



AMERICAN DIABETES ASSOCIATION®

2024 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 thousands of health care professionals around the world.

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

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.

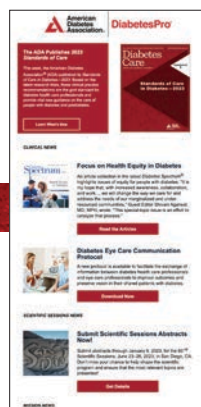
- ADA Professional Journals
- ADA Journals Digital Network
- ADA Podcasts
- DiabetesPro eNewsletter
- Clinical Compendia
- Diabetes.org Wellness sections and “Healthy Living” eNewsletter
- Diabetes Food Hub® website and eNewsletter
- And custom publications, compendia, and podcasts

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.

JOURNALS



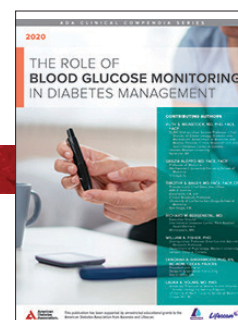
ENEWS



WEBSITES



COMPENDIA

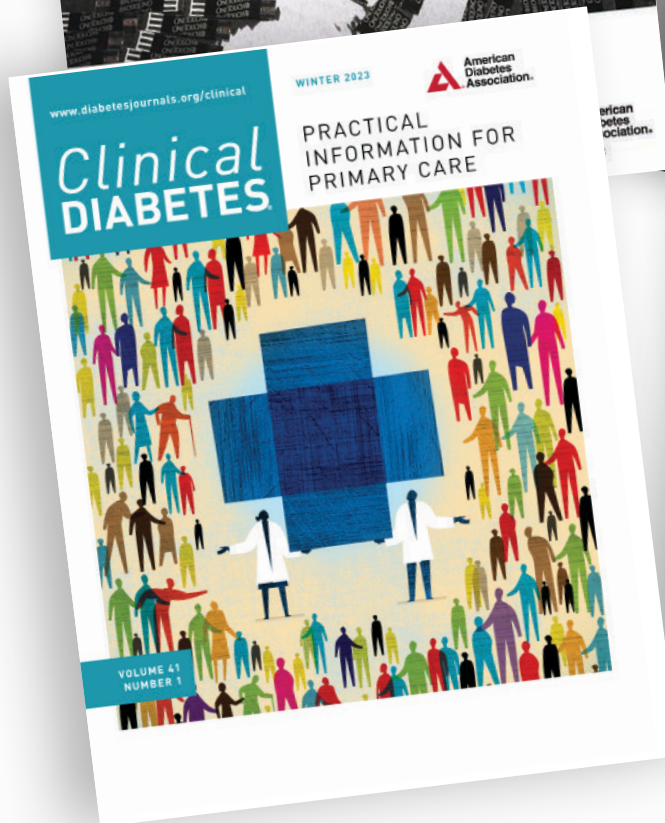


PODCASTS

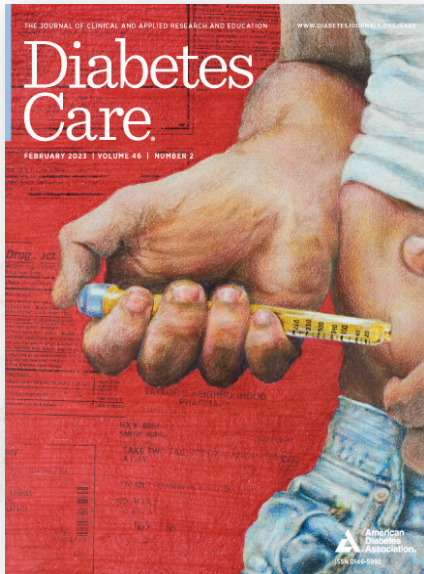


2024

ADA JOURNALS PROVIDE MORE THAN 35,000 researchers, physicians, and diabetes care specialists with the latest information on scientific research and clinical practice.



2024



Diabetes Care, our highest-ranked journal, is devoted exclusively to diabetes treatment, care, and prevention.

IMPACT FACTOR
16.2

circulation | **frequency**
5,000 | **Monthly**

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

2024 RATES

4-COLOR	1x	6x	12x	24x	36x	48x	60x	72x	96x
Full Page	\$6,450	\$6,310	\$6,190	\$6,110	\$6,070	\$6,030	\$5,990	\$5,960	\$5,920
1/2 Page	\$5,240	\$5,150	\$5,050	\$5,010	\$4,990	\$4,950	\$4,930	\$4,830	\$4,870
1/4 Page	\$4,540	\$4,500	\$4,430	\$4,380	\$4,350	\$4,330	\$4,320	\$4,310	\$4,280

BW	1x	6x	12x	24x	36x	48x	60x	72x	96x
Full Page	\$3,680	\$3,540	\$3,420	\$3,340	\$3,300	\$3,250	\$3,220	\$3,190	\$3,150
1/2 Page	\$2,470	\$2,380	\$2,280	\$2,240	\$2,210	\$2,180	\$2,160	\$2,120	\$2,100
1/4 Page	\$1,770	\$1,730	\$1,660	\$1,610	\$1,580	\$1,560	\$1,550	\$1,530	\$1,510

INSERTS—supplied

SINGLE SHEET AND DOUBLE SHEET

Single Sheet (2 pages) \$7,050

*Rate Frequency Discount Applies

DEADLINES

ISSUE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Ad Close	12/1/23	1/3/24	2/1/24	3/1/24	4/1/24	5/1/24	6/3/24	7/1/24	8/1/24	9/2/24	10/1/24	11/1/24
Materials Due	12/8/23	1/10/24	2/8/24	3/8/24	4/8/24	5/8/24	6/10/24	7/10/24	8/8/24	9/9/24	10/9/24	11/8/24
Inserts Due	12/11/23	1/11/24	2/12/24	3/11/24	4/12/24	5/13/24	6/12/24	7/12/24	8/12/24	9/12/24	10/11/24	11/11/24

*Inquire about our Universal Rate. Utilize one rate and reach the ADA universe of PCPs, HCPs, and Specialists by running in all four journals in a quarter.

2024



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
7.7**

circulation | **frequency**
1,500 | **Monthly**

2024 RATES

AUDIENCE: Scientists and laboratory researchers, endocrinologists

4-COLOR	1×	6×	12×	24×	36×	48×	60×	72×	96×
Full Page	\$5,500	\$5,390	\$5,280	\$5,200	\$5,190	\$5,150	\$5,100	\$5,080	\$5,050
1/2 Page	\$4,500	\$4,410	\$4,360	\$4,300	\$4,270	\$4,250	\$4,230	\$4,220	\$4,190
1/4 Page	\$3,930	\$3,870	\$3,830	\$3,790	\$3,780	\$3,770	\$3,750	\$3,730	\$3,700

BW	1×	6×	12×	24×	36×	48×	60×	72×	96×
Full Page	\$3,020	\$2,820	\$2,720	\$2,640	\$2,630	\$2,590	\$2,540	\$2,520	\$2,490
1/2 Page	\$2,020	\$1,930	\$1,870	\$1,810	\$1,790	\$1,770	\$1,750	\$1,740	\$1,710
1/4 Page	\$1,450	\$1,390	\$1,350	\$1,310	\$1,300	\$1,290	\$1,270	\$1,250	\$1,220

INSERTS—supplied

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

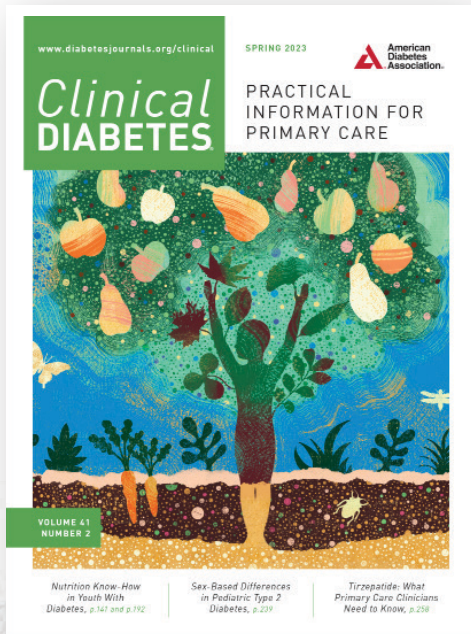
*Rate Frequency Discount Applies

DEADLINES

ISSUE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Ad Close	12/1/23	1/3/24	2/1/24	3/1/24	4/1/24	5/1/24	6/3/24	7/1/24	8/1/24	9/2/24	10/1/24	11/1/24
Materials Due	12/8/23	1/10/24	2/8/24	3/8/24	4/8/24	5/8/24	6/10/24	7/10/24	8/8/24	9/9/24	10/9/24	11/8/24
Inserts Due	12/11/23	1/11/24	2/12/24	3/11/24	4/12/24	5/13/24	6/12/24	7/12/24	8/12/24	9/12/24	10/11/24	11/11/24

*Inquire about our Universal Rate. Utilize one rate and reach the ADA universe of PCPs, HCPs, and Specialists by running in all four journals in a quarter.

2024



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
1,000 (PAID)
6,000 (CONTROLLED)

frequency
Quarterly

2024 RATES

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

CIRCULATION: List of 25,000 “high prescribers” of diabetes medications (controlled) available for list match.

4-COLOR	1x	6x	12x	24x	36x	48x	60x	72x	96x
Full Page	\$5,120	\$5,050	\$4,920	\$4,870	\$4,860	\$4,830	\$4,810	\$4,800	\$4,760
1/2 Page	\$4,310	\$4,220	\$4,160	\$4,130	\$4,120	\$4,090	\$4,080	\$4,060	\$4,050
1/3 Page	\$3,980	\$3,920	\$3,860	\$3,830	\$3,820	\$3,810	\$3,800	\$3,780	\$3,770

BW	1x	6x	12x	24x	36x	48x	60x	72x	96x
Full Page	\$2,500	\$2,430	\$2,310	\$2,260	\$2,250	\$2,210	\$2,190	\$2,180	\$2,140
1/2 Page	\$1,690	\$1,610	\$1,550	\$1,510	\$1,500	\$1,470	\$1,460	\$1,440	\$1,430
1/3 Page	\$1,360	\$1,310	\$1,250	\$1,220	\$1,210	\$1,190	\$1,180	\$1,160	\$1,150

INSERTS—supplied

SINGLE SHEET AND DOUBLE SHEET	
Single Sheet (2 pages)	\$7,610

*Rate Frequency Discount Applies

DEADLINES

ISSUE	WINTER	SPRING	SUMMER	FALL
Ad Close	12/1/23	3/1/24	6/3/24	9/2/24
Materials Due	12/15/23	3/15/24	6/14/24	9/20/24
Inserts Due	12/27/23	3/25/24	6/24/24	9/26/24

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2024



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**

2024 RATES

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

4-COLOR	1x	6x	12x	24x	36x	48x	60x	72x	96x
Full Page	\$5,300	\$5,220	\$5,090	\$5,030	\$5,020	\$4,970	\$4,950	\$4,940	\$4,900
1/2 Page	\$4,420	\$4,320	\$4,250	\$4,210	\$4,200	\$4,170	\$4,150	\$4,130	\$4,120
1/3 Page	\$4,050	\$4,000	\$3,920	\$3,880	\$3,870	\$3,860	\$3,840	\$3,820	\$3,800

BW	1x	6x	12x	24x	36x	48x	60x	72x	96x
Full Page	\$2,620	\$2,550	\$2,430	\$2,380	\$2,370	\$2,330	\$2,310	\$2,300	\$2,260
1/2 Page	\$1,810	\$1,730	\$1,670	\$1,630	\$1,620	\$1,590	\$1,580	\$1,560	\$1,550
1/3 Page	\$1,480	\$1,430	\$1,370	\$1,340	\$1,330	\$1,310	\$1,300	\$1,280	\$1,270

INSERTS—supplied

SINGLE SHEET AND DOUBLE SHEET	
Single Sheet (2 pages)	\$5,600
*Rate Frequency Discount Applies	

DEADLINES

ISSUE	WINTER	SPRING	SUMMER	FALL
Ad Close	1/4/24	4/1/24	7/1/24	10/1/24
Materials Due	1/18/24	4/15/24	7/15/24	10/14/24
Inserts Due	1/25/24	4/26/24	7/26/24	10/25/24

*Inquire about our Universal Rate. Utilize one rate and reach the ADA universe of PCPs, HCPs, and Specialists by running in all four journals in a quarter.

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

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Label shipment with issue month and number of inserts supplied.

Dartmouth Printing Company

Attn: Lisa Davis

69 Lyme Road

Hanover, NH 03755

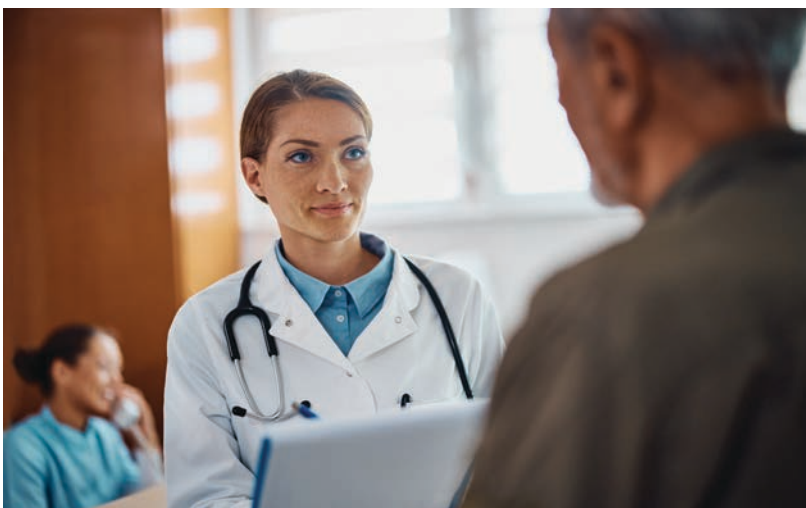
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REPRINT INFORMATION

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Sheridan Content Services

scsreprints@sheridan.com



2024

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

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

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

monthly users **55,000** | monthly sessions **70,000**
 monthly page views **110,000**

monthly users **65,000** | monthly sessions **85,000**
 monthly page views **115,000**

ADA 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.

(Available for sponsorship.)

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.”

(Available for sponsorship.)



Diabetes Care “On Air” presents 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, interview key authors of editor-selected feature articles and 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.

(Not currently available for sponsorship.)

DiabetesBio is the monthly podcast of the American Diabetes Association's flagship research journal, *Diabetes*. In each episode, Drs. Kirk Habegger, Darleen Sandoval, and Kevin Williams interview key authors of editor-selected feature articles and highlight the latest research presented in *Diabetes*. *DiabetesBio* is intended for diabetes researchers who are interested in the physiology and pathophysiology of diabetes. Topics covered in the podcast focus on the pathogenesis of diabetes and its complications, including research related to islet cell biology, metabolism, signal transduction, genetics, transplantation, proteomics, and metabolomics. Join Kirk, Darleen, and Kevin as they explore the latest cutting-edge research on diabetes and related complications. To learn more about *Diabetes* and *DiabetesBio*, please visit diabetesjournals.org/diabetes.

(Not currently available for sponsorship.)



2024

DiabetesPro eNewsletter



DiabetesPro Update

Apply Now: Membership Advisory Group

Are you interested in providing a voice to drive the professional membership engagement strategies of the American Diabetes Association® (ADA)? Apply to join the interdisciplinary group that develops strategies to enhance the professional membership experience. Applications will be accepted until October 30.



[Apply Today](#)

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.

PROFESSIONAL EDUCATION NEWS



Join Us for the Clinical Update Conference

Mark your calendar for three days of leading-edge diabetes professional education at the ADA's hybrid Clinical Update Conference from February 2-4, 2024 in Orlando, FL. Take advantage of the early bird rate when registration opens on November 1.

[Get the Details](#)



Member-Exclusive Webinar Series Returns

Mark your calendars for the second Tuesday of each month for the ADA's members-exclusive Hands On: Tips to Improve Diabetes Care webinar series. Learn from diabetes experts in the field of behavioral medicine, primary care, and technology and earn one continuing education (CE) credit for attending each webinar.

[Register Now](#)



Win an ADA Professional Membership

Take just five minutes out of your day to test your knowledge of diabetes and cardiovascular disease with the Know Diabetes by Heart™ Case Study Competition. You'll discover relevant resources to support your practice, and by competing, you'll be in the running to win a one-year ADA professional membership.

[Sign Up Now](#)

LILLY INSULIN. \$35 OR LESS A MONTH. PLAIN AND SIMPLE. [Learn more](#)

Some restrictions apply. Substantially applied at the discretion of participating pharmacies for those with commercial insurance. Insurance coverage may vary. See your pharmacist for details. © 2023 Lilly. All rights reserved.

Advertisement

PUBLICATIONS NEWS



Diabetes Core Update: Special Episodes

Host Dr. Neil Skolnik interviews special guests on key topics in diabetes treatment in several new Diabetes Core Update podcast episode series. Recent episodes cover the reduction of residual risk in cardiovascular disease, nutrient-dense diets for people with diabetes, and the treatment of diabetes in older adults.

[Listen Today](#)



New Releases from ADA Books

The ADA is proud to offer a wide selection of the most comprehensive professional diabetes books. Every purchase supports diabetes research, advocacy, and education programs.

[Shop Now!](#)

P.S. If you are struggling to pay for insulin or know someone who is, the ADA has resources to help. Visit insulinhelp.org.

[Donate Now](#)



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circulation
11,000

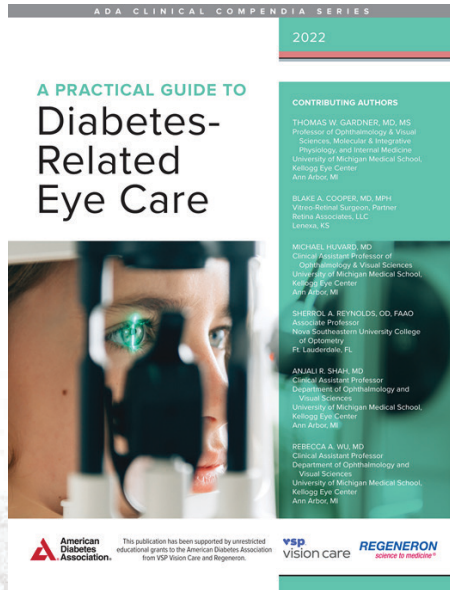
frequency
Monthly

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

RATE (NET): \$10,000

2024

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.

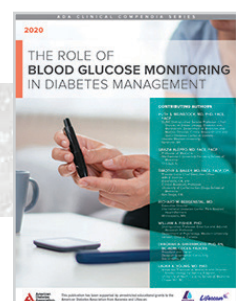
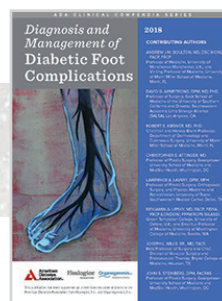
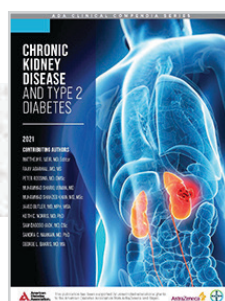
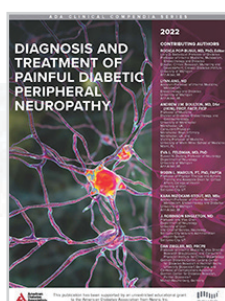
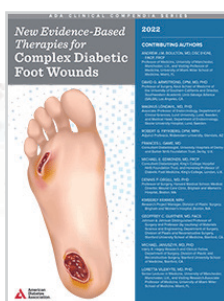
circulation
35,000

Each compendium is devoted to a specific topic related to diabetes treatment and prevention. Previously, among other topics, 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 35,000 individuals.* In addition, upon ADA review, your custom client mailing list may also be accepted as part of the Clinical Compendia distribution.

*Compendia sponsorships are now available as online only, print only, and online + print. You may also include one or more episodes of Diabetes Core Update podcast series as part of your custom sponsorship package.



2024

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 Wellness section is an ideal opportunity to deliver timely lifestyle information to educate people living with diabetes and their loved ones.

CAPTIVATING

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

monthly pageviews

500,000

ad size:

728 × 90, 300 × 250

320 × 50

WELLNESS TOPICS:



recipes & nutrition



fitness



weight loss



treatments



body & mind



management



technology

2024

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

American Diabetes Association **Healthy Living for Life.**

How to Deal with Food Police
The holidays can be a particularly tricky time for anyone with diabetes. It can also be tricky to stay on track with resolutions and goals for the new year. To help you stay on top of your health, we have these tips on how to respond to the food police in your family.

[Get the Tips](#)

Can You Enjoy a Drink for the Holidays?
You may want to raise a toast for the holidays or New Year's celebration, but is it so for people with diabetes or drink alcohol? Understanding the carbs and calories in each drink can be confusing. Here's what you need to know about drinking and how to do it safely.

[Learn More](#)

Join Our Free Online Cooking Class
Learn how to be a chef from the comfort of your own kitchen! The American Diabetes Association has teamed up with the chefs at HomePage to offer an virtual cooking class. On December 14, we have festive pork chops with cranberry walnut chutney served with roasted baby carrots.

[Register Now](#)

How to Reach the Magic Exercise Number
Getting 150 minutes of moderate intensity exercise each week can help you manage your diabetes. That might seem daunting if you're busy, don't enjoy working out or have diabetes-related complications that make physical activity difficult. But don't worry: tracking 150 minutes of exercise is much easier than you might think!

[Start Exercising](#)

New Ways to Try Whole Grains
If you have diabetes and are trying to reach healthier food choices, then whole grains are the way to go when raising your carb choices. They have more fiber and nutrients than refined grains, but important vitamins that will help with diabetes management. Here's how to incorporate more whole grains into your meal plans.

[Find Out How](#)

Prepare for Flying with Diabetes
If you are flying to visit family this holiday season, you may have some concerns about traveling with diabetes and the TSA screening process. Don't miss these FAQs to help you prepare for a smooth trip.

[Read More](#)

Advantame®

ONE TOUCH
5.99 OFF 100% OFF
5.99 OFF 100% OFF
5.99 OFF 100% OFF

HEALTHY LIVING

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

circulation
350,000

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

American Diabetes Association **Diabetes Food Hub**
Connected for Life.

All Recipes | Featured Recipes | Healthy Eating Tips | Diabetes Cookbooks | Shopper

2023

12 Easy Health Goals

The new year may inspire you to set lofty health resolutions, but those can be hard to maintain. Through the year instead, you can be building healthy habits one month at a time. We've put together 12 monthly goals to start your journey to a healthier lifestyle.

[Get the Goals](#)

Featured Recipes

Sweet Chili Chicken, Sweet Potatoes, and Broccoli

Cheesecake French Vanilla Overnight Oats

Three-Minute Skillet Beans and Greens

Slow-Cooked Meatloaf

Easy Spinach Ricotta Enchiladas

Gluten-Free Chocolate Mug Cake

10 Low-Carb Soups to Try This Winter
During the chilly winter months, soup is a great option to warm up and fill up. Often packed with veggies, soup offers a chance to get lots of vitamins and nutrients to help strengthen your immune system. These 10 soup recipes are diabetes-friendly and under 30 grams of carbs per serving.

[Get the Recipes](#)

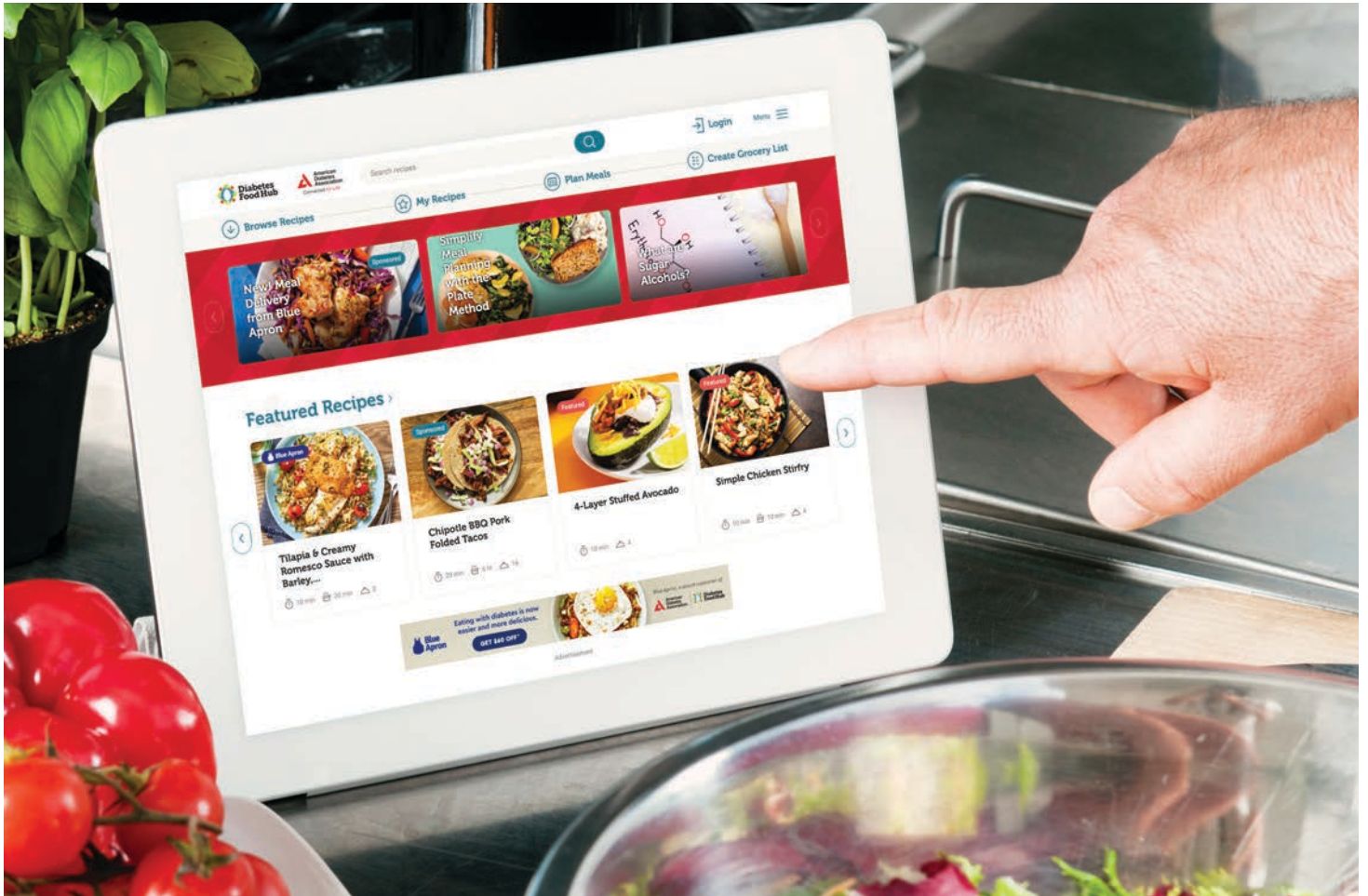
3 Ways to Revive Your Holiday Leftovers
You may think you don't stomach another bit of turkey after the holidays...so there's not because you haven't tasted those meats yet. Here are three fresh (and healthy) ways to revive your holiday leftovers.

[Find Out More](#)

Best Snacks for Weight Loss
The time between lunch and dinner can feel like an eternity, especially if you are trying to monitor your food intake to lose weight. Snacks can help tide you over between meals, but are easy to contain any weight loss eating plans. Try these snacks next time you get the munchies.

[Get Snacking](#)

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!

2024



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