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.

**Balance** is our long-standing membership magazine which gives members the inside track on managing diabetes. The majority of our loyal readership have been subscribing to the magazine for many years.
NOTE FROM OUR PUBLICATIONS MANAGER

Our flagship title, Balance, is the only magazine in the UK that is dedicated to helping people with diabetes and their families live healthier, happier lives.

It’s our readers’ go-to resource for trusted, expert-led advice and opinion, as well as delivering the latest diabetes news, research, health, fitness, travel, recipes and recommendations on eating well.

Balance is an engaging read that aims to empower our readers by helping them to stay healthy, well and active, while our members’ stories create a sense of community and celebrate people living with diabetes, whether they’re overcoming difficulties or achieving incredible things.

Sharon Hui
Publications manager

CIRCULATION:
100,000

READERSHIP:
300,000

PUBLISHED:
SPRING
SUMMER
AUTUMN
WINTER

READER PROFILE:
77% ABC1’S
51% FEMALE
49% MALE

62% of our readers have bought a product as a direct result of seeing it advertised in Balance.

59% ad recall

#1 membership benefit, Balance is delivered directly to our readers’ homes.

Data source: GB TGI 2017 Q4 (July 2016–June 2017)
WHAT OUR READERS SAY...

“Balance is the most important part of my membership and I always read it from cover to cover.”

“I think Balance improves with every issue.”

“Balance is a fab mag and has helped me enormously with my diabetes.”

“It’s a great magazine. I look forward to receiving it and reading it every time it’s published.”
Our readers love to be kept up-to-date with the latest food news, recipes, and ideas for healthier eating. This is why our recipes section has been always been one of the most popular features in Balance.

**BALANCE READERS**

- **68%** plan their meals before they do the weekly shop
- **61%** are always on the look out for special offers
- **66%** get a lot of pleasure from food
- **72%** are eating more healthily than they have in the past
- **55%** always make sure that they eat the recommended five-a-day of fruit and veg

Data source: GB TGI 2017 Q4 (July 2016–June 2017)
Advice on healthy living and diabetes management is a huge part of what we do which is why so many health brands continue to turn to Balance to help promote their campaigns.

**BALANCE READERS**

- 92% have regular medical check ups
- 85% take prescribed medication
- 72% have spoken to their local GP about their health conditions
- 58% visit a specialist
- 54% have high blood pressure
- 41% have high cholesterol

Data source: GB TGI 2017 Q4 (July 2016–June 2017)
We offer brands and advertisers a wide range of bespoke options to reach and engage our audience. Prices and further details are available on request.
Advertising in Balance

RATES

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Diabetes Balance</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page</td>
<td>£5,500</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside front</td>
<td>£6,200</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside back</td>
<td>£6,200</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside back</td>
<td>£6,500</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Double page spread</td>
<td>£9,850</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Loose inserts: Cost per thousand</td>
<td>£80</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Agency discount: 10%
- Payment terms: 30 days from publication
- Cancellation: 8 weeks before publication

SCHEDULE

<table>
<thead>
<tr>
<th></th>
<th>Spring</th>
<th>Summer</th>
<th>Autumn</th>
<th>Winter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertorial briefs</td>
<td>20 December</td>
<td>10 April</td>
<td>29 June</td>
<td>28 September</td>
</tr>
<tr>
<td>Advert deadline</td>
<td>31 January</td>
<td>1 May</td>
<td>6 August</td>
<td>5 November</td>
</tr>
<tr>
<td>Insert delivery</td>
<td>14 February</td>
<td>14 May</td>
<td>20 August</td>
<td>19 November</td>
</tr>
<tr>
<td>Door drop</td>
<td>5 March</td>
<td>2 June</td>
<td>8 September</td>
<td>8 December</td>
</tr>
</tbody>
</table>

ARTWORK SPECIFICATIONS

Full page specification:
- Acrobat 1.3 version PDF
- Text should be 10mm from the Trim
- 4 colour CMYK (no RGB or Pantone colours)
- High resolution PDF with fonts embedded
- In cases where artwork is not suitable for printing, we reserve the right to request artwork be resupplied.
- All artwork subject to the approval of Diabetes UK.

ARTWORK CONTACT

David Ryder
Call 020 7420 6489
Email dryder@therivergroup.co.uk

SALES CONTACT

Marc Donovan
Call 0207 424 1191
Email marc.donovan@diabetes.org.uk