



THE MYOSITIS ASSOCIATION®



2024
MEDIA KIT
AND ADVERTISING
OPPORTUNITIES

CIRCULATION FACTS AND FIGURES

The Outlook Magazine

The Outlook Magazine is a digital publication posted to the TMA website quarterly on the first of March, June, September, and December. The June issue will also be printed and mailed to 6,000 TMA members. The link to digital publication is sent directly to 26,000+ contacts, posted on social media accounts, and accessible within the e-Newsletter.

Sponsor links are clickable in the PDF format. <https://www.myositis.org/myositis-library/tma-publications/tma-newsletters/>

TMA e-Newsletter

The e-Newsletter is sent monthly on the first of every month to more than 26,000 contacts with open rates consistently 40-46% and average click rates of 2.2%.

Social Media

Facebook, Twitter (X), Instagram, and LinkedIn.

Targeted Email Outreach

TMA can provide general and targeted email outreach to specific groups in our community. These targeted emails consistently receive 45-50% open rates with an average click rate of 2.3%. TMA's network includes over 26,000 contacts.

There are more than 18,000 members across fields including:

dermatomyositis (5,616+), polymyositis (6,295+), inclusion body myositis (4,954+), necrotizing myopathy (396), antisynthetase syndrome, care partners or caregivers (784+), healthcare professionals (1,300+)

BREAKTHROUGHS

Webinar Sponsorships

Sponsor an educational webinar or prominent speaker to provide valuable insights, resources, and support for individuals living with Myositis, their caregivers, and healthcare professionals. Webinars are also available for clinical trials or studies to raise awareness and promote participation and recruitment efforts.

The webinar pricing varies based on Corporate Advisory Council membership status and type of webinar.



THE MYOSITIS ASSOCIATION®

PUBLICATION PRICING

THE OUTLOOK MAGAZINE

Advertisement	Description	Size	Pricing	Exclusive CAC Member Pricing
Sponsor a Print Issue <i>*Outlook is digital only after June, 2024</i>	Front Cover Recognition, TOC Page Recognition, and 2 Premium Full-Page Ads	8.5 in x 11 in	\$20,000	Not Applicable
Sponsor a Digital Issue	Front Cover Recognition, TOC Page Recognition, and 2 Premium Full-Page Ads	8.5 in x 11 in	\$10,000	Not Applicable
Full Page	Premium: Inside Front & Back Covers	8.5 in x 11 in	\$4,000	\$3,200
Full Page	Non-Premium	8.5 in x 11 in	\$3,500	\$2,800
Half Page	Horizontal	8.5 in x 5.5 in	\$2,500	\$2,000
Half Page	Vertical	4.25 in x 11 in	\$2,500	\$2,000
Quarter Page	Vertical	4.25 in x 5.5 in	\$1,500	\$1,200

OTHER ADVERTISING OPPORTUNITIES

Advertisement	Description	Size	Duration	Pricing	Exclusive CAC Member Pricing
Webinar		300 x 250 px	Variable	\$5,000	\$2,500
Direct Email	PNG or Doc	N/A	One Time	\$3,000	\$2,400
E-Newsletter	PNG or JPG	250 x 500 px	One Time	\$2,500	\$2,000
Website Ad	Rectangle, JPG	300 x 250 px	12 Months	\$2,000	\$1,600
Website Ad	Rectangle, JPG	300 x 250 px	6 Months	\$1,500	\$1,200
Social Media	PNG or JPG	1080 x 1080 px	One Time	\$1,500	\$1,200

Ads should be provided as high-res jpeg format with 300 dpi resolution. Prices are for one occurrence. Commitment for multiple occurrences may be subject to discount upon inquiry.



PUBLICATION DATES

THE OUTLOOK MAGAZINE

Issue	Date Sent	Copy Deadline to TMA
Spring 2024	March 1	December 26
Summer 2024	June 1	April 3
Fall 2024	September 1	July 1
Winter 2024	December 1	October 2

MONTHLY E-NEWSLETTER

Issue	Date Sent	Copy Deadline to TMA
January 2024	January 1	December 18
February 2024	February 1	January 19
March 2024	March 1	February 20
April 2024	April 1	March 20
May 2024	May 1	April 19
June 2024	June 1	May 21
July 2024	July 1	June 20
August 2024	August 1	July 19
September 2024	September 1	August 20
October 2024	October 1	September 20
November 2024	November 1	October 21
December 2024	December 1	November 19



THE MYOSITIS ASSOCIATION®