THE AMERICAN DIABETES ASSOCIATION’S mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

OUR DIFFERENCE
The American Diabetes Association® sets the standards for and encourages healthy living with diabetes. We are the only organization dedicated to improving the lives of all people affected by diabetes. We are grounded in strong science, research advances, advocacy, health care excellence, and community-level support.

OUR CONNECTIONS
Our Media Network connects your brand to our highly engaged, health-conscious audience. Connect to our nearly 6 million readers, 2 million donors, 400,000+ volunteers, and 14,000 health care professionals.
Our highly engaged audience members look to us for the news and support they need to thrive with diabetes. They welcome our clear information about treatments and scientific discoveries and our focus on food and recipes, fitness, weight loss, medications, monitoring, coping, and motivation.

**WE ARE THE LEADING** healthy lifestyle magazine for millions of people with diabetes and prediabetes. Our readers take action every day to live well.

**HEAD-TO-TOE HEALTH CONTENT**

Our magazine is an extension of the American Diabetes Association’s brand, with expert content and an authentic voice dedicated to living well with diabetes every day.

**TRUSTED BRAND**

*DOCTOR APPROVED*

Articles are reviewed by MDs, CDEs, RDs, and more.
WHO THEY ARE: People living with prediabetes and diabetes, their families, health professionals, donors, and volunteers.

print

500,000 rate base

- 6 issues a year
- Expanded doctor and medical office distribution
- Newly diagnosed, Living with Type 2 Diabetes enrollees get a 1-year complimentary subscription

digital

150,000 page views per month

- 17 page views per visit
- Every subscriber receives access to the digital edition for free

ENGAGED READERS

- 76% read every issue
- 78% took action as a result of viewing an ad
- 58% use the recipes
- 87% look for as much information as possible about diabetes
- 34% discussed an ad with a doctor or relative

American Diabetes Association
2017 MRI Diabetes Forecast Reader Study

91% are looking for new ways to live a healthier life!

WHO THEY ARE

AVERAGE AGE  61
MEDIAN INCOME  $79,785
COLLEGE EDUCATION  74%
MEN/WOMEN  35/65%
HAVE DIABETES  76%
PREDIABETES  6%
EXERCISE  62%
COOK MEALS  70%
**DIABETES FORECAST** content focuses on all aspects of health and wellness and the latest breakthroughs in technology and research.

**JAN/FEB**
**NEW YEAR, NEW YOU**
- Smart Tips, Real-Life Goals
- Carb Swaps
- Organizing Medical Papers
- PCSK9: Injectables for Cholesterol
- Soup & Stew Recipes

AD CLOSE 11/1/2017
MATERIALS DUE 11/17/17
ON SALE 12/27/2017

**MAR/APR**
**CONSUMER GUIDE**
- Conditions: The Basics
- Digital Diabetes Management
- Exercise Complications
- Springtime Recipes

AD CLOSE 1/3/18
MATERIALS DUE 1/17/18
ON SALE 2/24/18

**MAY/JUN**
**SUMMER FOOD ISSUE**
- Vitamins and Supplements
- Hearing Loss
- Treating Depression
- Kidneys 101
- Summer Food Recipes

AD CLOSE 3/1/18
MATERIALS DUE 3/16/18
ON SALE 4/21/18

**JUL/AUG**
**LIFESTYLE GUIDE**
- Healthy Heart
- Summer Sun Protection
- Healthy Fats
- Injections 101
- Grilling Recipes

AD CLOSE 5/1/18
MATERIALS DUE 5/18/18
ON SALE 6/23/18

**SEP/OCT**
**PEOPLE-TO-KNOW ISSUE**
- Defeating Cognitive Decline
- Weight Loss Methods
- Snacking Tips

AD CLOSE 7/2/18
MATERIALS DUE 7/20/18
ON SALE 8/25/18

**NOV/DEC**
**HOLIDAY FOOD ISSUE**
- Diabetes Myths
- Test Strip Tips
- Food Police
- Sleep Solutions

AD CLOSE 9/4/18
MATERIALS DUE 9/17/18
ON SALE 10/20/18
**EXPAND YOUR REACH** to our health-conscious audience. Our readers take action every day to successfully manage all aspects of their health.

### 2018 GROSS RATES

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#### BRC INSERTS-supplied

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<tr>
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*Rate Frequency Discount Applies*

67% of readers test their blood sugar **regularly.**
AD SPECS

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<tr>
<th>PAGE UNIT</th>
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<td>16 5/8” x 10 3/4”</td>
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<tr>
<td>Full Page</td>
<td>7 11/16” x 10”</td>
<td>8 7/16” x 10 3/4”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
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<td>1/3 Vertical</td>
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<td>3 1/8” x 10 3/4”</td>
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1/4” gutter safety per page

AD SUBMISSIONS

MECHANICAL REQUIREMENTS
Binding: Perfect Bound
Trim Size: 8 3/16” x 10 1/2”

MATERIAL REQUIREMENTS
All new advertisements must be reviewed by the Association’s review committee to ensure compliance with Association policies. PDFs of advertisements should be emailed to the advertising manager (jgraff@diabetes.org) at least 10 days before Ad Close date.

Materials must be submitted as high-resolution, press-ready PDF files (PDF:X-1a). Native files are not accepted. Files must be set up for trim size and allow for bleed. Files may be supplied via email, FTP, CD, or DVD.

PRODUCTION/AD MATERIALS
Contact Julie DeVoss Graff, Senior Advertising Manager, to submit ad material.
Email: jgraff@diabetes.org
Office: 703-299-5511

SUPPLIED INSERTS & REPLY CARDS

SUPPLIED INSERT QUANTITIES
Please call Julie DeVoss Graff, Senior Advertising Manager, at 703-299-5511 to confirm insert quantities for each issue. Quantities are subject to change.

INSERT SPECIFICATIONS
All supplied inserts must be preapproved by the Association before delivery to our printer.

SHIP TO
Hours: M-F, 7 a.m. - 6 p.m. EST.
Please schedule deliveries 24 hours in advance. When calling, please specify “Insert Receiving.” BOL must include the title and issue of the product being delivered.
EXPAND YOUR ADVERTISING message beyond the pages of the magazine.

Diabetesforecast.org features the latest treatment and prevention news, answers from health care experts, product information, exercise and healthy living tips, and our popular and delicious healthy recipes.

We deliver this information directly to consumers through their computers, tablets, and phones. A collection of online content is available in Spanish, too.

New online visitors and mobile traffic are both increasing. Here’s a snapshot:

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<tr>
<th>visits by users</th>
<th>visits by new users</th>
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<tr>
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<td>495,000</td>
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<tr>
<td>visits by mobile users</td>
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<tr>
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<tr>
<td>FEMALE</td>
<td>69%</td>
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<tr>
<td>AGES 25-54</td>
<td>55%</td>
</tr>
<tr>
<td>MIDDLE INCOME</td>
<td>79%</td>
</tr>
<tr>
<td>COLLEGE GRADUATES</td>
<td>61%</td>
</tr>
<tr>
<td>CHILDREN AT HOME</td>
<td>52%</td>
</tr>
</tbody>
</table>
DELIVER YOUR ADVERTISING message to your target audience with our Digital Consumer Network.

83% of online readers have a close personal connection to diabetes.

DIABETESFORECAST.ORG

THREE (3) STANDARD AD UNITS ON EACH PAGE OF THE SITE:
• Top 728 x 90
• Right 300 x 250
• Bottom 728 x 90

ADVERTISE THROUGH:
• Recipe Slideshows
• Sponsored Recipes
• Sponsored Content
• Enewsletters
• Microsites
• Diabetes Discovery Podcast

ENGAGE MORE CONSUMERS
with ads available on desktop and mobile platforms. On home page and select sections, 100% SOV when purchased together.

DIGITAL EDITION
• Issue Sponsorships
• Welcome Page
• Banner
• Button Ads
JOIN US TO HELP AMERICA eat better and smarter. Visitors will find a wealth of recipes, expert advice, and meals they’ll cook, share, and love.

DIGITAL OPPORTUNITIES DIABETESFOODHUB.ORG

- Sponsored Content
- Native Advertising
- Display Advertising
- Custom Options
ENEWSLETTERS

iNSPIRATION AND INFORMATION sent directly to 1.3 million in-boxes. Add your message to our highly successful Media Network Enewsletter program.

78% of our online readers have diabetes or prediabetes.

Diabetes Forecast® enewsletter features popular content and editor’s picks.

**FREQUENCY:** Bi-Monthly

**CIRCULATION:** 300,000

**NET:** $10,000

Stop Diabetes® enewsletters offer lifestyle articles, upcoming events, Association promotions, and ways to become active in the Stop Diabetes movement.

**FREQUENCY:** Monthly

**CIRCULATION:** 400,000

**NET:** $10,000

The Shop Diabetes Feature spotlights one must-have product of interest to people with diabetes and their caregivers.

**FREQUENCY:** Monthly

**CIRCULATION:** 90,000

**NET:** $5,000

Of our online readers have diabetes or prediabetes.
SHOP DIABETES PROMO
Shop Diabetes is a promotional email featuring a variety of products of interest to people with diabetes and their caregivers.

FREQUENCY: Monthly
CIRCULATION: 90,000
NET: $5,000

DIABETES FOOD HUB
The highly engaged audience seeks healthy and tasty recipes, as well as diabetes-friendly meal plans. Highlights the newest Association recipes, themed sample meal plan, healthy cooking videos, and practical meal planning tips.

FREQUENCY: Monthly
CIRCULATION: 360,000
NET: $10,000

LIVING WITH TYPE 2 DIABETES
Those enrolled in the Association’s Living With Type 2 Diabetes program receive this enewsletter featuring information specific to the needs and interests of the newly diagnosed audience. Available in English and Spanish.

FREQUENCY: Monthly
CIRCULATION: 60,000
NET: $7,500

87% actively search for valuable diabetes information.
Gift of Hope is an An American Diabetes Association program where people can shop via catalog to purchase interesting and useful gifts for family and friends. All proceeds help fund ADA research, education, and advocacy efforts. The catalog merchandise includes holiday cards and gifts with enough time for delivery before Christmas.

AUDIENCE: Consumer members of ADA, prior product buyers, and other catalog purchasers.

WHO THEY ARE

<p>| | |</p>
<table>
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<tbody>
<tr>
<td><strong>FEMALE</strong></td>
<td>88%</td>
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<tr>
<td><strong>AGES 55 AND OLDER</strong></td>
<td>92%</td>
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<td><strong>MARRIED</strong></td>
<td>62%</td>
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<td><strong>NET WORTH</strong></td>
<td>$400,000 TO $2 MIL.</td>
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<td><strong>HOMEOWNERS</strong></td>
<td>92%</td>
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DEADLINES

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<tr>
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<tr>
<td>Logos Due</td>
<td>7/14/18</td>
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<tr>
<td>First Drop</td>
<td>9/15/18</td>
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SPONSORSHIP OPPORTUNITIES

PRINT

- 11 logo positions
- 1 cover + 10 run of book
- Logo on each order form inserted in catalog.
- Logo on each packing slip when merchandise is delivered.
- Sponsor’s promotional/product insert included within shipping package.

DIGITAL

- Prominent logo placements on each of six emails to audience of 500,000. Total: 3 million shoppers.
- Targeted banner ads on DiabetesForecast.org and ShopDiabetes.org for sponsorship period.
ASSOCIATION JOURNALS PROVIDE MORE THAN 35,000 researchers, physicians, and diabetes educators with the latest information on scientific research and clinical practice.
Diabetes, the Association’s flagship research publication, is the highest-ranked journal devoted exclusively to basic diabetes research. The journal publishes original, peer-reviewed research on the biological mechanisms underlying diabetes and its complications.

**AUDIENCE:** Scientists and laboratory researchers, endocrinologists

**2018 RATES**

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**DEADLINES**

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**INSERTS-supplied**

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Clinical Diabetes is a quarterly journal for primary care providers. Each issue contains one or more feature articles on the latest trends and innovations in diabetes care and treatment, as well as mini-reviews of landmark studies, practical treatment pointers, and best practices related to diabetes care.

AUDIENCE: Primary care physicians, point-of-care HCPs

2018 RATES

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INSERTS-supplied

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Rate Frequency Discount Applies

DEADLINES

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<th>SUMMER</th>
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<td>6/19/18</td>
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</table>
**Diabetes Spectrum** is a quarterly journal for diabetes educators, dietitians, nurse practitioners, and other health care providers. Each issue of the journal examines a specific diabetes care topic, with a focus on translating recent research findings into practical clinical applications.

**Circulation**

4,000

**Frequency**

Quarterly

**Audience:** Certified diabetes educators, dietitians, nurse practitioners

**2018 Rates**

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**Inserts-supplied**

**Deadlines**

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14,000

FREQUENCY
QUARTERLY

AUDIENCE
Endocrinologists, clinicians and physicians, researchers, diabetes educators, dietitians, and other health care professionals

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703-299-5511
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DEADLINES

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- Monthly users: 365,000
- Monthly sessions: 540,000
- Monthly page views: 1,040,000

DIABETES

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- Monthly page views: 410,000

CLINICAL DIABETES

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- Monthly sessions: 55,000
- Monthly page views: 85,000

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- Over 850K sessions per month
- 35,000 active subscribers to the ADA Journals eTOC Alerts
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- 75,000 downloads over the past year of Diabetes Core Update podcasts
eTOC ALERTS

eTOC alerts are email notifications containing the table of contents of a new journal issue. These alerts can support both banner and skyscraper ads.

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*List size subject to change

The Association’s journal podcast for primary care physicians is downloaded more than 75,000 times a year.

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