Last year, nearly 100 different brands and media agencies turned to Diabetes UK titles to make their campaign a success.
BALANCE AUDIENCE PROFILE

GENDER
- Female: 50.16%
- Male: 47.67%
- Unknown: 2.17%

DIABETES TYPE
- Type 2: 25.93%
- Type 1: 21.35%
- Other: 1.95%
- I would prefer not to say: 2.02%
- I do not have diabetes: 25.93%
**REGION**

- East Midlands: 6.67%
- Eastern: 11.53%
- London: 10.42%
- North West: 10.34%
- Northern & Yorkshire: 10.20%
- South East: 18.25%
- South West: 10.29%
- West Midlands: 7.77%
- Cymru: 4.54%
- Northern Ireland: 1.96%
- Scotland: 6.90%
- Overseas: 0.86%
- Unknown: 0.24%

**SOCIAL DEMOGRAPHIC**

- Affluent achievers: 37%
- Comfortable communities: 32%
- Financially stretched: 15%
- Non-private households: 3%
- Rising prosperity: 6%
- Urban adversity: 7%

**LENGTH OF MEMBERSHIP**

- 0–5 years: 21.21%
- 6–10 years: 14.64%
- 11–15 years: 21.94%
- 16–20 years: 24.05%
- 21–30 years: 18.16%

**BALANCE AUDIENCE PROFILE**
UPDATE AUDIENCE PROFILE

**REGION**

- East Midlands: 5.70%
- Eastern: 9.03%
- London: 12.65%
- North West: 11.08%
- Northern & Yorkshire: 11.50%
- South East: 13.30%
- South West: 8.34%
- West Midlands: 7.86%
- Cymru: 4.12%
- Northern Ireland: 3.83%
- Scotland: 8.26%
- Overseas: 1.93%
- Unknown: 2.39%

**JOB TITLE**

- Doctors: 18.21%
- Nurses: 30.78%
- Dietitian: 4.33%
- Other: 46.68%

**LENGTH OF MEMBERSHIP**

- 0–5 years: 39.13%
- 6–10 years: 16.31%
- 11–15 years: 17.53%
- 16–20 years: 20.16%
- 21–25 years: 6.88%
Our range of titles reach 1,541,000 million people every year.

Over half of our readers have bought a product as a direct result of seeing it advertised in our magazines.

255,500 people are diagnosed with diabetes every year.

Advertisement recall rate 59%
Diabetes Balance is a lifestyle magazine for people and their families living with diabetes. It is the flagship publication for the charity with regular features on maintaining a healthy balanced diet, physical exercise and fitness, personal experiences of living with diabetes, celebrity interviews, exclusive healthy recipes, and the latest news on diabetes treatments and groundbreaking research.

The wide scope of content makes Diabetes Balance an attractive proposition for a broad range of clients, such as health products, food brands, travel clients and cosmetic companies.

Advertising within Diabetes Balance gives you direct exposure to a devoted readership and highly targeted audience. The majority of our dedicated readership have purchased a product or used a service as a result of seeing an advertisement within the magazine.
Delivering Integrated Diabetes Care

Integrated care has evolved to cater to people with diabetes. However, diabetes care can be a challenge for healthcare professionals. Lindsay Oliver, Senior Policy Officer at Diabetes UK, explains her organisation's approach towards integrated care.

Lindsay Oliver

SPRING 2015

DIABETES UPDATE

FOR HEALTHCARE PROFESSIONALS

Published quarterly, Diabetes Update is sent to a highly targeted database of healthcare professionals who play a key role in caring for and educating those living with diabetes. Our healthcare professional members value the magazine as a vital tool for improving their knowledge of diabetes.

This is your opportunity to reach people as they seek to ensure they are in the best position to make the right decisions for their patients. Combining news, fact file, in-depth features, clinical information and news of advances in service design and commissioning, Diabetes Update continues to provide its readers with a practical and accessible source of up to date information on the latest issues in diabetes care, research and innovation.

No other healthcare magazine can offer the same level of engagement with the key decision makers working within the field of diabetes.
ANNUAL GUIDES

All of our guides will be made available to order free of charge from the Diabetes UK online shop. They will also be free to download via the Diabetes UK Publications App. There will be heavy promotion of the guides to nearly 200,000 people via various Diabetes UK social media channels and they will also be sent out to GP surgeries across the UK. The guides will also be made freely available to pick up at a number of high footfall Diabetes UK events throughout the year, such as our popular Living with Diabetes Days and Healthy Lifestyle Roadshows.
Enjoy Food
The Enjoy Food guide is the go-to resource for people with diabetes and their families who want to learn more about how food and drink affects their condition. It’s full of practical healthy eating tips, simple swaps, snack ideas and advice on eating out, drinking alcohol and reading food labels. It also has recipes for nutritious breakfasts, lunches and dinners. It’s the perfect partner for anyone who has diabetes or cooks for someone that does.

Your Guide to Type 1 Diabetes
Focusing on the newly diagnosed audience, this is a comprehensive reference and information tool for people living with Type 1 diabetes. Authoritative content is taken from NICE guidelines and up-to-date medical research, along with advice from healthcare professionals and people with Type 1 diabetes. With a complete 2016 refresh, it includes vital information for managing Type 1 diabetes, from healthcare advice and treatments, to physical activity, eating well and weight management.

Your Guide to Type 2 Diabetes
Type 2 diabetes is one of the UK’s most pressing health issues, which makes Diabetes UK’s guide to Type 2 diabetes a rapidly growing resource for people newly diagnosed, with demand expanding year on year. Written by clinical advisors using current NICE guidelines and the latest medical research, it features comprehensive care advice, dietary and physical activity information, and all you need to know about living with Type 2 diabetes.

A Parent’s Guide to Diabetes
This is a must-have resource for parents, guardians and families across the UK, with key information on all aspects of diabetes and diabetes care. Written by Paediatric Diabetes Specialist Nurses and Clinical Advisors at Diabetes UK, it offers a wide range of information taken from the latest NICE guidelines, up-to-date medical research and advice from healthcare professionals and parents. It is standardly retained and shared by parents and families, and covers everything from school life through to healthy eating, physical activity and the latest treatments for children.
Update Meds & Kit

The Diabetes Update guide to Meds & Kit, 2016 contains up-to-date facts and figures for products and treatments available in the UK at the present time. The guide covers blood glucose meters, non-insulin medications, insulins, pumps, pens and continuous glucose monitoring systems. Aimed specifically at healthcare professionals, Meds & Kit is the perfect platform to engage with key decision makers working within the field of diabetes.

Balance Meds & Kit

With so much choice available to consumers, our Meds and Kit guide is an essential read to help people living with diabetes make the best choices when deciding which products will help them effectively manage their health. The guide provides an excellent opportunity for advertisers to stand out and get their product in front of people as they make their choice.
The full range of Diabetes UK titles are now available through the Diabetes UK Publications App. With the emergence of new technology, we recognise the importance of keeping up with the changes in how our readership will access our titles. This will, in turn, open up a host of exciting new opportunities for our advertisers.

**Hyperlinking**

Allow your customers the opportunity to respond directly to your ad, as well as measure your campaigns success by monitoring website hits.

Every new publication is regularly promoted to our 200,000 social media followers.
Advertorials

Advertorials are the perfect way to complement your advert by expanding on the main theme with a more detailed message. Advertorials allow you to enhance your brand credibility by using implied editorial endorsement. As our readers are more likely to read an in-depth advertorial if it is produced in the house style of our titles, this is the ideal way to increase your engagement.

Bespoke supplements

Here at Diabetes UK we pride ourselves on producing a wide range of titles for our readers. If you have an idea for a supplement that would help push your brand and be of benefit to people living with diabetes, let us know!

Sponsorship

Last year we saw our clients sponsor everything from the recipe page in Diabetes Balance through to entire standalone print and digital supplements. Our sponsorship opportunities offer you higher brand visibility and give you the chance to establish an association that our readers trust.
DIABETES BALANCE AND GUIDES
Full page £5,500
Inside front £6,200
Inside back £6,200
Outside back £6,500
Double page spread £9,850

DIABETES UPDATE
Full page £3,500
Inside front £4,000
Inside back £4,000
Outside back £4,500
Double page spread £6,450

PUBLICATIONS APP
Full page £1,500

LOOSE INSERTS
Cost per thousand £80

DISCOUNT TERMS AND CONDITIONS
Agency discount 10%
Payment terms 30 days from publication
Cancellation 8 weeks prior to publication

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**FULL PAGE SPECIFICATION**

- 267mm x 210mm
- 3mm bleed
- 4 colour CMYK
- High resolution PDF with fonts embedded
- Remove/convert Pantone colours

In cases where the artwork is not suitable for printing, we reserve the right to request that the artwork be resupplied.

For more information on how to set up artwork, email Production@diabetes.org.uk
ISSUE | BOOKING DEADLINE | COPY DEADLINE | MAILING STARTS
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Spring | 18 February 2016 | 18 February 2016 | 29 March 2016
Summer | 18 May 2016 | 18 May 2016 | 31 May 2016
Autumn | 26 August 2016 | 26 August 2016 | 9 September 2016
Winter | 15 November 2016 | 15 November 2016 | 28 November 2016

FULL PAGE SPECIFICATION
- 297mm x 210mm
- 6mm bleed
- 4 colour CMYK
- High resolution PDF with fonts embedded
- Remove/convert Pantone colours

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