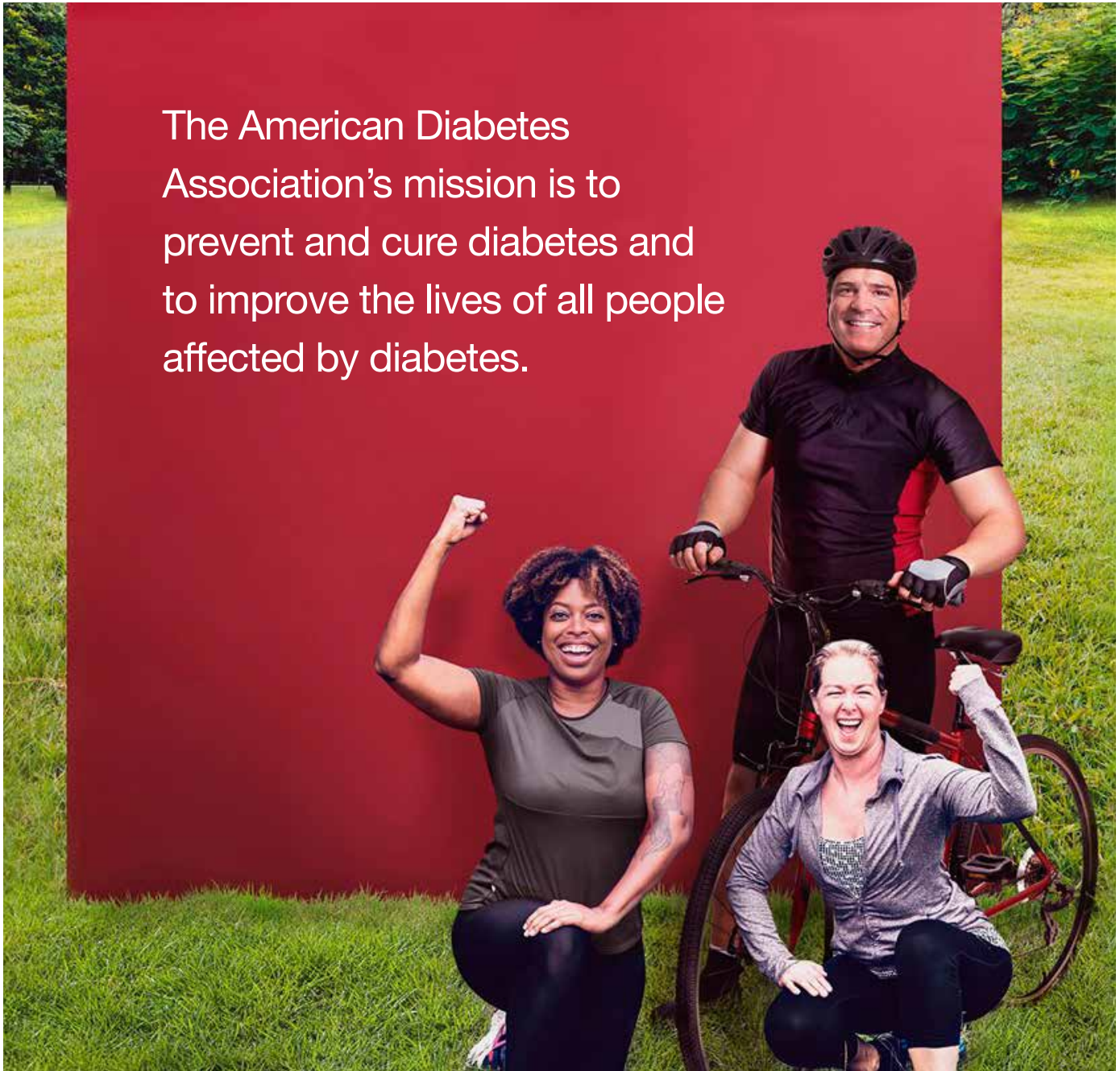




# 2020 Media Kit

 American  
Diabetes  
Association®  
Connected for Life

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



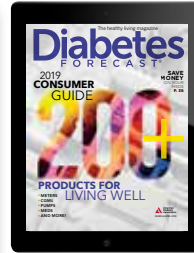
## **OUR CONNECTIONS**

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.

**DIABETES FORECAST®**  
THE HEALTHY LIVING MAGAZINE



**DIABETES FORECAST DIGITAL EDITIONS**  
Banners and interactive media available

**CUSTOM CONTENT SOLUTIONS**

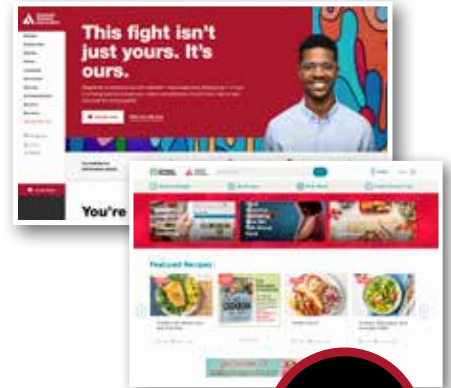
- Cover wraps
- Cover tips
- Podcasts
- Microsites
- Compendia
- Patient supplements

Over 6 Million Readers

**ENEWS**



**WEBSITES**



1 Million Visitors

**Connected for Life**  
on all platforms.

**PROFESSIONAL NETWORK**

**SOCIAL MEDIA**  
800K+ fans & followers



# Diabetes

F O R E C A S T

**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.



## 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.



food



fitness



weight loss



medications



monitoring



coping



motivation

**WHO THEY ARE:** People living with prediabetes and diabetes, their families, health professionals, donors, and volunteers.

print edition  
**500,000** rate base

- 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** page views per month

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

## 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

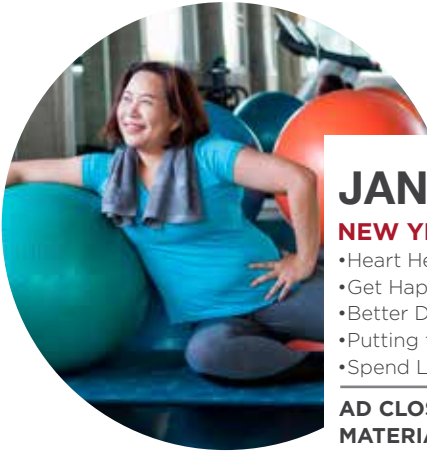


## READERS - WHO THEY ARE

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%

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 11/1/2019  
MATERIALS DUE 11/15/19  
ON SALE 12/25/19

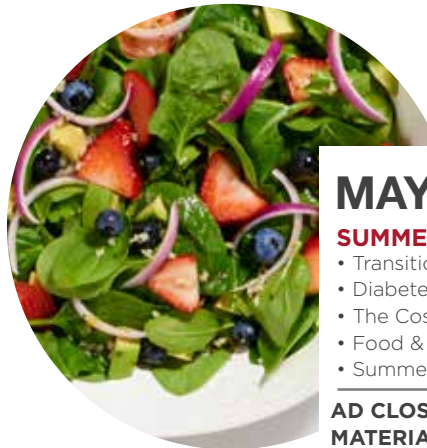


## MAR/APR

### 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

4-COLOR	1x	3x	6x	12x	18x
Full Page	\$30,770	\$29,820	\$29,170	\$27,700	\$27,040
1/2 Page	\$20,500	\$19,890	\$19,470	\$18,450	\$18,040
1/3 Page	\$16,620	\$16,110	\$15,780	\$14,960	\$14,620
C2 or C4	\$43,720	\$42,410	\$41,530	\$39,340	\$38,470
C3	\$38,250	\$37,100	\$36,340	\$34,440	\$33,650

BW	1x	3x	6x	12x	18x
Full Page	\$23,300	\$22,600	\$22,140	\$20,970	\$20,500
1/2 Page	\$15,430	\$14,970	\$14,660	\$13,900	\$13,590
1/3 Page	\$12,600	\$12,210	\$11,960	\$11,330	\$11,070

## BRC INSERTS—supplied

### Std. Business Reply Card

\$19,320  
Size: 6" x 4"

### Double Business Reply Card

\$30,880  
Size: 12" x 4"; folds to 6" x 4"

*Rate Frequency Discount Applies*

76% of readers test blood sugar regularly.



## AD SPECS

PAGE UNIT	LIVE AREA	BLEED
Spread	16 1/8" x 10 1/8"	16 5/8" x 10 3/4"
Full Page	7 11/16" x 10"	8 7/16" x 10 3/4"
1/2 Vertical	3 1/2" x 10 1/8"	4 3/8" x 10 3/4"
1/2 Horizontal	7 1/4" x 4 1/2"	8 7/16" x 5 1/8"
1/3 Vertical	2 1/4" x 10 1/8"	3 1/8" x 10 3/4"

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.



**EXPAND YOUR ADVERTISING message**  
beyond the pages of the magazine.



[diabetesforecast.org](http://diabetesforecast.org)

**OVER 1/2 MILLION USERS**

**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:

monthly pageviews  
**1,050,000**

monthly users  
**650,000**  
monthly sessions  
**850,000**

FEMALE	65%
MEN	35%
MIDDLE INCOME	79%

**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
- Newsletters

## 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



**Hundreds of recipes + INNOVATIVE MEAL PLANNER!**

**ONLINE USERS**

Unique visitors and pageviews are both increasing. Here's a monthly snapshot:

pageviews  
**400,000**

unique visitors  
**110,000**  
Avg. time per session  
**2:24**

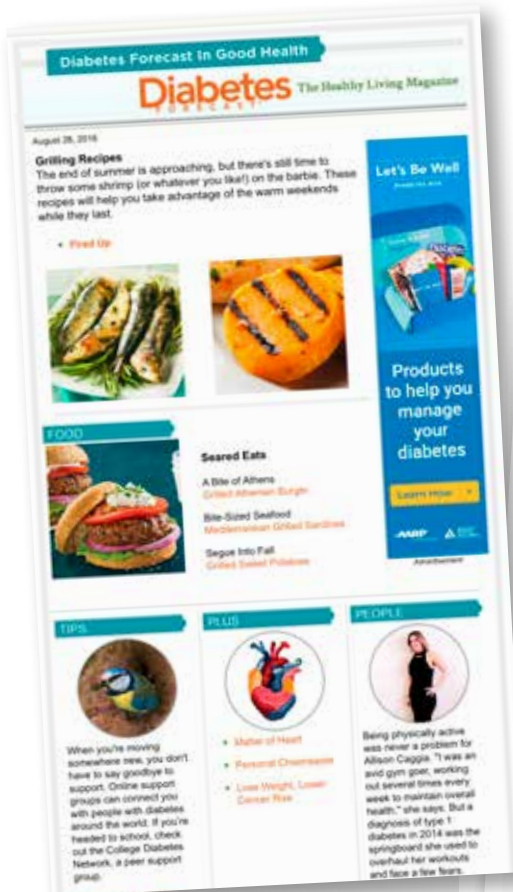


Find your favorite recipes—and do more with them. Saved to your personal Recipe Box, your go-to recipes become your road map for the week using our useful Meal Planner.



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

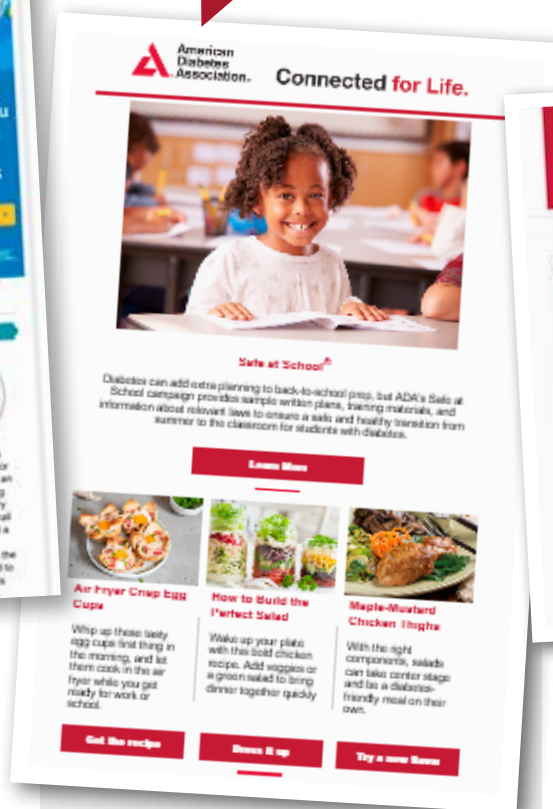
91% of our readers look for as much information as possible.



### 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® newsletters 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 newsletter features products of interest to people with diabetes and their caregivers.

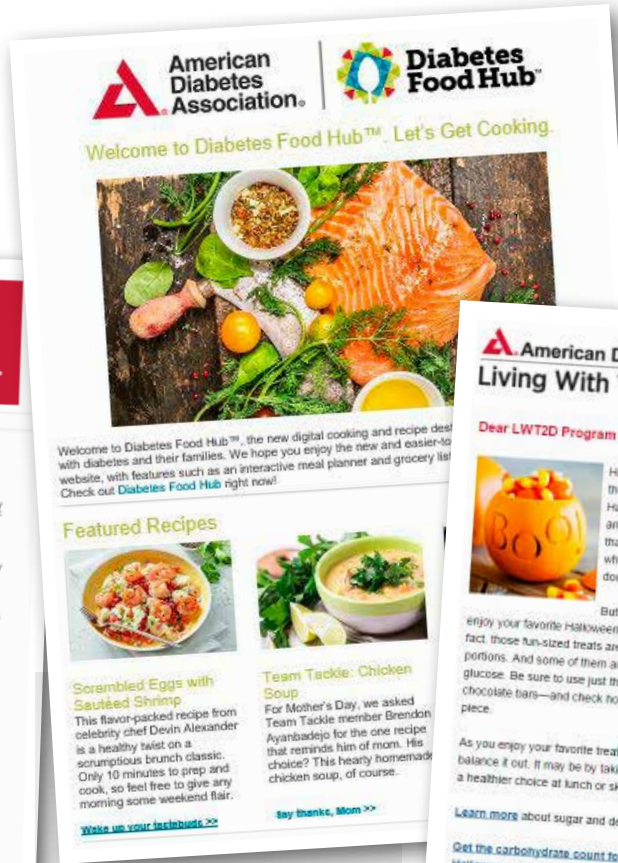
**FREQUENCY:** Monthly  
**CIRCULATION:** 200,000  
**NET:** \$7,500



## SHOP DIABETES PROFESSIONAL

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

**FREQUENCY:** Monthly  
**CIRCULATION:** 30,000  
**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.

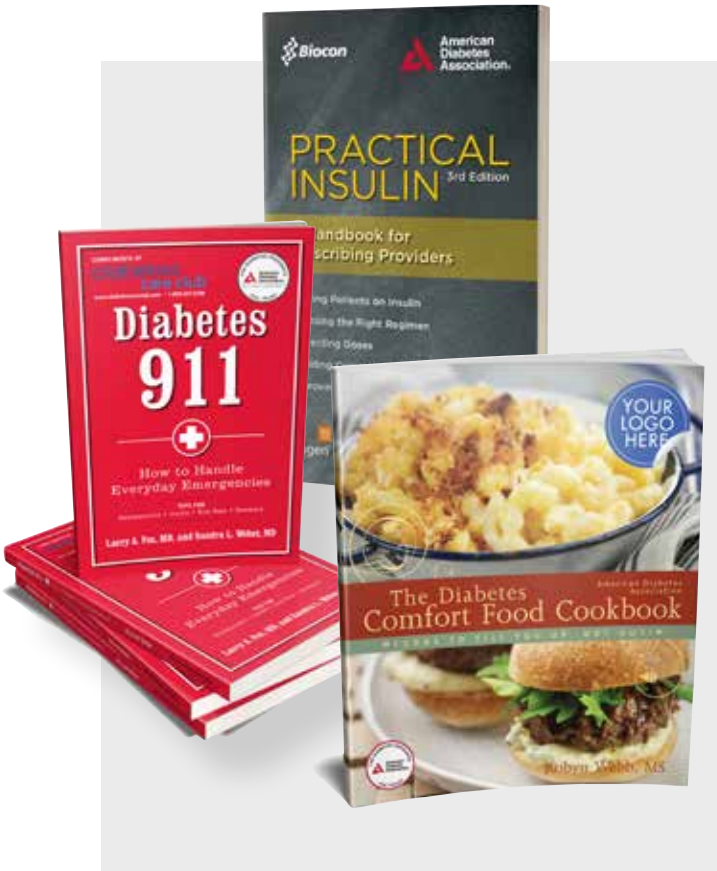
**FREQUENCY:** Monthly  
**CIRCULATION:** 350,000  
**NET:** \$10,000



## LIVING WITH TYPE 2 DIABETES

Those enrolled in the Association's Living With Type 2 Diabetes program receive this newsletter featuring information specific to the needs and interests of the newly diagnosed audience. Available in English and Spanish.

**FREQUENCY:** Monthly  
**CIRCULATION:** ENGLISH 230,000  
SPANISH 35,000  
**NET:** \$7,500



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



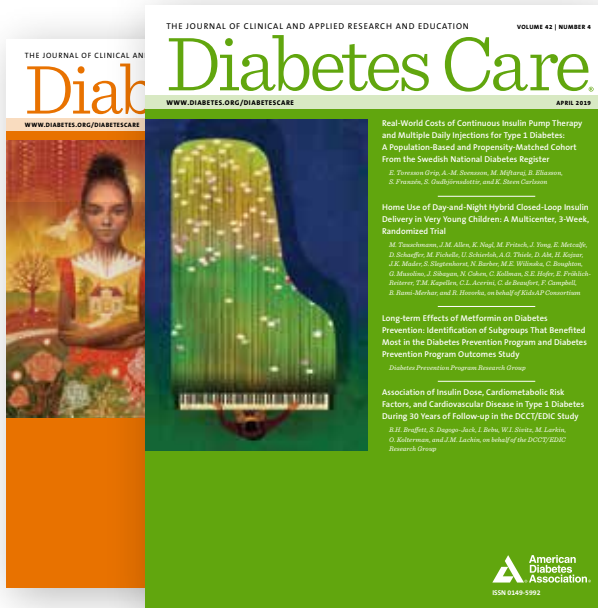
### CARE, DIABETES, CLINICAL & SPECTRUM

- 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.

**IMPACT FACTOR 15.2**

circulation **6,500** | frequency **Monthly**

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

## 2020 RATES

4-COLOR	1x	6x	12x	24x	36x	48x	60x	72x	96x
Full Page	\$7,050	\$6,900	\$6,770	\$6,690	\$6,640	\$6,580	\$6,540	\$6,510	\$6,470
1/2 Page	\$5,730	\$5,630	\$5,520	\$5,470	\$5,450	\$5,410	\$5,390	\$5,350	\$5,330
1/4 Page	\$4,970	\$4,930	\$4,840	\$4,800	\$4,750	\$4,730	\$4,720	\$4,710	\$4,680

BW	1x	6x	12x	24x	36x	48x	60x	72x	96x
Full Page	\$4,030	\$3,880	\$3,730	\$3,650	\$3,610	\$3,560	\$3,530	\$3,500	\$3,450
1/2 Page	\$2,700	\$2,610	\$2,500	\$2,450	\$2,420	\$2,380	\$2,360	\$2,320	\$2,300
1/4 Page	\$1,940	\$1,890	\$1,820	\$1,760	\$1,730	\$1,710	\$1,700	\$1,680	\$1,660

## INSERTS—supplied

### SINGLE SHEET AND DOUBLE SHEET

Single Sheet (2 pages)

\$7,050

Double Sheet (4pages)

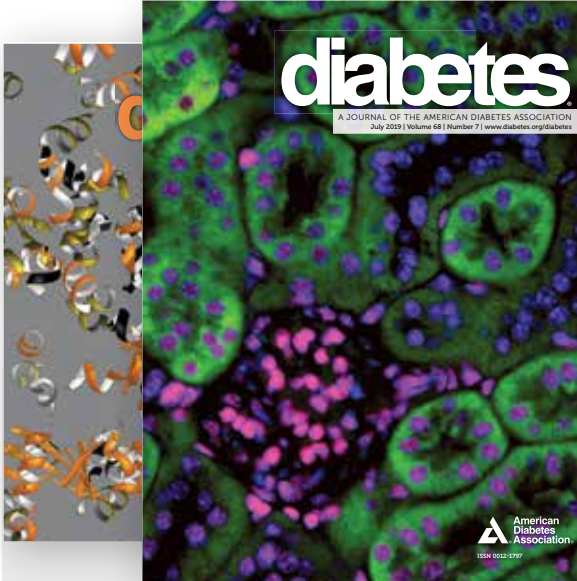
\$ 14,100

Rate Frequency Discount Applies

## DEADLINES

ISSUE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Ad Close	12/2/19	1/2/20	2/3/20	3/2/20	4/1/20	5/1/20	6/1/20	7/1/20	8/3/20	9/1/20	10/1/20	11/2/20
Materials Due	12/9/19	1/8/20	2/7/20	3/9/20	4/8/20	5/8/20	6/8/20	7/9/20	8/10/20	9/10/20	10/8/20	11/9/20
Inserts Due	12/10/19	1/10/20	2/10/20	3/11/20	4/10/20	5/11/20	6/10/20	7/10/20	8/12/20	9/11/20	10/9/20	11/11/20

**IMPACT FACTOR 7.2**



*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

4-COLOR	1x	6x	12x	24x	36x	48x	60x	72x	96x
Full Page	\$5,840	\$5,720	\$5,610	\$5,520	\$5,510	\$5,470	\$5,420	\$5,400	\$5,370
1/2 Page	\$4,780	\$4,680	\$4,630	\$4,570	\$4,540	\$4,510	\$4,490	\$4,480	\$4,450
1/4 Page	\$4,180	\$4,110	\$4,060	\$4,030	\$4,020	\$4,000	\$3,980	\$3,960	\$3,930

BW	1x	6x	12x	24x	36x	48x	60x	72x	96x
Full Page	\$3,200	\$2,990	\$2,880	\$2,800	\$2,790	\$2,750	\$2,700	\$2,680	\$2,650
1/2 Page	\$2,150	\$2,050	\$1,990	\$1,930	\$1,910	\$1,890	\$1,870	\$1,850	\$1,820
1/4 Page	\$1,540	\$1,480	\$1,440	\$1,390	\$1,380	\$1,370	\$1,350	\$1,330	\$1,300

## INSERTS—supplied

SINGLE SHEET AND DOUBLE SHEET			
Single Sheet (2 pages)	\$5,840	Double Sheet (4pages)	\$11,680

Rate Frequency Discount Applies

## DEADLINES

ISSUE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Ad Close	12/2/19	1/2/20	2/3/20	3/2/20	4/1/20	5/1/20	6/1/20	7/1/20	8/3/20	9/1/20	10/1/20	11/2/20
Materials Due	12/9/19	1/8/20	2/7/20	3/9/20	4/8/20	5/8/20	6/8/20	7/9/20	8/10/20	9/10/20	10/8/20	11/9/20
Inserts Due	12/10/19	1/10/20	2/10/20	3/11/20	4/10/20	5/11/20	6/10/20	7/10/20	8/12/20	9/11/20	10/9/20	11/11/20



**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.

circulation **25,000** | frequency **Quarterly**

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

## 2020 RATES

4-COLOR	1x	6x	12x	24x	36x	48x	60x	72x	96x
Full Page	\$7,610	\$7,440	\$7,270	\$7,190	\$7,150	\$7,080	\$7,050	\$7,020	\$6,930
1/2 Page	\$6,130	\$5,990	\$5,890	\$5,840	\$5,810	\$5,760	\$5,740	\$5,710	\$5,660
1/3 Page	\$5,540	\$5,460	\$5,380	\$5,320	\$5,290	\$5,270	\$5,230	\$5,200	\$5,170

BW	1x	6x	12x	24x	36x	48x	60x	72x	96x
Full Page	\$4,500	\$4,350	\$4,160	\$4,080	\$4,040	\$3,980	\$3,940	\$3,890	\$3,830
1/2 Page	\$3,020	\$2,890	\$2,780	\$2,730	\$2,700	\$2,660	\$2,630	\$2,600	\$2,560
1/3 Page	\$2,430	\$2,340	\$2,270	\$2,220	\$2,200	\$2,150	\$2,110	\$2,090	\$2,060

## INSERTS—supplied

SINGLE SHEET AND DOUBLE SHEET	
Single Sheet (2 pages)	\$7,610
Double Sheet (4pages)	\$15,220
<i>Rate Frequency Discount Applies</i>	

## DEADLINES

ISSUE	WINTER	SPRING	SUMMER	FALL
Ad Close	12/2/19	3/2/20	6/2/20	9/1/20
Materials Due	12/17/19	3/16/20	6/16/20	9/16/20
Inserts Due	12/27/19	3/27/20	6/24/20	9/25/20

*\*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.

**circulation**  
**4,700**

**frequency**  
**Quarterly**

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

## 2020 RATES

4-COLOR	1x	6x	12x	24x	36x	48x	60x	72x	96x
Full Page	\$5,600	\$5,520	\$5,390	\$5,330	\$5,320	\$5,270	\$5,250	\$5,240	\$5,200
1/2 Page	\$4,720	\$4,620	\$4,550	\$4,510	\$4,500	\$4,470	\$4,450	\$4,430	\$4,420
1/3 Page	\$4,350	\$4,300	\$4,220	\$4,180	\$4,170	\$4,160	\$4,140	\$4,120	\$4,100

BW	1x	6x	12x	24x	36x	48x	60x	72x	96x
Full Page	\$2,740	\$2,660	\$2,550	\$2,470	\$2,460	\$2,410	\$2,390	\$2,370	\$2,340
1/2 Page	\$1,850	\$1,760	\$1,700	\$1,650	\$1,640	\$1,600	\$1,580	\$1,560	\$1,540
1/3 Page	\$1,490	\$1,430	\$1,370	\$1,330	\$1,320	\$1,300	\$1,290	\$1,280	\$1,260

## INSERTS—supplied

SINGLE SHEET AND DOUBLE SHEET	
Single Sheet (2 pages)	\$5,600
Double Sheet (4pages)	\$11,200
<i>Rate Frequency Discount Applies</i>	

## DEADLINES

ISSUE	WINTER	SPRING	SUMMER	FALL
Ad Close	1/2/20	4/1/20	7/1/20	10/1/20
Materials Due	1/16/20	4/15/20	7/15/20	10/15/20
Inserts Due	1/23/20	4/24/20	7/24/20	10/23/20

## COVERS

- C2 4-color**
  - rate plus 15%
- C3 4-color**
  - rate plus 10%
- C4 4-color**
  - rate plus 20%

## MECHANICAL REQUIREMENTS

### Care/Diabetes

**Binding:** Perfect Bound  
**Trim Size:** 8 1/4" x 10 7/8"

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

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## DEADLINES

ISSUE	WINTER	SPRING	SUMMER	FALL
Ad Close	1/2/20	4/1/20	7/1/20	10/1/20
Materials Due	1/16/20	4/15/20	7/15/20	10/15/20
Inserts Due	1/23/20	4/24/20	7/24/20	10/23/20

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



## DIABETES CARE



monthly users	monthly sessions
<b>475,000</b>	<b>730,000</b>
monthly page views	<b>1,360,000</b>

## 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

## DIABETES



monthly users	monthly sessions
<b>155,000</b>	<b>245,000</b>
monthly page views	<b>420,000</b>

## CLINICAL DIABETES



monthly users	monthly sessions
<b>55,000</b>	<b>70,000</b>
monthly page views	<b>110,000</b>

## DIABETES SPECTRUM



monthly users	monthly sessions
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monthly page views	<b>115,000</b>



## 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.

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

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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.

JOURNAL	FREQUENCY	LIST SIZE*
Diabetes	13x/year	6,400
<b>AUDIENCE:</b> Scientists, academicians, and opinion leaders		
Diabetes Care	13x/year	14,000
<b>AUDIENCE:</b> Endocrinologists, diabetologists, and physicians		
Clinical Diabetes	5x/year	4,000
<b>AUDIENCE:</b> Gatekeepers in diabetes treatment		
Diabetes Spectrum	4x/year	4,200
<b>AUDIENCE:</b> Diabetes educators and other health care team members		

\*List size subject to change



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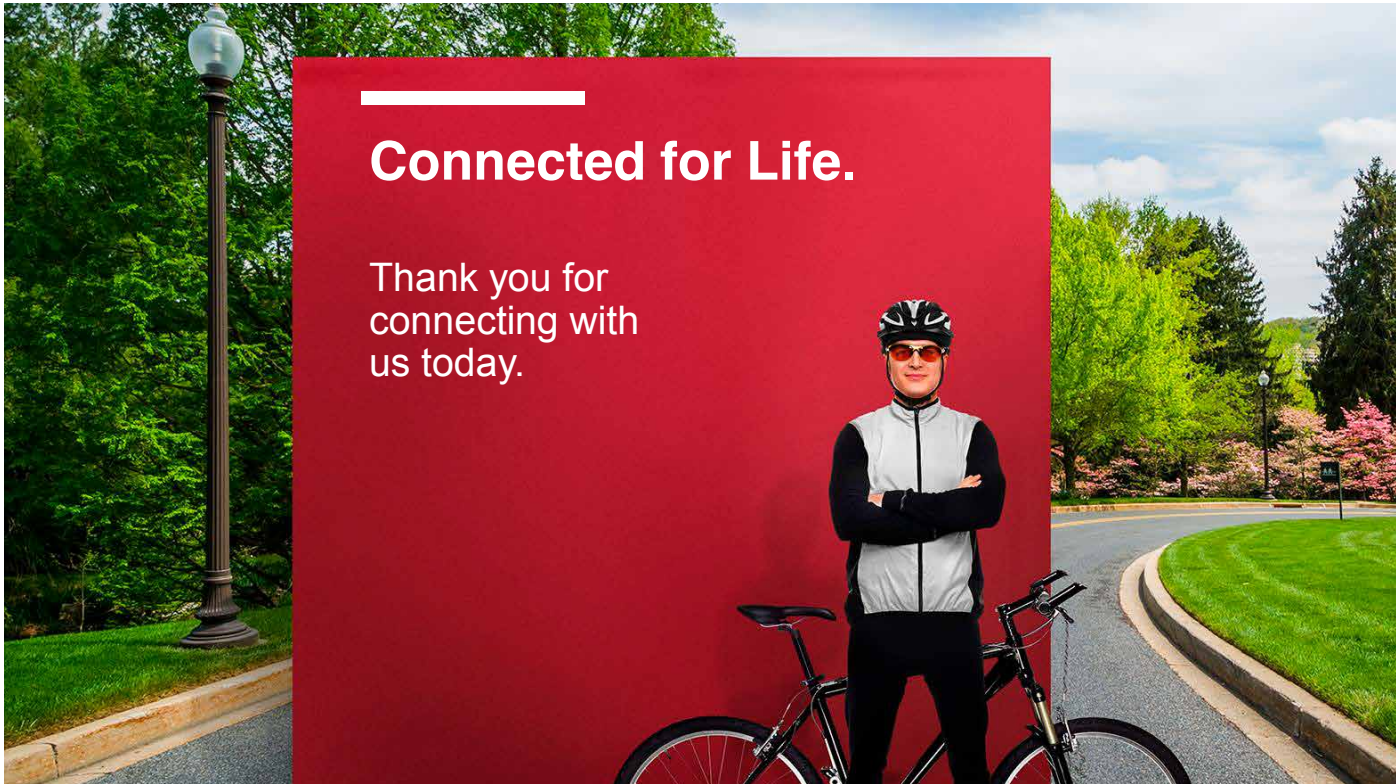
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