Reach your target audience through our Media Network!

Let’s start the conversation today.
WHO WE ARE

WE ARE COMMITTED. Our mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. We carry this out by funding research and providing new information and services to people with diabetes, their families, health professionals, and the public.

WE ARE EFFECTIVE. We deliver on your investment in advertising. The Association has 2 million+ donors, 1 million+ participants in events and programs, more than 40,000 subscribers to professional journals, and an award-winning magazine for people with diabetes, Diabetes Forecast, that provides nearly 2 million readers with trustworthy information and lifestyle encouragement each month.

WE ARE PREFERRED. The American Diabetes Association is ranked in top 20 most popular charities/nonprofits in the country, and is ranked first overall in Association Trends’ “Association Social Media Report”.

We are your opportunity to expand your reach.

REACH OUT

TARGET MILLIONS
The Association’s movement to end the devastating toll that diabetes takes on people across our nation. Millions have joined. Millions are waiting to hear from you.

A YEAR-ROUND EVENT
This premier cycling, fundraising event happens year-round. We offer 80 rides, from a leisurely 12-mile family ride to a 100-mile “century” challenge, in 44 states with over 62,000 participants.

SERVING THE COMMUNITY
EXPO is a single-day, free to the public showcase event that brings together experts specializing in diabetes management and prevention to share information and resources for those who need it most.

GO LOCAL, BE NATIONAL
Step Out takes place in 125 cities nationwide. With more than 120,000 walkers, there are so many stories shared and so many people who care about our mission.
OUR AUDIENCE

STAYS INFORMED. Our readers seek new ways to live healthier. They are better informed about diabetes than most people and are active users of medications and innovative products, eager to read articles and advertisements.

STAYS ENGAGED. The American Diabetes Association’s Media Network creates meaningful connections to our audience. Medical researchers, physicians, consumers, and advocates trust the American Diabetes Association for cutting-edge information and healthy lifestyle tips.

TRUSTS US. This year marks the 75th anniversary of the American Diabetes Association and our subscribers have been using us as their No. 1 resource of health-related information for decades.

Do more than advertise, make a meaningful connection with your target market on the health issue that matters most to them.

We connect you to your consumer by reaching them through our unique network.

CONNECT

5.6M PAGEVIEWS AND 1.5M UNIQUE VISITORS PER MONTH
Diabetes.org is the leading resource for people with diabetes.

510,000+ LIKES
Our posts on healthy food, recipes and nutrition, self-care and finding affordable health care are among the most popular.

80,000 FOLLOWERS
Ranked No. 1 in overall social media activity among large national associations on Twitter.

43,000 MONTHLY VIEWS
Viewers can see cooking demos, tips on improving their lifestyle, and learn about the most current scientific research.

7,100 FOLLOWERS
We pin our favorite methods, tools and products for staying healthy with diabetes.

Print
Nearly 2 million readers

Digital
1.25M Unique Visitors per month

E-newsletters
1.3M Inboxes per month

Social Media
800K+ fans & followers

Professional Journals
40K+ professionals

Marketing & Sampling at Signature Events
1M+ participants
People trust Diabetes Forecast because it’s backed by the American Diabetes Association.

ENGAGED READERS

64% Always read Diabetes Forecast

37% Manage their diabetes with insulin by injection

57% Increased physical activity as a result of reading Diabetes Forecast

73% Own their home

79% Test their blood sugar regularly
“Readers know that food, exercise, and medication are important. *Diabetes Forecast* provides ideas for staying healthy and well plus inspiration and support to take control of diabetes.”

Kelly Rawlings, Editorial Director
*Diabetes Forecast*

### 2015 Editorial Calendar & Deadlines

<table>
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<tr>
<th>ISSUE DATE</th>
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<td>Organize Your Home for Health</td>
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<td>March/April</td>
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<td>01/16/2015</td>
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<td>Recipes: Big Food, Small Calories</td>
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<td>November/December</td>
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<td>Weight-Loss Programs: Secrets to Success</td>
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<td>Microbiome: A Gut Feeling</td>
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What our readers say...

I found out about the magazine just after I found out I was diabetic, in February 2007. It has been a learning experience. The magazine gives me some new information. Keep up the good work. —Shelly

Why I subscribe to Diabetes Forecast...

—Staying up to date on changing protocols, devices and studies.
—To help myself and others.
—I’m doing research. My husband is showing symptoms I think might be related to diabetes.

**KEY MOTIVATION FOR SUBSCRIBING**

74% say to stay informed about diabetes-related issues

**READING HABITS**

64% say that they always read Diabetes Forecast when they receive it

72% spend at least 30 minutes reading an issue

89% Have a personal connection to diabetes

83% Choose Diabetes Forecast magazine as their resource for diabetes information

77% Learned something they didn’t know about diabetes care

86% Selected Diabetes Forecast as their most preferred diabetes-related publication (more than any other publication)

39% Share the magazine with people outside their household
Advertise with us. Beginning with our January/February issue, our new model focuses on direct-to-consumer distribution along with increased provider waiting room distribution.

**DIABETES FORECAST—2015 PRINT RATE CARD**

**INFO**
Frequency: 6 times per year  
Rate Base: 500,000  
Rates are gross

**SUPPLIED INSERTS**
Std. Business Reply Cards: $15,000  
Double Cards folded to 4” x 6”: $24,000

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**SHOPPER’S GUIDE**

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**Diabetes Forecast:**
Best Publication Redesign 2013, Gold

—American Society of Healthcare Publications Editors
### 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 (JDevoss@diabetes.org) at least 10 days in advance of Space Closing.

Materials for publication 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 e-mail, FTP, CD or DVD.

### PRODUCTION/AD MATERIALS

Contact Julie DeVoss Graff, Advertising Manager, to submit ad material.  
E-mail: JDevoss@diabetes.org  
Office: 703-299-5511

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### SUPPLIED INSERTS & REPLY CARDS

**SUPPLIED INSERT QUANTITIES**  
Please call Julie DeVoss Graff, 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.

**INSERTS:** Essential matter must be 1/2" inside trim all around. Stock accepted up to 80# book weight. Inserts jog to foot. Allow for 1/8" head trim (3/8" maximum), 1/8" minimum face trim, and 1/8" foot trim. Furnish folded with 1/8" grind off on the binding edge. Trim to 8 3/16" x 10 3/4".

**SHIP TO:**  
Supplied Inserts deliver to Quad- Saratoga Spring  
Supplied insert Delivery: (518) 581-4865  
Hours: M-F [7am -5pm EST]  
Please schedule appointments 24 hrs in advance. When calling please specify “Insert Receiving.” BOL must include the title and issue of the product being delivered.

**BUSINESS REPLY CARDS:** Must conform to United States Postal Service requirements for bind-in cards. Only a limited number of BRCs can be accommodated in an issue. BRC requests are filled on a first-come, first-served basis. Furnish Advertising Production Manager a sample marked for insertion in advance of printing. BRCs jog to foot. Please allow 3/8" between gutter and any perforation. Must allow for 1/8" grind off on the binding edge and 1/8" foot trim.
DiabetesForecast.org features the latest treatment and prevention news, product information, exercise and healthy living tips and delicious and diabetes-friendly recipes.

We deliver this information directly to consumers’ computers, tablets and phones. A new collection of online content in Spanish, too.

Our site has 473,000 monthly page views and 180,000 monthly unique visitors. New visitors are consistently above 70% on a monthly basis. Mobile traffic continues to increase and is currently at an all-time high of 47%.

Expand your advertising message beyond the pages of the magazine!

**ONLINE AUDIENCE**

- **65%** Female
- **30%** Ages 26-55
- **52%** Middle-Upper income
- **54%** College graduates
- **71%** Caucasian
- **68%** Own their own home
DIABETESFORECAST.ORG—DIGITAL

What our visitors say...

Vibrant and encouraging, DiabetesForecast.org delivers your message to a huge market of people with diabetes.

—diabetesforecast.org user

VISITORS WITH DIABETES - OTHER MEDICAL CONDITIONS

- 52% Overweight or obesity
- 54% High blood pressure
- 44% High cholesterol
- 38% Arthritis/joint pain

WHY I VISITED DIABETESFORECAST.ORG

- Keeping current on products and tips for managing diabetes.
- To support my wife, who is managing a recent diabetes Type 1 diagnosis.
- To help myself realize that I am not alone with diabetes.

57% Use social networking sites
83% Have a close personal connection to diabetes
68% Test blood sugar regularly
32% Manage their diabetes by taking multiple pills daily as prescribed
75% Are satisfied/very satisfied with their overall experience on the site
47% Are caregivers

To get some upbeat and helpful info.
—diabetesforecast.org user
DIABETESFORECAST.ORG — DIGITAL AD OPPORTUNITIES

DIABETESFORECAST.ORG Three (3) universally accepted ad units on each page of the site:
- Top 728 x 90
- Right 300 x 250
- Bottom 728 x 90

2 of 3 of the ad units are 60% viewable above the fold

ADVERTISE THROUGH:
Recipe Slideshows
Sponsored Recipes
Sponsored Content
E-newsletters
Microsites
Video Pre-Roll

ENGAGE MORE CONSUMERS with ads available on Desktop and Tablet displays (varies with orientation). On home page and select sections, 100% SOV when purchased together.

EXPAND YOUR ADVERTISING message beyond the pages of the magazine and into our digital edition! Below is a brief overview of the digital opportunities available on the iPad, Android and Kindle devices.

DIGITAL EDITION OF DIABETES FORECAST
Issue Sponsorships
Sponsored Cover Wraps
Welcome Page
Display Advertising
Banner
Button Ads

GO MOBILE! Share your message through our mobile apps:
Launch Images
Banner Ads
Interactive Modules
Slideshows
360° Views

Navigation Bar Ad
Digital Blow-ins
Digital Belly Band
Video and Audio
Interactive Modules
Slideshows
Twitter Feeds
Interstitial Ads
Display Ads
Sponsorships

W3 Awards: Silver Award, Visual Appeal 2014
OUR E-NEWSLETTERS

OUR PROGRAMS. Inspiration and information sent directly to 1.3 million inboxes. Our highly successful Media Network e-newsletter initiative continues to be popular with our readers!

DIABETES FORECAST E-NEWSLETTER. Each Diabetes Forecast e-newsletter features highlighted content from the current issue.
FREQUENCY: twice a month

STOP DIABETES CONSUMER ENEWS. Stop Diabetes e-newsletters feature lifestyle articles, upcoming events, American Diabetes Association promotions and ways to become involved in the Stop Diabetes® movement.
FREQUENCY: monthly

SHOPDIABETES FEATURE. The ShopDiabetes Feature spotlights one must-have product of interest to people with diabetes and those who care for them.
FREQUENCY: monthly

SHOPDIABETES PROMO ShopDiabetes is a promotional e-mail that features a variety of products of interest to people with diabetes and those who care for them.
FREQUENCY: monthly

LIVING WITH TYPE 2 DIABETES. Those enrolled in the Association’s Living With Type 2 Diabetes program receive this e-newsletter that features information specific to the needs and interests of the newly diagnosed audience. Readership includes English and Spanish.
FREQUENCY: monthly
OUR PROFESSIONAL JOURNALS

WE ARE LEADERS. Our journals are the leading scientific and medical journals related to the Association’s focus on the prevention and treatment of diabetes and diabetes complications.

DIABETES CARE is the highest-ranked journal devoted exclusively to diabetes treatment, care and prevention. The journal publishes original research articles on topics of interest to clinically oriented physicians, researchers, epidemiologists, psychologists, diabetes educators and other health care professionals. Diabetes Care also publishes clinically relevant review articles and ADA-issued treatment guidelines and clinical practice recommendations.

DIABETES, the Association’s flagship research publication, is the highest-ranked journal devoted exclusively to basic diabetes research. The monthly peer-reviewed journal publishes original research on the physiology and pathophysiology of diabetes and its complications, as well as the popular “Perspectives on Diabetes” series and award-winning lectures from ADA’s Scientific Sessions.

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.

DIABETES SPECTRUM is a quarterly journal for diabetes educators, nutritionists, nurse practitioners and other health care providers. The journal’s “From Research to Practice” section provides in-depth explorations of selected diabetes care topics, with a primary focus of translating current research findings into practical clinical applications.

Contact Julie DeVoss Graff for 2015 Journal Media Kit
Let’s start the conversation today!