

# RARE<sup>TM</sup> REVOLUTION

TO BRING ABOUT A DRAMATIC AND WIDE-REACHING CHANGE IN  
CONDITIONS AND ATTITUDES FOR THE RARE DISEASE COMMUNITY.  
IT'S TIME TO TURN THE TIDE!

## Media Kit

**TURNING THE TIDE THE RARE REV WAY**

LISTEN

| CREATE

| EDUCATE

# RARE reach

RARE Revolution Magazine reaches over 5 million people a month globally: 44% USA, 30% Europe, 26% rest of world.



**1 million +**  
Monthly website traffic



**4.4 million**  
Monthly social media reach



**35k readers**  
Monthly magazine audience

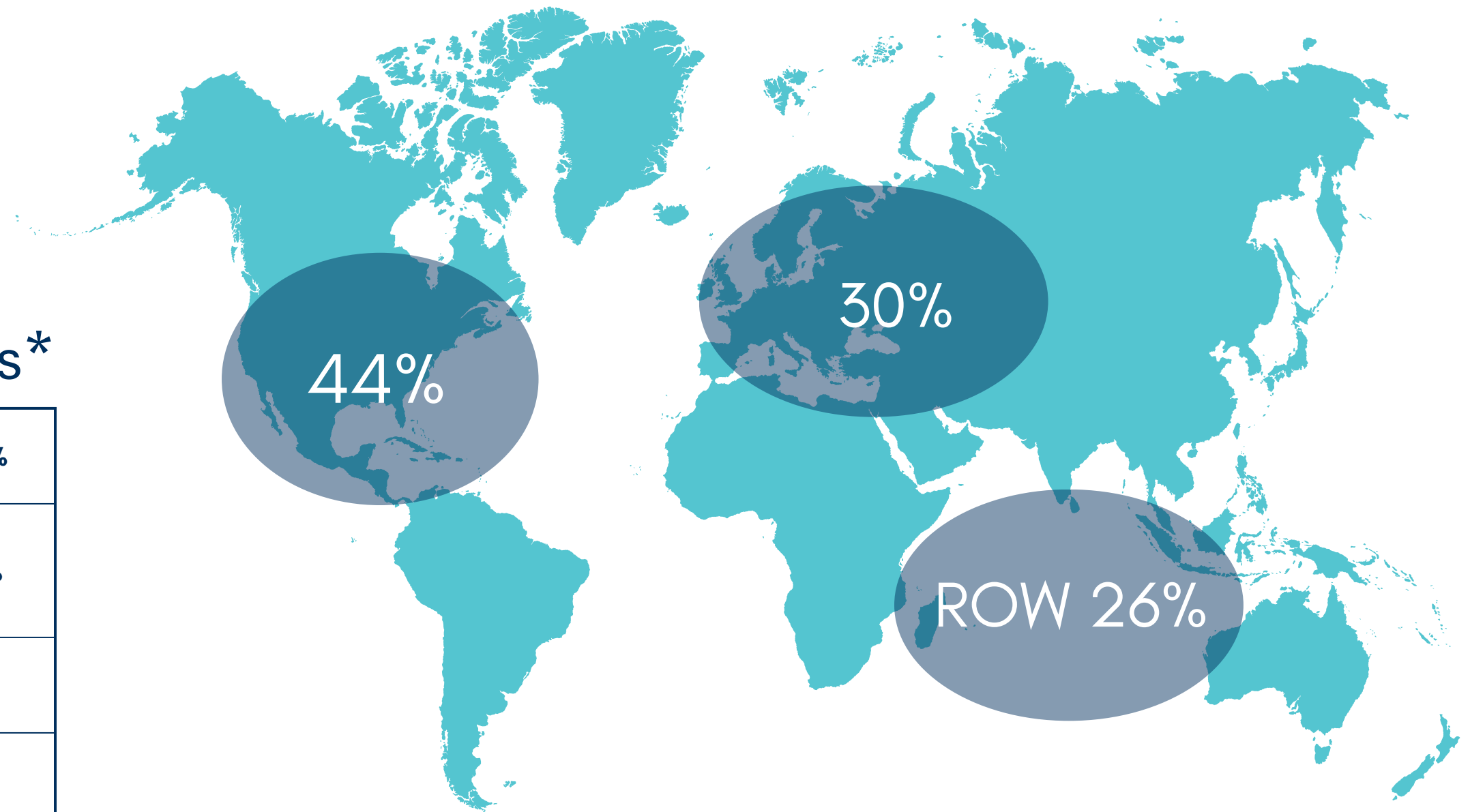


**11k subscribers**  
3 weekly newsletters

## Demographics\*

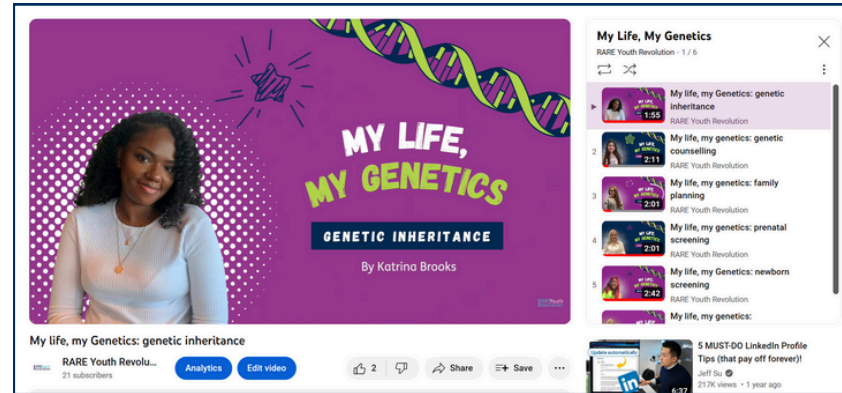
<b>Industry</b>	<b>40.3%</b>
<b>Individuals and caregivers</b>	<b>23.2%</b>
<b>General interest</b>	<b>14.8%</b>
<b>HCP</b>	<b>12%</b>
<b>Charities</b>	<b>9.7%</b>

\*Aggregated percentages across platforms

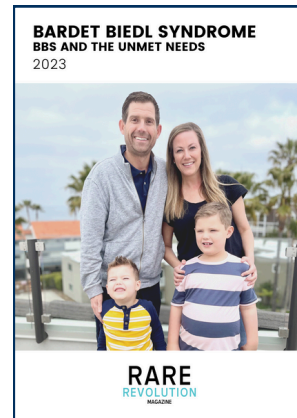


# LISTEN

## Advisory boards



## Landscape/disease mapping



## Roundtables



# CREATE

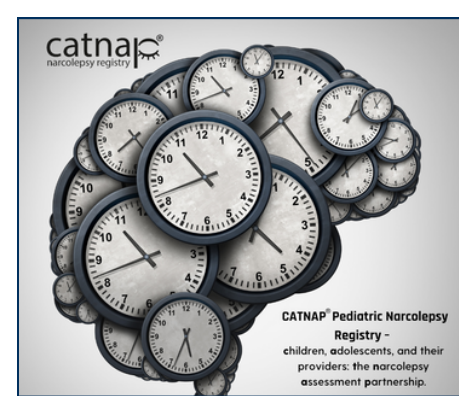
## Magazines



## Impact reports

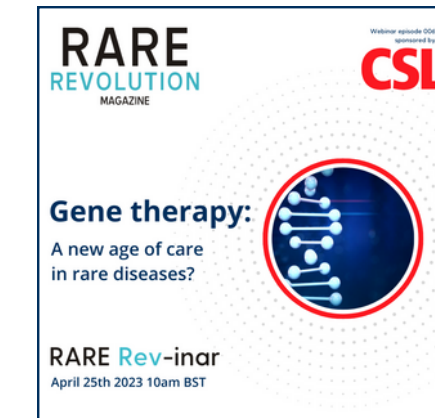


## RARE recruitment



# EDUCATE

## RARE REV-inars



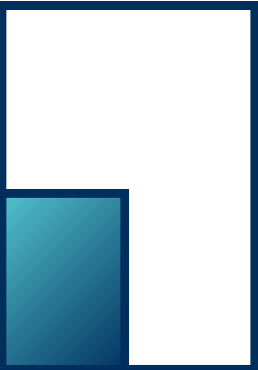
## Digital spotlights



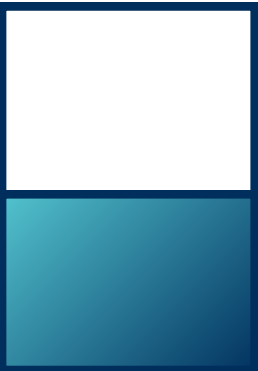
## Thought leadership



# RATE CARD ADVERTS



Quarter page advert  
 A6: 105 x 148.5 mm  
 £350 †



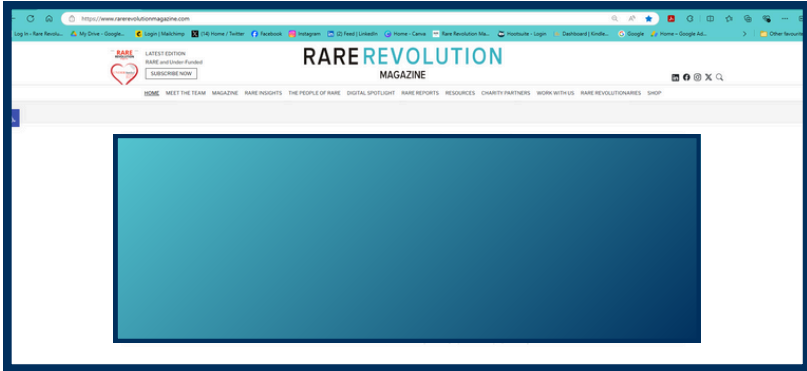
Half page advert  
 A5: 210 x 148.5 mm  
 £510 †



Full page advert  
 A4: 210 x 297 mm  
 £995 †



Double page spread  
 A4 x 2: 210 x 297 mm **or**  
 A3 landscape: 420 x 594 mm  
 £1,750 †



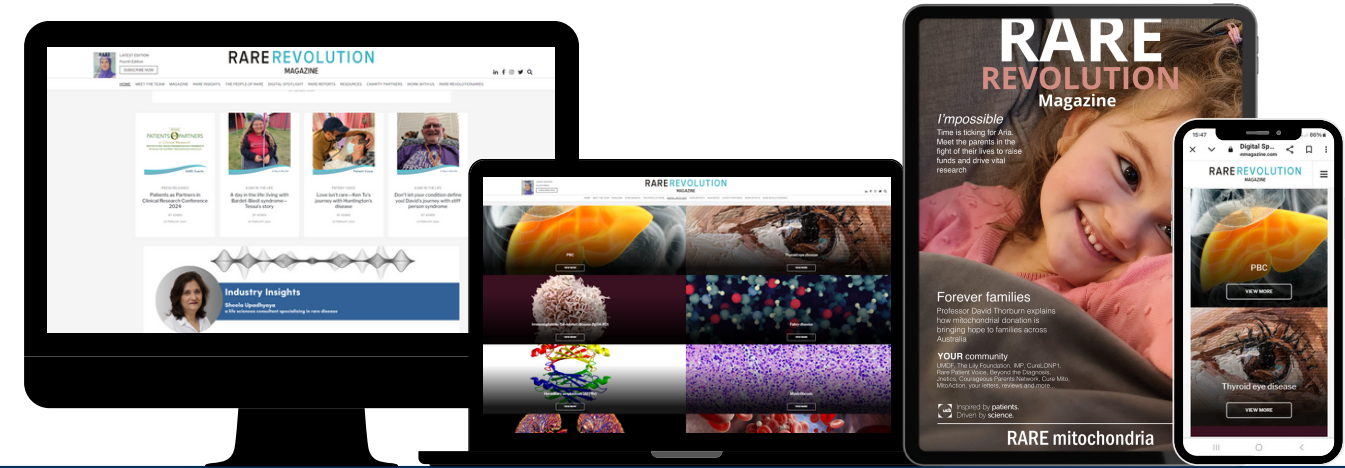
Home page web banner  
 1650 x 620 px  
 £650 †

SOCIAL CAMPAIGNS	from £1,495 †
SOLO E-MAIL BLAST	£995 †
EMAIL ADVERT	from £395 †

# RATE CARD CONTENT

	MAGAZINE	COMPANY FEATURETTE	DIGITAL	SOCIAL MEDIA	INDUSTRY TAKEOVER
SELF WRITTEN	£1,900 †	£3,500 †	£1,150 †	from £1,495 †	£2,400 †
WRITING SUPPORT	£2,900 †	£5,500 †	£2,150 †	from £2,495 †	£3,500 †

# RATE CARD SPONSOR



EDITORIAL – CORE	SPECIAL EDITIONS	RARE REV-INAR	DIGITAL SPOTLIGHTS	RARE DISEASE DAY
<p>Perfect for companies aligned with our editorial theme. Includes;</p> <ul style="list-style-type: none"> <li>• full section branding inc, front page</li> <li>• lead articles in section plus patient insight features</li> <li>• writing support available</li> <li>• printed copies available at extra cost</li> </ul>	<p>Our stand-alone mini issues offer companies a real opportunity to get focused on raising awareness for individual conditions or topic areas. These issues go out to our readership between our regular quarterly issues but are also licensed to clients for distribution through their own channels.</p>	<p>Sponsor one of our webinar series to bring together relevant stakeholders for engaging, roundtable discussions. Available live and on demand. Create evergreen content from your webinar through a video mini-series or article about your webinar ensuring more people reach your content.</p>	<p>Our digital awareness campaigns are designed to bring disease specific awareness, topic education and campaigns to our audience. This opportunity may include;</p> <ul style="list-style-type: none"> <li>• 4 articles</li> <li>• disease infographic</li> <li>• social media promotion</li> <li>• e-newsletter promotion</li> <li>• promotion of campaign in following edition of RARE Revolution Magazine</li> </ul>	<p>Our flagship sponsorship opportunities include</p> <ul style="list-style-type: none"> <li>• Rare Disease Day special magazine edition</li> <li>• digital articles</li> <li>• social media takeovers</li> <li>• RARE REV-inars</li> </ul>
£25,500 †	£36,000 †	FROM £6,500 †	FROM £11,500 †	POA

# Why RARE Revolution?

- Award winning team and publication
- Trusted within the rare disease community
- Full, in-house turnkey service from concept to outputs
- Full support from project design to dissemination
- Experiences and ip-to-date on global compliance requirements
- Global audience with ability to geo-lock content
- Trusted vendor to some of the biggest pharma/biotech companies



# Testimonials

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“

If everyone in the world even came close to having the integrity and passion you both have, we would live in Eden! THANK YOU for your partnership, but more importantly, for who you are in this world!! It's been such a pleasure for both Laura and I, and I very much hope to connect and partner again soon.”

**MARLENI ARVELO-SAILLANT, SANOFI**

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“

I have read everything plus a few of the other articles in your Summer edition. So beautiful! You are such a compassionate journalist. Everything so perfectly written and presented. Tears rolling out of my now healed eyes. Thank you, specifically for your incredible work on the two TED articles.”

**CHRISTINE GUSTAFSON, PATIENT CONTRIBUTOR**

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“

So proud to be working with such an amazing team as RARE Revolution. Thank you for your collaboration and support.”

**ROBERT MITCHELL-THAIN, CEO, THE PBC FOUNDATION**

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“

“It was an honour for me to serve on the panel with such a distinguished group. Thank you to the RARE Revolution team for highlighting this important topic.”

**Yael WEISS, CEO, MAHZI THERAPEUTICS**

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# Meet the Team

## GET TO KNOW US



Rebecca Stewart  
*CEO*



Nicola Miller  
*Editor-in-chief  
and creative  
director*



Becky Pender  
*Community  
engagement  
senior  
associate*



Emma Bishop  
*Special editions  
editor associate*



Joe Rumney  
*Creative  
designer*

[rarerevolutionmagazine.com/rare-revolutionaries/meet-the-team](https://rarerevolutionmagazine.com/rare-revolutionaries/meet-the-team)

# RARE REVOLUTION™

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There are 350 million people worldwide living with a rare disease. The zebra is the rare disease mascot.

It's time to start talking about the zebra in the room.

RARE Revolution Magazine is the brainchild of Nicola Miller and Rebecca Stewart. They came together in 2012 to form Action for XP (formerly Teddington Trust), a registered charity dedicated to supporting patients and families affected by the rare genetic disorder Xeroderma Pigmentosum (XP), after Nicola's son was diagnosed with the condition aged just 13 months old.

Frustrated with the lack of opportunities available to promote rare disease and source accessible reliable information, they decided to embark on providing a new platform for all rare disease champions to be heard. Thus the #RARERevolution movement was born...

RARE Revolution Magazine has gone on to become Scottish Special Interest of the year finalist 2018 and Media NPO of the Year by the Corporate LiveWire Innovation and Excellence Awards 2023 and 2024.

NRG Collective Ltd is a publishing company specialising in rare disease content that creates, produces and distributes RARE Revolution Magazine, the RARE Youth Revolution, RARE Revolutionaries Network Community and TIDE (Together In Driving Excellence – which supports patient engagement initiatives through tailored digital communications strategies and managed advisory boards).

# RARE REVOLUTION™

## Contact Information

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Are you ready to turn the tide? Discuss your bespoke requirements by booking a discovery call with Rebecca via the QR code or <https://calendly.com/rstewart-rarerevolutionmagazine/discovery-call>

