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 millions of people with diabetes, 2 million donors, 400,000+ volunteers, and 14,000 health care professionals.

**TRUSTED BRAND**
The **American Diabetes Association's** brand is the authority on living with diabetes. We provide expert content and an authentic voice dedicated to living well with diabetes every day.
DELIVER YOUR ADVERTISING message to our engaged audience.

DIABETES.ORG
The new Healthy Living section is an ideal opportunity to deliver timely lifestyle information to educate people living with diabetes and their loved ones.

CAPTIVATING
Diabetes.org Healthy Living section features information about living with diabetes, recipes & nutrition, body & mind, blood glucose management, research, treatments and technology.

CONNECTED
We deliver this information directly to our audience on multiple platforms. A collection of our online content is available in Spanish.

HEALTHY LIVING TOPICS:

- recipes & nutrition
- fitness
- weight loss
- treatments
- body & mind
- management
- technology

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

**monthly pageviews**

400,000

**ad size:** 300 x 250
Diabetes Food Hub: Nutrition, Recipes and Cooking!

Diabetes Food Hub is the number one source for recipes, meal planning and nutrition information, made for people living with diabetes, their families and caregivers.

More than a collection of delicious recipes approved by ADA’s nutrition experts, Diabetes Food Hub provides solutions to daily meal planning challenges. Save time during your busy week using the innovative Meal Planner, editable Grocery List and Healthy Eating Tips from food experts.

Features

With more than a thousand recipes that meet the ADA’s nutrition guidelines and publishing new content on a monthly basis, Diabetes Food Hub features:

- Dynamic profiles that learn user likes and dislikes over time
- An interactive Meal Planner that lets cooks build out a week of meals, complete with nutrition information
- Editable Grocery Lists generated directly from user meal plans
- Advice and tips from diabetes nutrition and cooking experts
- Much more!
DIGITAL OPPORTUNITIES
DIABETESFOODHUB.ORG

- Sponsored Content: Recipes + Articles
- eNewsletter Placement
- Display Banner Ads
- Shoppable Recipes

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.
Connect with an engaged audience through targeted messaging and content on Diabetes Food Hub while supporting the American Diabetes Association in its mission to improve the lives of people impacted by diabetes.

Demographics

- 73.9% Female
- 31.2% 40–55
- 52.8% over 55
- 63.6% White
- 9.7% African American
- 7.2% Hispanic or Latino
- 24.9% Some college
- 27.1% Graduated from college
- 19.5% Completed graduate school or higher

Average Site Metrics

- 150,000 unique monthly visitors
- 500,000 monthly page views
- 2 million monthly advertising impressions
- 320,000 monthly newsletter subscribers

Opportunities

Advertising
- Display ads—desktop and mobile. Geo-targeting available
- Sizes: 300x250, 728x90, 160x600, 320x50
- eNewsletter 600 x 150 display ad

Sponsored Content
- Feature article
- Recipe
- Video content
- eNewsletter feature content
- Shoppable Recipes
INSPIRATION AND INFORMATION sent directly to almost 1 million in-boxes. Add your message to our highly successful Media Network Enewsletter program.

**HEALTHY LIVING**
The new Healthy Living enewsletter features information about living with diabetes, recipes & nutrition, body & mind, blood glucose management, research, treatments and technology.

**FREQUENCY:** Monthly  
**CIRCULATION:**  
350,000 (English)  
30,000 (Spanish)  
**NET:** $15,000

**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 specialized meal plans, healthy cooking videos, and practical nutrition tips.

**FREQUENCY:** Monthly  
**CIRCULATION:**  
320,000  
**NET:** $10,000
ADA JOURNALS PROVIDE MORE THAN 40,000 researchers, physicians, and diabetes care specialists 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**
6,250

**frequency**
Monthly

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

### 2022 RATES

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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

2022 AUDIENCE: Scientists and laboratory researchers, endocrinologists

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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

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Diabetes Spectrum is a quarterly journal for diabetes care specialists and 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.

2022

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

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MECHANICAL REQUIREMENTS

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

Clinical/Spectrum
Binding: Saddle-Stitched
Trim Size: 8 1/4" x 10 7/8"

PAGE UNIT | LIVE AREA | BLEED
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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

MATERIAL REQUIREMENTS
Materials for publication must be submitted as high-resolution, press-ready PDF files (XLA compliant). Native files are not accepted. Files must be set for trim size and allow for bleed.

AD MATERIALS & INSERT QUANTITIES
Please contact Advertising Manager for FTP information and/or shipping address:
Julie Graff
703-299-5511
jgraff@diabetes.org

Incomplete, incorrect materials or those received after the published deadline are subject to additional charges.

SHIPPING SUPPLIED INSERTS
Label shipment with issue month and number of inserts supplied.
Dartmouth Printing Company
Attn: Lisa Davis
69 Lyme Road
Hanover, NH 03755
603-653-7215

REPRINT INFORMATION
For information on bulk reprints or custom reprint collections, contact:
Sheridan Content Services
scsreprints@sheridan.com
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.

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

AD SPECS

MATERIAL REQUIREMENTS
Materials for publication must be submitted as high-resolution, press-ready PDF files. Native files are not accepted.

AD MATERIALS
Spread: 11 1/4" x 17 1/4"
Full Page: 8 1/2" x 11"
Bleed: 8 3/4" x 11 1/4"

For more information, please contact:
Julie 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**
- Monthly users: 155,000
- Monthly sessions: 245,000
- Monthly page views: 420,000

**CLINICAL DIABETES**
- Monthly users: 55,000
- Monthly sessions: 70,000
- Monthly page views: 110,000

**DIABETES SPECTRUM**
- Monthly users: 65,000
- Monthly sessions: 85,000
- Monthly page views: 115,000

- Over 1 million sessions per month
- 40,000 active subscribers to the ADA Journals eTOC Alerts
- 22,000+ Facebook followers, 6,000+ Twitter followers
- 100,000 downloads over the past year of Diabetes Core Update podcasts
### eTOC Alerts & Podcasts

**Podcast**

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.

### 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.

<table>
<thead>
<tr>
<th>JOURNAL</th>
<th>FREQUENCY</th>
<th>LIST SIZE*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diabetes</td>
<td>13x/year</td>
<td>6,400</td>
</tr>
<tr>
<td><strong>AUDIENCE</strong>: Scientists, academicians, and opinion leaders</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Diabetes Care</td>
<td>13x/year</td>
<td>12,000</td>
</tr>
<tr>
<td><strong>AUDIENCE</strong>: Endocrinologists, diabetologists, and physicians</td>
<td></td>
<td></td>
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<tr>
<td>Clinical Diabetes</td>
<td>5x/year</td>
<td>4,000</td>
</tr>
<tr>
<td><strong>AUDIENCE</strong>: Gatekeepers in diabetes treatment</td>
<td></td>
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</tr>
<tr>
<td>Diabetes Spectrum</td>
<td>4x/year</td>
<td>4,000</td>
</tr>
<tr>
<td><strong>AUDIENCE</strong>: Diabetes educators and other health care team members</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*List size subject to change
2022

PHARMACEUTICAL/DEVICE - DIGITAL
eHealthcare Solutions
R.J. Lewis
President & CEO
Email: rlewis@ehsmail.com
Office: 609-882-8887 Ext 101

ADVERTISING PRODUCTION
Julie Graff
Senior Advertising Manager
Email: jgraff@diabetes.org
Office: 703-299-5511

BILLING & COLLECTIONS
Jim Harrington
Senior Manager
Email: jharrington@diabetes.org

MEMBERSHIP
1-800-806-7801