Diabetes UK is the UK’s leading charity for people living with and affected by diabetes.

Our vision is a world where diabetes can do no harm: where fewer people get diabetes; where those with diabetes live well; and where ultimately a cure is found.

*Diabetes Update* is our specialist title for healthcare professionals who play a key role in caring for and educating people living with diabetes. The magazine is considered to be the market leader in the field of diabetes publications.
Note from the Editor

When I speak to Update readers, they tell me that it is the ‘go to’ publication that informs and inspires them in their busy working lives. We include diabetologists, diabetes specialist nurses, podiatrists, pharmacists, dietitians and diabetes researchers among our readership.

“I like to think that Update has something for everyone, whatever their sphere of diabetes care.”

From the latest product information and clinical trial findings to award-winning examples of best practice in service innovation, development and delivery, Update’s content and coverage provides an important service to the diabetes healthcare community, as well as being – hopefully – an enjoyable and accessible read!

Susan Aldridge
Editor

Circulation:
14,000

Readership:
42,000

Published:
- Spring
- Summer
- Autumn
- Winter

Reader profile:
- GPs
- Diabetologists
- Diabetes specialist nurses
- Podiatrists
- Pharmacists
- Dietitians
- Diabetes researchers
- Retinal screeners
Diabetes Update is considered to be the market leader in the field of diabetes publications.

This is our specialist title for healthcare professionals who play a key role in caring for and educating people living with diabetes.

No other healthcare magazine can offer the same level of engagement with the key decision makers working in the field of diabetes.
Average adult living with diabetes*:

72% have spoken to their local GP about their health conditions

92% have regular medical check ups

85% take prescribed medication

58% visit a specialist

“Our healthcare professional members are highly influential when it comes to advising patients on the best products and medications to help effectively manage their diabetes.”
RATES

Diabetes Update

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<tr>
<td>Full page</td>
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- Agency discount: 10%
- Payment terms: 30 days from publication
- Cancellation: 8 weeks before publication

SCHEDULE

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ARTWORK SPECIFICATIONS

Full page specification:
- 297mm x 210mm
- 6mm 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.
- All artwork is subject to the approval of Diabetes UK.

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