RARE® 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

VISABILITY | VALIDATION | VALUE

RARE reach

RARE Revolution Magazine® reaches over 4 million people a month globally: 37% USA, 36% Europe, 27% rest of world.

700k
Monthly website traffic

4 million
Monthly social media reach

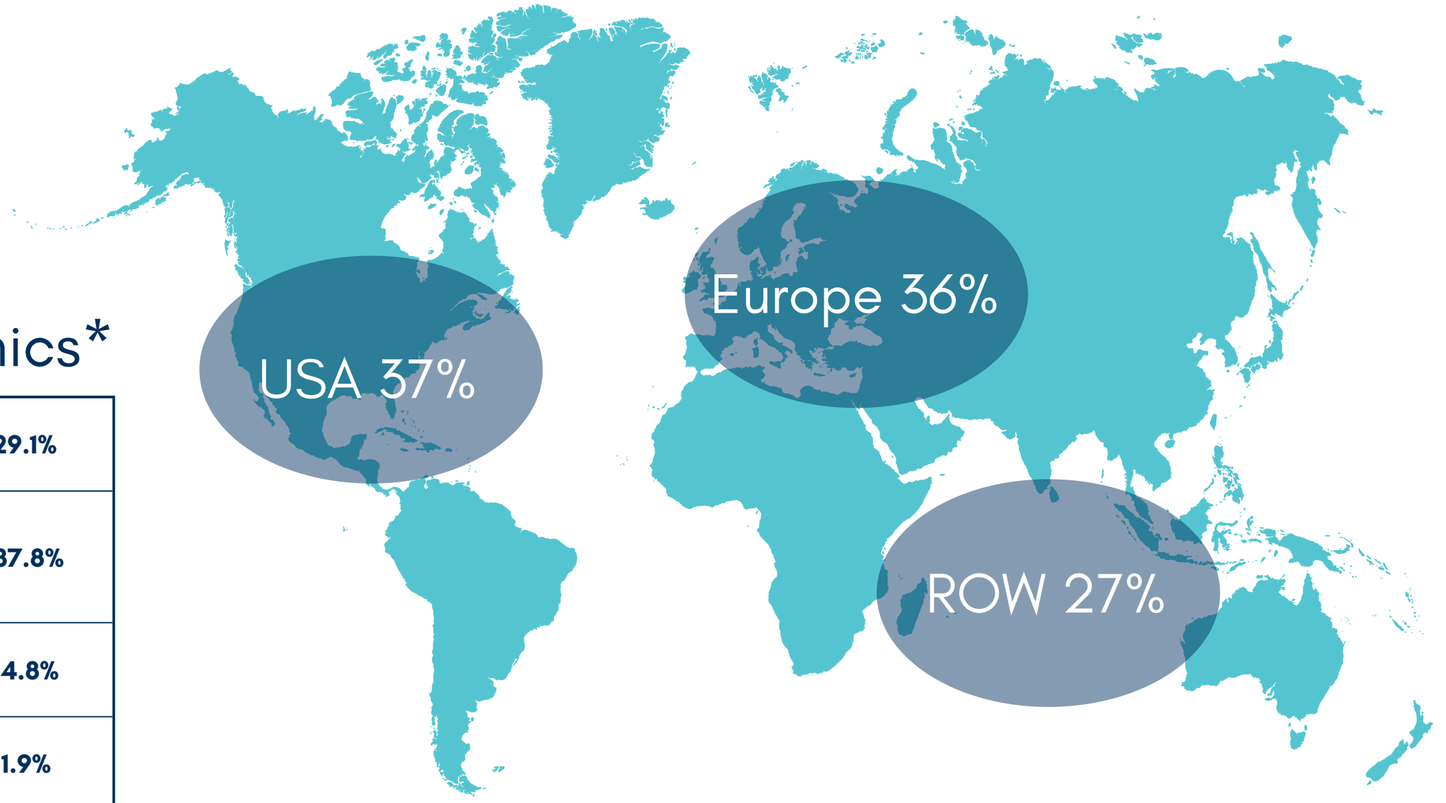
38k readers
Monthly magazine audience

14k subscribers
3 weekly newsletters

Demographics*

Industry	**29.1%**
Individuals and caregivers	**37.8%**
HCP	**14.8%**
Charities	**11.9%**
General interest	**6.4%**

*Newsletter only



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VISABILITY

Magazines





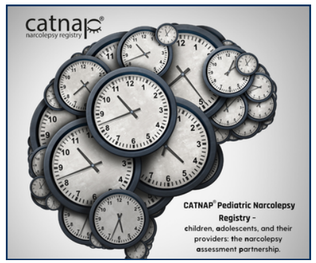


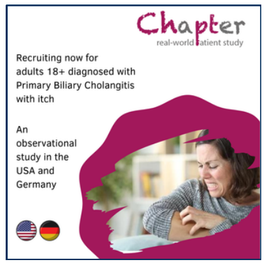
Impact reports





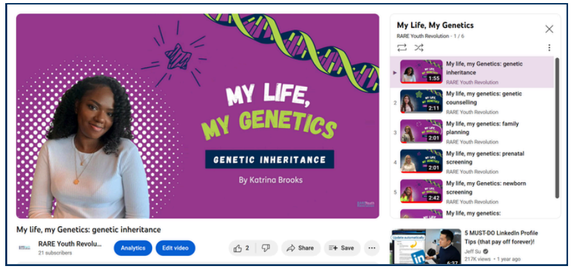
RARE recruitment





VALIDATION

Advisory boards



Landscape/disease mapping



Roundtables





VALUE

RARE REV-inars





Digital spotlights





Thought leadership





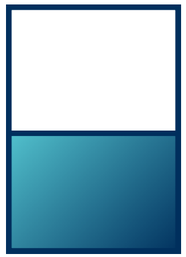
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RARE® REVOLUTION MAGAZINE

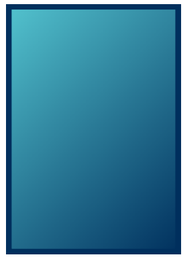
RARE Revolution Magazine® is a world leading rare disease publication dedicated to elevating the voice of the rare disease ecosystem through our website, digital magazines, patient engagement services, and RARE Youth Revolution. We are renowned for providing trusted insights, thought leadership, personal stories, and advocacy related to rare diseases across industry and patient communities.

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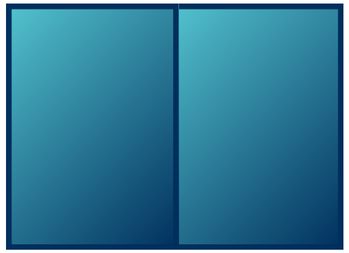
RATE CARD ADVERTS



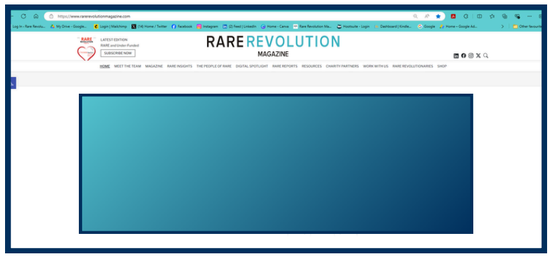
Half page advert
A5: 210 148.5 mm
£750 †



Full page advert
A4: 210 x 297 mm
£1,200 †



Double page spread
A4 x 2: 210 x 297 mm **or**
A3 landscape: 420 x 594 mm
£2,250 †



Home page web banner
1650 x 620 px
From £995 †

SOCIAL CAMPAIGNS	from £1,590 †
SOLO E-MAIL BLAST	£995 †
EMAIL ADVERT	from £395 †

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† All prices exclude VAT charged at current rate at time of invoicing and 3.5% surcharge for paying by credit card

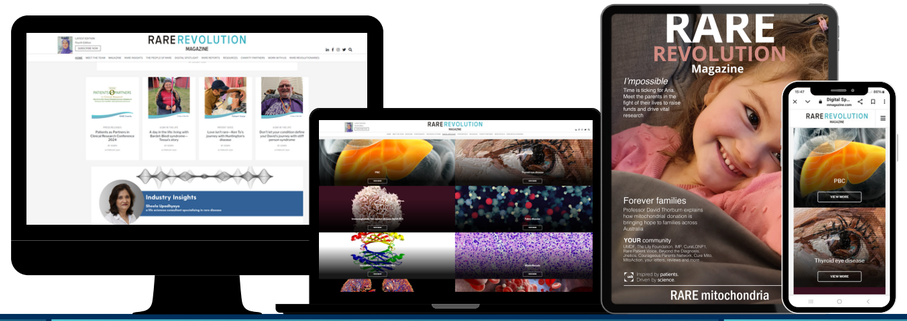
RATE CARD CONTENT

	MAGAZINE	COMPANY FEATURETTE	DIGITAL	SOCIAL MEDIA	INDUSTRY TAKEOVER
SELF WRITTEN	£2,090 †	£3,500 †	£1,250 †	from £1,590 †	£2,500 †
WRITING SUPPORT	£3,090 †	£5,500 †	£2,250 †	from £2,550 †	£4,600 †

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RATE CARD SPONSOR



EDITORIAL - CORE	SPECIAL EDITIONS	RARE REV-INAR	RARE IN FOCUS	RARE DISEASE DAY
Perfect for companies aligned with our editorial theme. Includes; • full section branding inc, front page • lead articles in section plus patient insight features • writing support available • printed copies available at extra cost	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.	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.	Our digital awareness campaigns are designed to bring disease specific awareness, topic education and campaigns to our audience. This opportunity may include; • 4 articles • disease infographic • social media promotion • e-newsletter promotion • promotion of campaign in following edition of RARE Revolution Magazine	Our flagship sponsorship opportunities include • Rare Disease Day special magazine edition • digital articles • social media takeovers • RARE REV-inars
£29,150 †	£34,125 †	FROM £6,500 † With CPD £7,150	FROM £12,900 †	POA

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RARE Revolution [insider™]

RARE Revolution Magazine® helps you understand the world of rare disease.
RARE Revolution insider® helps you work within it.

Rare disease professionals need more than just information, they need the power of community and professional insights.

For over a decade, we have built a deep, trusted foundation of insights as the leading worldwide rare disease publisher. We understand that your focus is on driving meaningful impact, not just absorbing another stream of data.

RARE Revolution insider® is building upon our editorial heritage to become a true professional operating tool.
The heart of this evolution is Cognito, an AI-powered assistant built on trusted, compliant sources taking you

"Straight to what matters."

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RATE CARD ADVERTS

DIGITAL ADVERTISING RRM AND INSIDER

DYNAMIC ADVERTSING	BILLBOARD ALL PAGES, TWO TITLES	£1,900 PCM †
	BILLBOARD ONE TITLE	£995 PCM †

EMAIL ADVERTISING

SOLO BLAST	£995 †
EMAIL ADVERT	£395 †

RATE CARD CONTENT

	THOUGHT LEADERSHIP	COMPANY PROFILE	INDUSTRY TAKEOVER
SELF WRITTEN	£1,250 †	£1,650 †	£2,500 †
WRITING SUPPORT	£2,550 †	£2,650 †	£4.600 †

RATE CARD SPONSOR

VERTICAL SPONSORS	RARE REV-INAR	RARE DISEASE DAY
FROM £3,500 P/A †	FROM £6,500 †	POA

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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 up-to-date on global compliance requirements
- Global audience with ability to geo-lock content
- Trusted vendor to some of the biggest pharma/biotech companies





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Testimonials

I just wanted to extend a heartfelt appreciation for all you've done to bring the special Systemic Mastocytosis (SM) edition to life. You've not only elevated awareness—you've made people living with SM feel seen. That's no small feat. The feedback from the international patient community speaks volumes, and internally, this issue has had a profound impact. It's not often that a publication manages to strike both emotional and strategic chords so clearly, but you've done just that. Thank you for being such thoughtful partners in this work. We are truly grateful—and excited for what's ahead.

CRISTIAN PEREZ, BLUEPRINT MEDICINES

I'm excited for the potential impact this issue may have for the undiagnosed, ultra-rare and rare disease communities. Additionally, I hope this issue illuminates the challenges and opportunities for researchers, industry partners and other stakeholders. Thanks again for the opportunity to share my voice. I appreciate all that you and your team does to inform, educate and advocate for the rare disease community.

MARY MORLINO, ADVOCATE

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

"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

Meet the Team

GET TO KNOW US



Rebecca Stewart

CEO



Nicola Miller

Editor-in-chief and creative director



Becky Pender

Senior associate – partnerships and delivery



Emma Bishop

Design and editorial associate



Joe Rumney

Creative designer

rarerevolutionmagazine.com/rare-revolutionaries/meet-the-team

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RARE REVOLUTION®



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, 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.

RARE Revolution Publishing Ltd. is a publishing company specialising in rare disease content that creates, produces and distributes RARE Revolution Magazine® , RARE Revolution insider® 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).

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RAREREVOLUTION®

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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**

