



AMERICAN DIABETES ASSOCIATION®

2023

Media Kit



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.

Custom Campaigns

2023

The **American Diabetes Association** can work with you to design bespoke advertising, promotional, and educational campaigns. Together, we can tailor creative solutions to connect people with diabetes, their caregivers, health care professionals, academicians, and diabetes researchers. By leveraging the platforms listed below and described in the following pages, we can craft a unique and highly effective campaign that will connect your brand with an engaged audience.

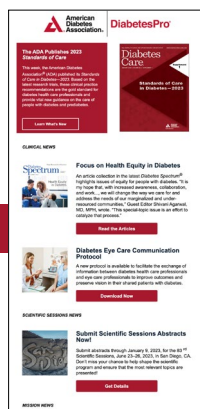
- **ADA Professional Journals**
- **ADA Journals Digital Network**
- **ADA Podcasts**
- **DiabetesPro eNewsletter**
- **Clinical Compendia**
- **Diabetes.org Healthy Living section and eNewsletter**
- **Diabetes Food Hub website and eNewsletter**
- **And custom publications, multimedia, and microsites**

Our goal is to deliver the most up-to-date, important, and essential information to help people live well with diabetes, and we welcome the opportunity to work with you to advance our cause.

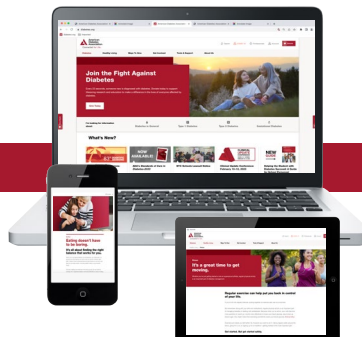
JOURNALS



ENEWS



WEBSITE



COMPENDIA



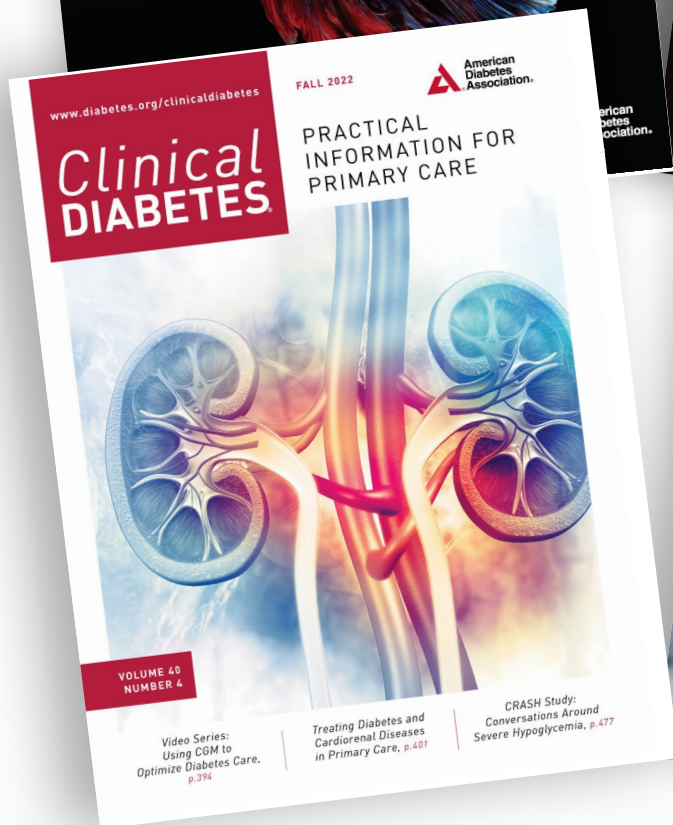
PODCASTS

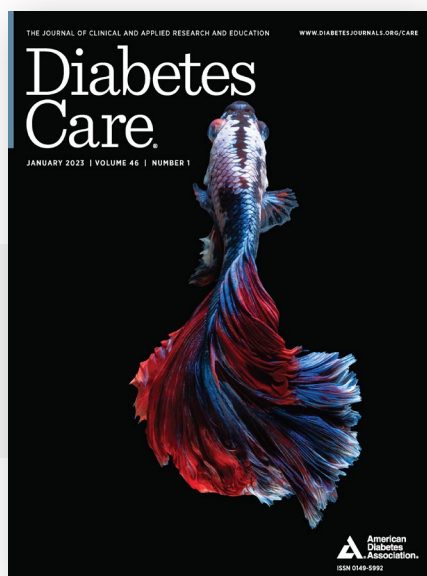


2023

Professional Journals

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.

**IMPACT
FACTOR
17.15**

circulation | frequency
6,250 | Monthly

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

2023 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

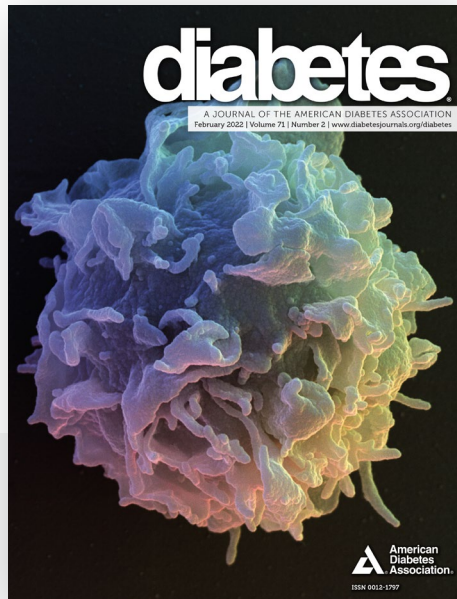
*Rate Frequency Discount Applies

DEADLINES

ISSUE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Ad Close	12/1/22	1/4/23	2/1/23	3/1/23	4/3/23	5/1/23	6/1/23	7/3/23	8/1/23	9/1/23	10/3/23	11/1/23
Materials Due	12/9/22	1/10/23	2/8/23	3/8/23	4/10/32	5/8/23	6/8/23	7/10/23	8/8/23	9/8/23	10/9/23	11/8/23
Inserts Due	12/12/22	1/11/23	2/10/23	3/10/23	4/12/23	5/11/23	6/9/23	7/12/23	8/11/23	9/12/23	10/11/23	11/10/23

2023

Diabetes journal



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.

**IMPACT
FACTOR
9.33**

circulation
1,500 | **frequency**
Monthly

2023 RATES

AUDIENCE: Scientists and laboratory researchers, endocrinologists

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

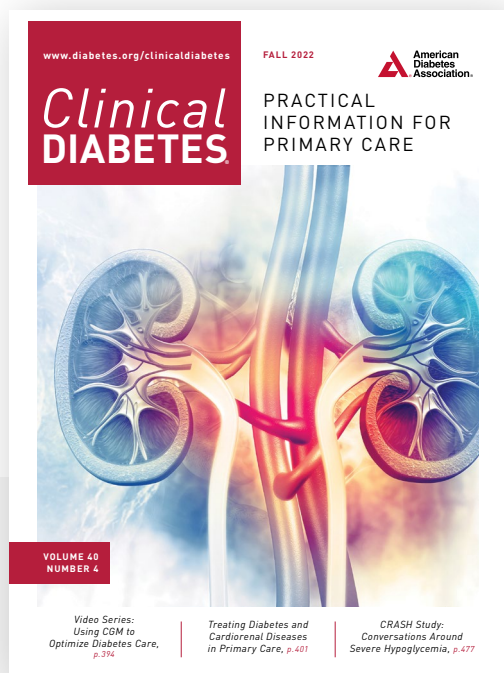
*Rate Frequency Discount Applies

DEADLINES

ISSUE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Ad Close	12/1/22	1/4/23	2/1/23	3/1/23	4/3/23	5/1/23	6/1/23	7/3/23	8/1/23	9/1/23	10/3/23	11/1/23
Materials Due	12/9/22	1/10/23	2/8/23	3/8/23	4/10/23	5/8/23	6/8/23	7/10/23	8/8/23	9/8/23	10/9/23	11/8/23
Inserts Due	12/12/22	1/11/23	2/10/23	3/10/23	4/12/23	5/11/23	6/9/23	7/12/23	8/11/23	9/12/23	10/11/23	11/10/23

2023

Clinical Diabetes journal



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.

frequency
Quarterly

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

CIRCULATION: 3,000 (paid) + 25,000 “high prescribers” of diabetes medications (controlled). List match available.

2023 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
*Rate Frequency Discount Applies	

DEADLINES

ISSUE	WINTER	SPRING	SUMMER	FALL
Ad Close	12/1/22	3/1/23	6/1/23	9/1/23
Materials Due	12/17/22	3/15/23	6/16/23	9/15/23
Inserts Due	12/28/22	3/24/23	6/23/23	9/26/23

2023

Diabetes Spectrum journal



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.

circulation | frequency
4,700 | Quarterly

2023 RATES

AUDIENCE: Certified diabetes care and education specialists, dietitians, nurse practitioners.

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
*Rate Frequency Discount Applies	

DEADLINES

ISSUE	WINTER	SPRING	SUMMER	FALL
Ad Close	1/4/23	4/3/23	7/3/23	10/2/23
Materials Due	1/18/23	4/14/23	7/14/23	10/13/23
Inserts Due	1/25/23	4/26/23	7/26/23	10/25/23

Journals specs and ad submissions

MECHANICAL REQUIREMENTS

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"

PAGE UNIT	LIVE AREA	BLEED
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

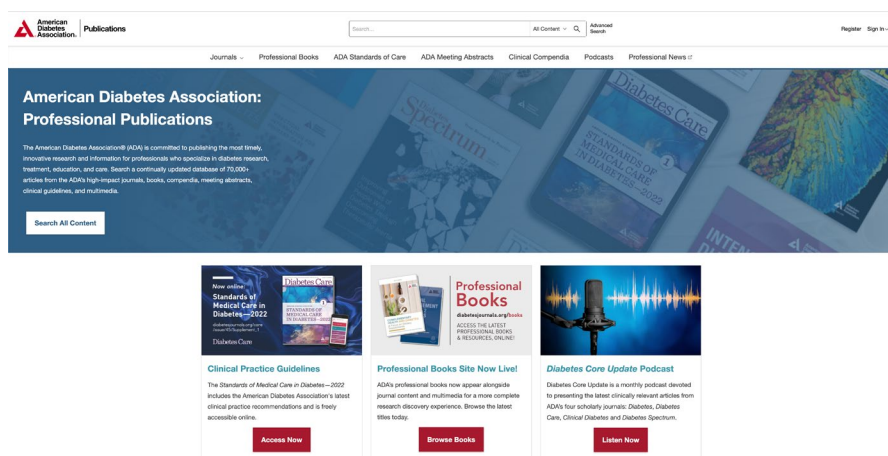
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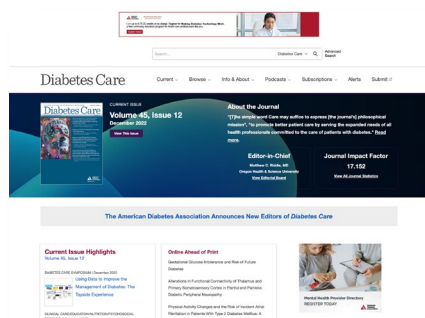
Journals digital network

2023

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**

2 Million monthly page views

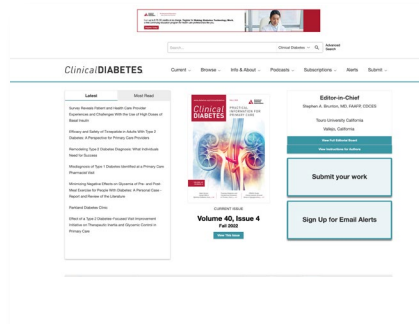
- Over 1 million sessions per month
- 40,000 active subscribers to the ADA Journals eTOC Alerts
- 22,000+ Facebook followers, 6,000+ Twitter followers
- 100,000 downloads over the past year of Diabetes Core Update podcasts

DIABETES



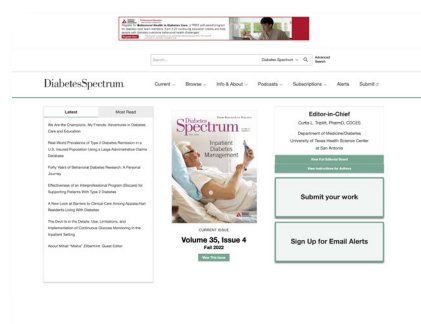
monthly users **155,000** | monthly sessions **245,000**
monthly page views **420,000**

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**

Podcasts digital network

Diabetes Core Update PODCASTS



Diabetes Core Update is a monthly audio podcast devoted to presenting and discussing the latest clinically relevant articles from ADA's four scholarly journals—*Diabetes*, *Diabetes Care*, *Clinical Diabetes*, and *Diabetes Spectrum*—and other diabetes-related publications. Hosted by Neil Skolnik, MD, and John Russell, MD, each episode is approximately 20-25 minutes long and presents 4–6 recently published articles. Intended for the busy health care professional who has little time to review journal articles in depth, Diabetes Core Update discusses how the latest diabetes research is relevant to clinical practice and can be applied in a treatment setting.

[Learn More](#)

Diabetes Day by Day PODCASTS

Diabetes Day by Day is a podcast intended for people with diabetes and their caregivers. In each episode, Neil Skolnik, MD, and Sara Wettergreen, PharmD, BCACP, BC-ADM, discuss the everyday challenges of living with diabetes and offer practical advice for overcoming those challenges. Join Drs. Skolnik and Wettergreen and their invited guests as they share their experience and knowledge on how to “live your best life with diabetes.”

[Learn More](#)



Diabetes Care “On Air” PODCASTS



Diabetes Care “On Air” is a new podcast produced by the American Diabetes Association to present the latest research published in *Diabetes Care*, the most influential journal devoted exclusively to clinical diabetes research. In each episode, co-hosts Alice Cheng, MD, and Michael Rickels, MD, MS, will interview key authors of editor-selected feature articles and will highlight the latest research presented in *Diabetes Care*. Join Alice and Mike as they explore the latest high-impact research and information on diabetes care, treatment, and prevention.

[Learn More](#)



DiabetesPro

Safe at School® Court Victory Standards of Care

A recent federal court ruling in the American Diabetes Association® (ADA) and the New York City Public Schools litigation strengthens legal protections for students with diabetes by requiring schools to provide proper policies, protocols, and training to address the needs of these students.

[Learn More](#)



ADVOCACY NEWS



New Safe at School Guide Now Available

The ADA recently published an updated school guide, *Helping the Student with Diabetes Succeed: A Guide for School Personnel*. This guide reflects important changes in diabetes technology and management in the school setting and is a crucial resource to ensure that students with diabetes receive care in accordance with best practices.

[Access the Guide](#)



The ADA Tackles Avoidable Amputations

85 percent of diabetes-related amputations are preventable. The ADA has launched a new initiative to tackle this growing epidemic.

[Read More](#)

SCIENTIFIC SESSIONS NEWS



Join Us for the 83rd Scientific Sessions

The ADA's 83rd Scientific Sessions is headed to San Diego, CA! Registration and housing are now open, so don't delay. Register by March 9 to receive the early bird rate.

[Get the Details](#)

PROFESSIONAL EDUCATION NEWS



Attend the Clinical Update Conference

Registration is still open for the 2023 Clinical Update Conference (CUC), February 10–12, 2023, in Tampa, FL and virtually. The CUC is designed for all health care professionals who provide clinical care and education for people with diabetes. Join in the first in-depth discussion of what's new in the ADA's *Standards of Care in Diabetes—2023*.

[Check It Out](#)



Addressing SDOH to Maximize Time in Range

In a new online practice pearl, the ADA's Health Equity Grant partner, Dr. Traci Thompson, discusses how addressing social determinants of health (SDOH) can help people with diabetes maximize their time in the target glycemic range.

[View the Video](#)



New Eye Health Content Available

Stay up to date on the ADA's newest content on diabetes and eye health by visiting the new Focus on Diabetes® continuing education (CE) hub on the ADA Institute of Learning web page. We offer everything you need to continue your diabetes education in one place.

[View the FOD CE Hub](#)



Download Therapeutic Inertia Resources

Watch the recorded webinar, *Initiating, Intensifying, and De-intensifying Insulin* on demand. In this virtual event, experts discussed best practices for managing insulin therapy in people with type 2 diabetes. View the program and download additional resources to avoid pitfalls in

The **DiabetesPro eNewsletter** is the Association's newsletter for its professional members. Each monthly newsletter contains the latest updates about ADA's professional programs and activities. The **DiabetesPro eNewsletter** is emailed to the ADA's professional members, and each issue is available for advertising and sponsorship.

circulation
15,000

frequency
Monthly

AUDIENCE: Endocrinologists, clinician & physicians, researchers, diabetes educators, dietitians, and other health care professionals.

RATE (NET): \$10,000



DiabetesPro

The ADA Publishes 2023 Standards of Care

This week, the American Diabetes Association® (ADA) published its *Standards of Care in Diabetes—2023*. Based on the latest research fields, these clinical practice recommendations are the gold standard for diabetes health care professionals and provide vital new guidance on the care of people with diabetes and prediabetes.

[Learn What's New](#)



CLINICAL NEWS



Focus on Health Equity in Diabetes

An article collection in the latest *Diabetes Spectrum*® highlights issues of equity for people with diabetes. "It is my hope that, with increased awareness, collaboration, and work... we will change the way we care for and address the needs of our marginalized and under-resourced communities," Guest Editor Shivani Agarwal, MD, MPH, wrote. "This special-topic issue is an effort to catalyze that process."

[Read the Articles](#)



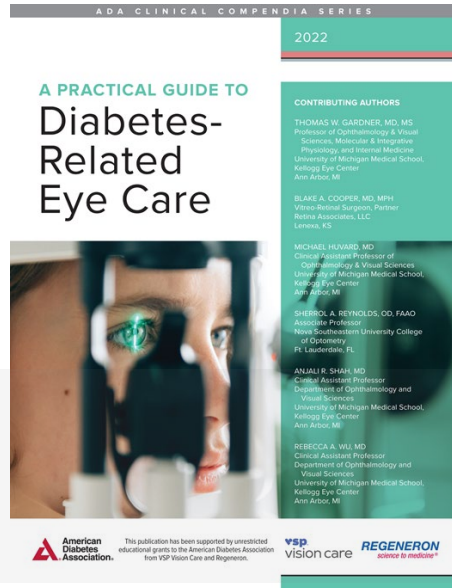
Diabetes Eye Care Communication Protocol

A new protocol is available to facilitate the exchange of information between diabetes health care professionals and eye care professionals to improve outcomes and preserve vision in their shared patients with diabetes.

[Download Now](#)

SCIENTIFIC SESSIONS NEWS

Clinical compendia



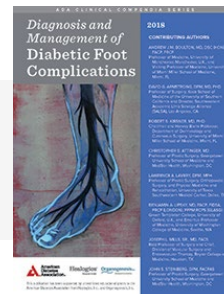
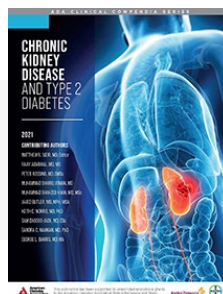
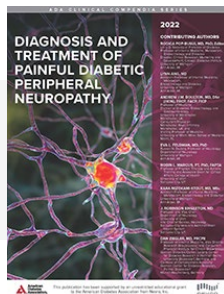
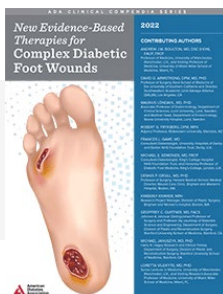
The goal of the American Diabetes Association's **Clinical Compendia** is to provide primary care providers and health care professionals with the most up-to-date information and best practices for treating diabetes and related complications.

circulation
40,000

Each compendium is devoted to a specific topic related to diabetes treatment and prevention. Previously published compendia have covered:

- The prevention and treatment of diabetic eye disease
- The diagnosis and management of diabetic foot complications.
- The role of continuous glucose monitoring in diabetes treatment.

Each compendium is approximately 24 pages and is mailed to a select list of primary care clinicians and the subscribers of ADA's four professional journals—***Diabetes Care*, *Diabetes*, *Clinical Diabetes*, and *Diabetes Spectrum***—for a total circulation of approximately 40,000 individuals. In addition, upon ADA review, your custom client mailing list may also be accepted as part of the Clinical Compendia distribution.



2023

diabetes.org consumer

DELIVER YOUR ADVERTISING

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



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.

monthly pageviews

500,000

HEALTHY LIVING TOPICS:

ad size: 300 x 250,
728 x 90, 320 x 50



recipes & nutrition



fitness



weight loss



treatments



body & mind



management



technology

2023

eNewsletters consumer

INSPIRATION AND INFORMATION sent directly to **thousands** of in-boxes. Add your message to our highly successful Enewsletter network.



HEALTHY LIVING

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



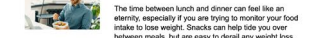
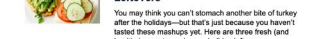
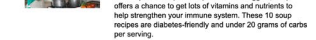
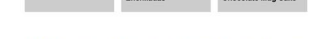
circulation
350,000
325,000 ENGLISH
25,000 SPANISH

frequency
Monthly



DIABETES FOOD HUB

The Diabetes Food Hub eNewsletter provides practical nutrition advice, delicious diabetes-friendly recipes, cooking demos, and more to a highly engaged audience.



circulation
350,000

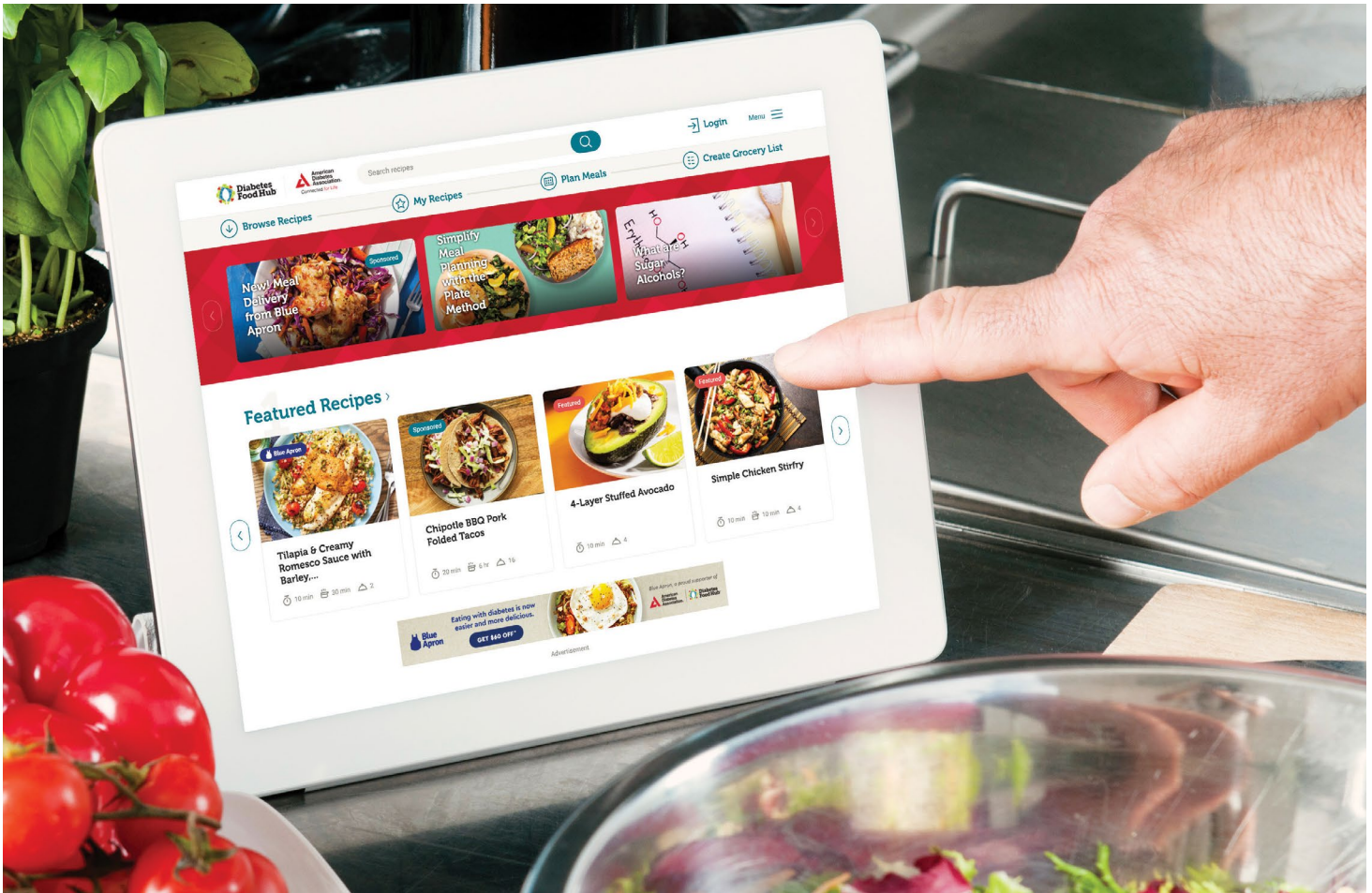
frequency
Monthly



2023

diabetesfoodhub.org consumer

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



Diabetes Food Hub is more than a collection of delicious recipes approved by ADA's nutrition experts. It also 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.

Diabetes Food Hub contains more than 1,000 diabetes-friendly recipes and is continuously updated with new content. The easy-to-use platform also features:

- Recommended recipes based on users' likes and dislikes
- An interactive meal planner complete with nutrition information
- Editable grocery lists generated directly from user meal plans
- Advice and tips from diabetes nutrition and cooking experts
- Much more!

2023



**PHARMACEUTICAL/CONSUMER
ADVERTISING & SPONSORSHIPS**

Tina Auletta
Senior Account Manager
Email: tauletta@diabetes.org
Office: 703-549-1500 x 2294

PHARMACEUTICAL/DEVICE - DIGITAL

eHealthcare Solutions
R.J. Lewis
President & CEO
Email: rlewis@ehsmaail.com
Office: 609-882-8887 Ext 101

ADVERTISING PRODUCTION

Julie Graff
Creative Director
Email: jgraff@diabetes.org
Office: 703-299-5511

BILLING & COLLECTIONS

Jlm Harrington
Senior Manager
Email: jharrington@diabetes.org

MEMBERSHIP

1-800-806-7801