The American Diabetes Association’s mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

OUR CONNECTIONS
Our Media Network connects your brand to our highly engaged, health-conscious audience. Connect to over 6 million readers, 2 million donors, 400,000+ volunteers, and 14,000 health care professionals.

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.
HEAD-TO-TOE HEALTH CONTENT
Our highly engaged audience looks to us for the support needed to thrive with diabetes. We provide the latest information about healthy food, exercise, medications, monitoring and coping with diabetes.

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

DOCTOR APPROVED
Articles are reviewed by MDs, CDEs, RDs, and more.

Healthy Living Magazine
DIABETES FORECAST is the official consumer magazine of the ADA. We are the leading healthy lifestyle magazine for millions of people with diabetes and pre-diabetes. Our readers take actions every day to live well.
WHO THEY ARE: People living with prediabetes and diabetes, their families, health professionals, donors, and volunteers.

print edition
500,000
• 6 issues a year
• Newsstand distribution
• Expanded doctor and medical office distribution
• Newly diagnosed, Living with Type 2 Diabetes enrollees get a 1-year complimentary subscription

digital edition
150,000
• 17 page views per visit
• Every subscriber receives access to the digital edition for free

READERS - WHO THEY ARE

| AVERAGE AGE | 61 |
| MEDIAN INCOME | $74,800 |
| COLLEGE EDUCATION | 74% |
| MEN/WOMEN | 35/65% |
| HAVE DIABETES | 80% |
| PREDIABETES | 10% |
| EXERCISE | 62% |
| COOK MEALS | 75% |
| DINE OUT | 80% |
| TRAVEL | 70% |

ENGAGED READERS
• 95% read every issue
• 78% took action as a result of viewing an ad
• 60% use the recipes
• 97% look for as much information as possible about diabetes
• 70% discussed an ad with a doctor or relative
• 42% partake in investing for retirement

American Diabetes Association
2017 MRI Diabetes Forecast Reader Study

40% of Diabetes Forecast readers spend at least 1hr reading an issue from the magazine.
**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**
- Heart Health Special
- Get Happy to Get Healthy
- Better Doctor’s Visits
- Putting the Fun in Fitness
- Spend Less, Eat Healthy

**AD CLOSE 1/1/20**
**MATERIALS DUE 11/15/19**
**ON SALE 12/25/19**

**MAR/APR**

**CONSUMER GUIDE**
- Exercising With Arthritis
- Eating Disorders
- OTC Human Insulin
- Type 2 in Youth
- Consumer Guide

**AD CLOSE 1/2/20**
**MATERIALS DUE 1/15/20**
**ON SALE 2/29/20**

**MAY/JUN**

**SUMMER FOOD ISSUE**
- Transitioning to an Insulin Pump
- Diabetes Camps
- The Cost of Diabetes
- Food & Fitness Tracking Apps
- Summer Recipes

**AD CLOSE 3/2/20**
**MATERIALS DUE 3/16/20**
**ON SALE 4/25/20**

**JUL/AUG**

**LIFESTYLE GUIDE**
- Tips to Make Diabetes Management Easier
- Video Game Workouts
- Healthy Eating for the Whole Family

**AD CLOSE 5/1/20**
**MATERIALS DUE 5/15/20**
**ON SALE 6/27/20**

**SEP/OCT**

**PEOPLE-TO-KNOW ISSUE**
- Medicare Enrollment Guide
- Your Genes and Obesity
- Mindful Eating
- Smart Medication Questions

**AD CLOSE 7/1/20**
**MATERIALS DUE 7/17/20**
**ON SALE 8/29/20**

**NOV/DEC**

**HOLIDAY FOOD ISSUE**
- Meal Planning How-To
- Holiday Survival Guide
- Starting to Use a CGM
- Healthy Holiday Meals

**AD CLOSE 9/1/20**
**MATERIALS DUE 9/15/20**
**ON SALE 10/24/20**
EXPAND YOUR REACH to our health-conscious audience. Our readers take action every day to successfully manage all aspects of their health.

### 2020 GROSS RATES

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<tr>
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<td>1x</td>
<td>3x</td>
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<td>$30,770</td>
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<td>$22,600</td>
<td>$22,140</td>
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<td>$12,210</td>
<td>$11,960</td>
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### BRC INSERTS—supplied

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<th>Std. Business Reply Card</th>
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<td>$19,320</td>
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<td>Size: 6” x 4”</td>
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<table>
<thead>
<tr>
<th>Double Business Reply Card</th>
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<tbody>
<tr>
<td>$30,880</td>
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Rate Frequency Discount Applies

76% of readers test blood sugar regularly.
AD SPECS

<table>
<thead>
<tr>
<th>PAGE UNIT</th>
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<th>BLEED</th>
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<tbody>
<tr>
<td>Spread</td>
<td>16 1/8&quot; x 10 1/8&quot;</td>
<td>16 5/8&quot; x 10 3/4&quot;</td>
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<tr>
<td>Full Page</td>
<td>7 11/16&quot; x 10&quot;</td>
<td>8 7/16&quot; x 10 3/4&quot;</td>
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<tr>
<td>1/2 Vertical</td>
<td>3 1/2&quot; x 10 1/8&quot;</td>
<td>4 3/8&quot; x 10 3/4&quot;</td>
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<tr>
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<td>7 1/4&quot; x 4 1/2&quot;</td>
<td>8 7/16&quot; x 5 1/8&quot;</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2 1/4&quot; x 10 1/8&quot;</td>
<td>3 1/8&quot; x 10 3/4&quot;</td>
</tr>
</tbody>
</table>

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
Quad-Hartford. Supplied Insert
Delivery: 414-566-2100.
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.
Diabetes Forecast website

EXPAND YOUR ADVERTISING message beyond the pages of the magazine.

diabetesforecast.org

CAPTIVATING
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.

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

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

<table>
<thead>
<tr>
<th>monthly pageviews</th>
<th>1,050,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>monthly users</td>
<td>650,000</td>
</tr>
<tr>
<td>monthly sessions</td>
<td>850,000</td>
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</tbody>
</table>

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>FEMALE</td>
<td>65%</td>
</tr>
<tr>
<td>MEN</td>
<td>35%</td>
</tr>
<tr>
<td>MIDDLE INCOME</td>
<td>79%</td>
</tr>
</tbody>
</table>
DELIVER YOUR ADVERTISING message to your target audience with our Digital Consumer Network.

Diabetesforecast.org

ENGAGE CONSUMERS
Reach our readers beyond the pages of the magazine with run-of-site display banner ads available on diabetesforecast.org desktop and mobile platforms.

STANDARD + CUSTOM AD UNITS AVAILABLE ON DESKTOP & MOBILE:
• Top 728 x 90
• Right 300 x 250
• Bottom 728 x 90
• Mobile 320 x 50
• Podcasts
• Native Ad

ADVERTISE THROUGH:
• Recipe Slideshows
• Sponsored Recipes
• Sponsored Content
• Enewsletters

Diabetes Discovery Podcasts

Diabetes Discovery is a monthly patient based audio podcast series that discusses the latest clinically relevant articles from the Association's four scholarly journals:

Diabetes Care, Diabetes, Clinical, and Spectrum. Each podcast is approximately 15 minutes long and features a moderator, an author or an expert in the field. Sponsors can place a 30-60 second audio commercial within the podcast discussion and select a series of podcasts on topics of interest.
JOIN US TO HELP AMERICA eat better and smarter. Visitors will find a wealth of recipes, expert advice, and tools and features designed specifically to address the challenges of diabetes meal planning.

DIGITAL OPPORTUNITIES DIABETESFOODHUB.ORG
- Sponsored Content
- eNewsletter Placement
- Display Advertising
- Custom Options

ONLINE USERS
Unique visitors and pageviews are both increasing. Here’s a monthly snapshot:

<table>
<thead>
<tr>
<th>pageviews</th>
<th>unique visitors</th>
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</thead>
<tbody>
<tr>
<td>400,000</td>
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</tr>
<tr>
<td>Avg. time per session</td>
<td>2:24</td>
</tr>
</tbody>
</table>

Find your favorite recipes—and do more with them. Saved to your personal Recipe Box, your go-to recipes become your road map for the week using our useful Meal Planner.
INSPIRATION AND INFORMATION sent directly to 1.3 million in-boxes. Add your message to our highly successful Media Network Enewsletter program.

91% of our readers look for as much information as possible.

**DIABETES FORECAST ENEWSLETTER**
Each Diabetes Forecast® newsletter features popular content and editor’s picks.

**FREQUENCY:** Bi-Monthly
**CIRCULATION:** 400,000
**NET:** $10,000

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

**FREQUENCY:** Monthly
**CIRCULATION:** 420,000
**NET:** $10,000

**SHOP DIABETES CONSUMER**
The Shop Diabetes enewsletter features products of interest to people with diabetes and their caregivers.

**FREQUENCY:** Monthly
**CIRCULATION:** 200,000
**NET:** $7,500
Enewsletters

**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.

**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.

**Shop Diabetes Professional**
Shop Diabetes is a promotional email featuring a variety of products of interest to healthcare professionals.

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**FREQUENCY:** Monthly  
**CIRCULATION:** 30,000  
**NET:** $5,000

**FREQUENCY:** Monthly  
**CIRCULATION:** 350,000  
**NET:** $10,000
Looking for a campaign premium for people living with diabetes? An incentive or giveaway for patients participating in a program? The perfect leave-behind? We can help.

As the most trusted source of diabetes information, we are the largest diabetes publisher in the nation, and our entire library of more than 150 books and magazine content is available for customization. We help you select and organize content fast-tracking the creation of new products in any form you need. We can handle your custom project from inception-to-delivery, including warehousing and distribution. Full catalog of book titles available.

AUDIENCE: People with diabetes, healthcare providers who treat patients, and scientists and researchers reporting the latest scientific breakthroughs in diabetes.

FOR CONSUMERS
- 16 pg Supplements in Diabetes Forecast
- Cookbooks and recipes
- eBooks
- Healthy lifestyle books, including exercise and weight control, meal planning and nutrition, parents and children, stress and coping
- Healthy restaurant or Holiday eating guides
- In office magazines
- Mini books
- Pocket guides for patient, professionals or consumers
- Pamphlets
- Treatment, management and care manuals
- Coupon product offers

FOR HEALTH CARE PROFESSIONALS AND INDUSTRY
- 24 pg Compendium. A collection of authored articles on a common topic.
- Advocacy and training brochures and posters
- Annual Review of research
- Behavioral approaches and patient educational books, brochures and handouts
- Blood glucose, insulin, and medication
- Clinical reference books, charts, and guides
- eBooks
- Exam room posters
- In office magazines
- Medical management books
- Nutrition books, booklets, guides, brochures, logbooks
- Podiatry books, charts, and reference sets
- Customized content for white papers
- And more!
SHOWCASE YOUR PRODUCT IN A UNIQUE WAY. The American Diabetes Association's consumer and professional publications are vehicles to reach our specialized audiences.

FOR CONSUMERS

DIABETES FORECAST - THE HEALTHY LIVING MAGAZINE
Inform, educate and motivate diabetes patients to seek a healthier lifestyle to manage their diabetes. Diabetes Forecast focuses on healthy food, new types of medications, how to use insulin pens, meters, monitors, CGMs, and diabetes accessories like socks and supportive footwear.

- Full Cover Wraps
- Cover Tip-on – multiple sizes available
- French Door Front Cover
- Inserts
- Polybag outserts to Waiting Room
- Digest size Supplements

AUDIENCE: People with diabetes, healthcare providers who treat patients, and scientists and researchers reporting the latest scientific breakthroughs in diabetes.

FOR HEALTH CARE PROFESSIONALS

CARE, DIABETES, CLINICAL & SPECTRUM

- 7 x 5 cover tips on any journal
- Inserts
- Polybag outsert
- Compendia
ADA JOURNALS PROVIDE MORE THAN 40,000 researchers, physicians, and diabetes educators with the latest information on scientific research and clinical practice.
Diabetes Care, our highest-ranked journal, is devoted exclusively to diabetes treatment, care, and prevention.

**circulation**
6,500

**frequency**
Monthly

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

### 2020 RATES

#### 4-COLOR

<table>
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<tr>
<th>Frequency</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
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<th>60x</th>
<th>72x</th>
<th>96x</th>
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<td>$6,900</td>
<td>$6,770</td>
<td>$6,690</td>
<td>$6,640</td>
<td>$6,580</td>
<td>$6,540</td>
<td>$6,510</td>
<td>$6,470</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$5,730</td>
<td>$5,630</td>
<td>$5,520</td>
<td>$5,470</td>
<td>$5,450</td>
<td>$5,410</td>
<td>$5,390</td>
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<tr>
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<td>$4,930</td>
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#### BW

<table>
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<tr>
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<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
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<th>60x</th>
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<th>96x</th>
</tr>
</thead>
<tbody>
<tr>
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<td>$3,880</td>
<td>$3,730</td>
<td>$3,650</td>
<td>$3,610</td>
<td>$3,560</td>
<td>$3,530</td>
<td>$3,500</td>
<td>$3,450</td>
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<tr>
<td>1/2 Page</td>
<td>$2,700</td>
<td>$2,610</td>
<td>$2,500</td>
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<td>$2,420</td>
<td>$2,380</td>
<td>$2,360</td>
<td>$2,320</td>
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<tr>
<td>1/4 Page</td>
<td>$1,940</td>
<td>$1,890</td>
<td>$1,820</td>
<td>$1,760</td>
<td>$1,730</td>
<td>$1,710</td>
<td>$1,700</td>
<td>$1,680</td>
<td>$1,660</td>
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### INSERTS—supplied

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<tbody>
<tr>
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<tr>
<td>Double Sheet (4 pages)</td>
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</table>

*Rate Frequency Discount Applies*

### DEADLINES

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<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
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</thead>
</table>
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.

**circulation** 1,500  
**frequency** Monthly  

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

### 2020 RATES

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<tr>
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<tr>
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<td>$5,840</td>
<td>$5,720</td>
<td>$5,610</td>
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<td>$5,510</td>
<td>$5,470</td>
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<td>$4,630</td>
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<td>$4,540</td>
<td>$4,510</td>
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<td>$2,750</td>
<td>$2,700</td>
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<td>$2,650</td>
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<tr>
<td>1/2 Page</td>
<td>$2,150</td>
<td>$2,050</td>
<td>$1,990</td>
<td>$1,930</td>
<td>$1,910</td>
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<td>$1,370</td>
<td>$1,350</td>
<td>$1,330</td>
<td>$1,300</td>
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### INSERTS—supplied

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<th>Rate</th>
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<tbody>
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<tr>
<td>Double Sheet (4 pages)</td>
<td>$11,680</td>
</tr>
</tbody>
</table>

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**DEADLINES**

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<tr>
<th>ISSUE</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
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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

**2020 RATES**

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*No 5th issue in 2020*
Diabetes Spectrum is a quarterly journal for diabetes educators, dietitians, nurse practitioners, pharmacists, 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.

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

**2020 RATES**

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  - rate plus 15%
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- **Care/Diabetes**
  - Binding: Perfect Bound
  - Trim Size: 8 1/4” x 10 7/8”

- **Clinical/Spectrum**
  - Binding: Saddle -Stiched
  - Trim Size: 8 1/4” x 10 7/8”

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| Spread | 15 3/4" x 10 3/8" | 17" x 11 1/8" |
| Full Page | 7 5/8" x 10 3/8" | 8 1/2" x 11 1/8" |
| 1/2 Page Horizontal | 7 5/8" x 5" | Not Available |
| 1/2 Page Vertical | 3 1/2" x 10 3/8" | Not Available |
| 1/4 Page | 3 1/2" x 5" | Not Available |
The DiabetesPro Quarterly is the Association’s newsletter for its professional members. Each quarterly print newsletter features breaking clinical news, meeting reports and research summaries, professional education opportunities, and more. Issues are mailed and emailed to ADA’s professional members, and a digital edition is available online.

**circulation** 14,000  
**frequency** Quarterly

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

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Full Page: 8 1/2” x 11”  
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For more information, please contact:  
Julie DeVoss Graff  
703-299-5511  
jgraff@diabetes.org

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OUR ONLINE NETWORK provides a variety of professional members with breaking news, scientific conference reports, clinical practice recommendations, and more.

DIABETES CARE

- monthly users: 475,000
- monthly sessions: 730,000
- monthly page views: 1,360,000

DIABETES

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2 Million monthly page views

- Over 1 million sessions per month
- 40,000 active subscribers to the ADA Journals eTOC Alerts
- 9,000+ Facebook followers, 5,000+ Twitter followers
- 100,000 downloads over the past year of Diabetes Core Update podcasts
eTOC Alerts & Podcasts

The Association’s journal podcast for primary care physicians is downloaded more than 100,000 times a year.

Diabetes Core Update PODCASTS

• The latest clinically relevant articles from the American Diabetes Association’s four scholarly journals are featured monthly via audio podcasts.
• The podcasts are FREE. Each episode is approximately 15 minutes long and presents 5-6 recently published articles.
• Catering to the busy health care professional who has little time to review journal articles in depth, Diabetes Core Update podcasts focus on how the latest research and information published in the Association’s journals are relevant to clinical practice and can be applied in a treatment setting.

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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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