis**  
Get an in-depth look at this common form of eczema, including how to treat it and allergens to avoid.  
[LEARN MORE](#)

**AD PLACEMENT**





**Is Lavender Good or Bad for Eczema?**  
Lavender is a common ingredient in skincare and household products. Learn how it can impact eczema.  
[LEARN MORE](#)



**Video: How to Stick to Your Eczema Treatment Routine**  
Dr. Harper Price, a pediatric dermatologist, provides actionable tips to help people with eczema and their caregivers stick to their eczema care routines.  
[WATCH NOW](#)

**AD PLACEMENT**



**How to Dress for Winter Fun if You Have Eczema**  
[LEARN MORE](#)

**Are Sleep Medicines an Option for Kids with Atopic Dermatitis?**  
[LEARN MORE](#)



# EczemaWise Email Newsletter



National  
**Eczema**  
Association

EczemaWise is a free mobile and web app for eczema self-management, created by NEA. This monthly email goes to EczemaWise app users and provides helpful self-management resources to complement their app tracking. Many app users are not familiar with NEA, which means this is an additional subscriber list.

## Circulation

- **Average subscribers:** Over 20k subscribers. We continually evaluate and scrub our list to optimize the quality of engagement.
- **Average open rate:** 27%.

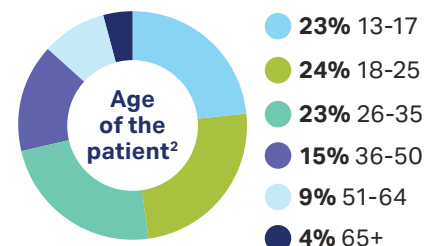
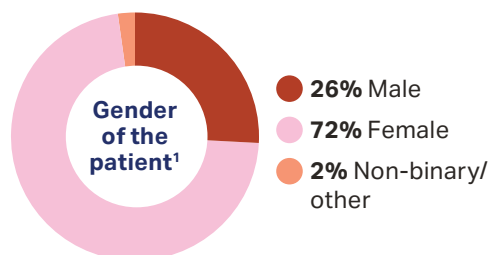
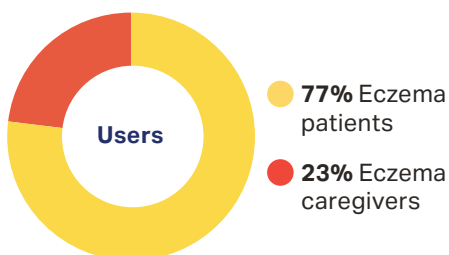
## 2025 Schedule

- Starting in April 2025, the email goes out the second Tuesday of each month.
  - April 8      – June 10      – Aug 12      – Oct 14      – Dec 9
  - May 13      – July 8      – Sep 9      – Nov 11
- Creative materials due three weeks prior to publish date.

## Creative Specifications

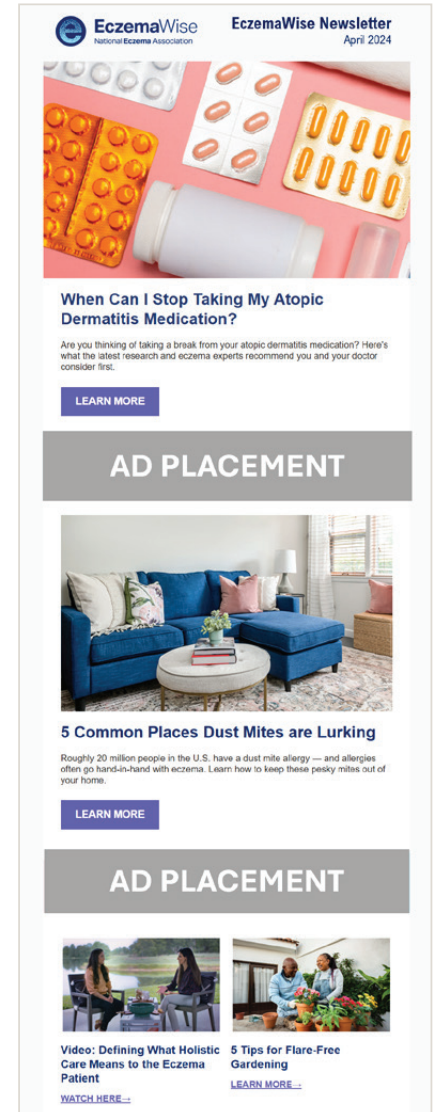
- Artwork and link is due one month prior to publish date.
- Banner ad size: 320x50 exported at 2x (final asset is 640x100)
- Provide artwork as a .jpg or .gif, exported at 2x original size.
- Please provide URL to link.
- No shared rotation in ad space.
- No Flash, rich media or pop-ups.

## EczemaWise demographics:



<sup>1</sup> If a caregiver is using the app on behalf of a child, data captures gender of the child

<sup>2</sup> Data reflects age of eczema patient, not caregiver



# Sponsored Content

Target, inform and educate the eczema community through blog articles and videos under NEA's Sponsored Content section of the website.

All Sponsored Content will be live on NEA's website for 90 days and the rate includes one month promotion in NEA Enews.

## NEA Sponsored Content Creative Materials Specifications and Standards

- Images size requirements are 960x540px, 72 DPI.
- Videos will be embedded from either YouTube or Vimeo. Videos must have a resolution of at least 1080p.


### Standards

- Advertising copy submissions should follow AP style.
- Advertising content and messages must be truthful, authentic and align with NEA's mission, vision and values.
- Organizations who purchase advertisements with NEA bear the responsibility of complying with all applicable laws and rules related to the promotion of their goods and services.
- Advertising copy must comply with any legal, medical and safety requirements applicable under the purview of the FDA.
- NEA reserves the right to edit, modify or reject advertising content that does not align with our mission, vision and values.
- All advertising content must be non-discriminatory in its tone, style, theme and message.



**Living With Eczema: Dr. Pimple Popper and Emily, Mom of Three, Share Their Moments of Clarity with OPZELURA® (Ruxolitinib) Cream 1.5%**

PAID POST: The following content is paid for by an advertiser. NEA doesn't validate, endorse or fact check any claims made in paid advertising, nor is the content written by NEA.



**SPONSORED CONTENT**  
By Incyte

Incyte's *"Moments of Clarity"* program explores the journeys of people living with eczema.

While every person's experience living with atopic dermatitis — the most common form of eczema — is unique, there are defining moments that often unite these journeys.

Dr. Sandra Lee, a board-certified dermatologist known more popularly as Dr. Pimple Popper, and Emily, a sonographer and mother of three, were both diagnosed with mild to moderate eczema at a young age.


"I've had eczema ever since I was a newborn. It was very itchy and very uncomfortable. I even had to wear mittens to block my fingernails from scratching at my skin," Dr. Lee said.

For Emily, symptoms like itchy rashes and inflammation also first appeared when she was a child. "I remember playing outside and getting this uncontrollable itch on the arch of my foot. Nothing was making the itch go away, and I actually grabbed a stick and scratched my skin right off," Emily said.

These early experiences were only the beginning of their search for relief from the persistent itch, redness, and dry, scaly patches brought on by eczema.

**Many factors contribute to eczema flares**

Eczema is complex and doesn't have one singular cause. For both Dr. Lee and Emily, eczema flares are often triggered by environmental and stress-related factors.



"My eczema is triggered by new environments, stress, cold dry weather, dust, long hot showers, jacuzzis and swimming pools. One of my worst flares happened when I used a dusty space heater in my apartment during medical school. It caused me to break out in a face rash. While I knew it wasn't life threatening, that moment was pretty scary to me. I felt like I was losing control of my skin, and I didn't want to live like that," Dr. Lee said.

Similarly, Emily experienced worsening symptoms due to constant handwashing required in her job and stress from personal life events. But when her children started to notice her condition, she reached a breaking point.

"I clearly remember crossing the street and reaching for my daughter's hand, but she pulled away. I realized it was because of my eczema flare on my palm, and I was devastated," Emily said.

# Advertising Standards and Review

## Advertising Guidelines — Print and Digital

- Space is reserved upon receipt of a signed advertising agreement or agency insertion order for each magazine issue.
- A review copy of the ad must be submitted for approval in advance. Four-color and black-and-white print ads are accepted.

## Advertising Policies — All Products

- NEA will not accept advertisements for services that duplicate NEA services.
- Full payment for the ad is due 30 days after the invoice date.
- All product advertisements must be truthful, not misleading or unfair.
- It is the responsibility of the advertising company or agency to comply with the laws and regulations applicable to marketing, sale and promotion of the manufacturer's products.
- Advertisements and product marketing may not declare unsubstantiated scientific information.
- All advertisements are subject to review by the NEA.
- Advertisements should not discourage the use of other treatments for eczema.
- NEA reserves the right to review product ingredients prior to advertising on NEA's website, email newsletters or in NEA magazine to ensure product safety for our community.

*NEA has the right to refuse any ad for its publications and/or website at its discretion, even if the ad was previously published in a NEA publication, served on the NEA website and/or exhibited at previous conferences or promoted through other programs and services.*



**National Eczema Association**

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**Email:** [Info@NationalEczema.org](mailto:Info@NationalEczema.org)  
[NationalEczema.org](http://NationalEczema.org)



National  
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