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ALLERGY NEWSLETTER

The Journal for members of AAA (allergy sufferers and their carers) and also going to allergy specialist doctors, dieticians, and practitioners of complementary medicine. Annual U.K.Subscription £20.00.

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ALLERGY NEWSLETTER is a full colour journal in A5 digest format. Published three times per year, it reaches a core sector of the population with direct personal experience of living with an allergic condition or allergy-related illness. It also provides a valuable overview for medical practitioners and others with specialist allergy knowledge or a professional interest in allergy.

Designed to be retained in hard copy as a useful reference for members, to whom it is provided free, we have recently made it available online as a subscription facility with password (£20 per annum). Given the choice, the majority of our members elect to receive their hard copies – which therefore usefully lengthens the viewing life of any advertising within it. But we offer you the best of both worlds!

The contents cover a wide spectrum, including authoritative and informative articles by specialist practitioners, features with practical guidance to help improve the allergy sufferer’s quality of life. Most importantly, from an advertiser’s viewpoint, we pay attention to products and services of all kinds which are now on the market or being introduced to it – from free-from foods, cleaning materials and cosmetics to anti-electrostress devices and bedding. A review in *Allergy Newsletter* is an effective way of bringing your brands to the attention of those who need them most.