

BALANCE

A woman with a warm smile is shown in profile, wearing a vibrant orange headscarf and a bright blue top. She is holding and reading a magazine. The background is a bright, sunlit room with a window and a chair.

Media
Pack 2024

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.

DIABETES UK
KNOW DIABETES. FIGHT DIABETES.

BALANCE

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.

Shirish Gandhi
Publications manager

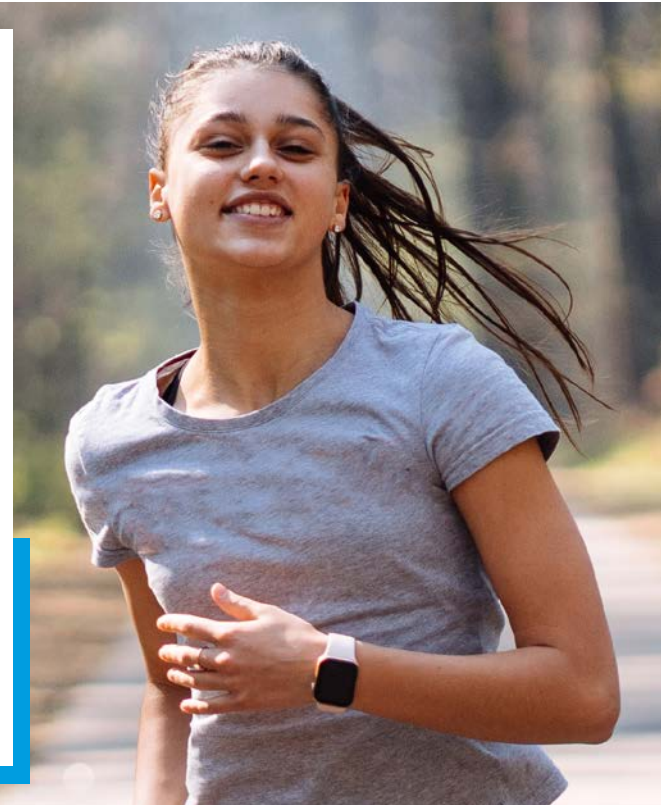


Circulation:
80,000

Readership:
300,000

Published:
Spring
Summer
Autumn
Winter

Reader profile:
77% ABC1's
51% Female
49% Male



Reader engagement:

83%

of our readers have said they read every issue of Balance.

59%

ad recall.

#1

membership benefit, Balance is delivered directly to our readers' homes.

BALANCE

What our readers say...

“Balance has always been a great support throughout my 28 years with type 1 diabetes.”

“I think Balance improves with every issue.”

“I think Balance is terrific and continues to be innovative.”

“I think the work Balance does is great and I enjoy each issue as a benefit of my membership.”



FOOD IN BALANCE

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 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



52% of our readers consider their diet to be healthy.

HEALTH IN BALANCE

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
- 55%** have high blood pressure
- 41%** have high cholesterol



WHY WEIGHT?

As we age, strength training can have huge benefits, particularly if you're living with diabetes. You don't even need to join a gym to do it!

Strength training has many health benefits. It can help you manage your weight, improve your blood sugar control, and reduce your risk of heart disease. It can also help you feel better and live longer.

Strength training can help you:

- Lose weight
- Improve your blood sugar control
- Reduce your risk of heart disease
- Feel better
- Live longer

How to get started:

- Start with simple exercises like walking, swimming, or cycling.
- Gradually increase the intensity and duration of your workouts.
- Aim for at least 150 minutes of moderate-intensity exercise per week.

Remember: Always consult your doctor before starting any new exercise program.

THE GREAT OUTDOORS

Being active in the fresh air can be good for your health.

Being active in the fresh air can be good for your health. It can help you manage your weight, improve your blood sugar control, and reduce your risk of heart disease. It can also help you feel better and live longer.

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- Improve your blood sugar control
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THE WAIT IS OVER!

Continuous Glucose Monitoring for people with type 1 diabetes.

NO FINGER PRICKS. NO SCANNING. ASK YOUR DIABETES TEAM ABOUT DEXCOM CGM.

Learn more at dexcom.com

FreeStyle Libre 2

Know your glucose level and where it's heading, anytime, anywhere. Spend more time living, less time worrying.

Now You Know

- See your complete glycemic profile day and night.
- Easy to use and comfortable to wear* sensor that lasts for up to 14 days.
- Glucose alerts that let you know the moment your glucose is too low or too high.

Start your 14 day free trial today. Visit Simple.FreeStyle.Abbott or scan the QR code.

ALLY Diabetes Management System

YOUR ALLY IN HELPING YOU MANAGE YOUR DIABETES

ALLY Home is software for your PC at home which enables you to transfer, store, share and analyse data from the Wixelme JAZZ and Wixelme JAZZ WIRELESS blood glucose meters.

ALLY Local is the HCP version of the ALLY Diabetes Management System that is used by GPs, Diabetes and Diabetes Community Teams.

Transfer

Transfer data from your Wixelme JAZZ blood glucose meter to ALLY Home using a free of charge cable or automatically sync data from your Wixelme JAZZ WIRELESS meter to the ALLY Cloud which can then be accessed via your ALLY Home account.

ADVERTISING OPPORTUNITIES IN BALANCE



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.

- Display
- Advertorials
- Sponsored content
- Editorial partnerships
- Gatefold cover inside spread
- Banner and bookend ad space
- Email banner advertising

ALLY
Diabetes Management System

YOUR ALLY IN HELPING YOU MANAGE YOUR DIABETES

Store
Store transferred blood glucose results, and manually input and store other diabetes data such as carbohydrate intake and insulin dosage.

Share
Any blood glucose results that are transferred from JAZZ or JAZZ WIRELESS blood glucose meters to the ALLY Diabetes Management System are automatically stored in the ALLY cloud. Any blood glucose results that are stored in the ALLY cloud are automatically available in ALLY Home and ALLY Local.

Analyse
Analyse data using a choice of reports and graphs.

For more information visit www.agamatrix.co.uk/ally
Call Customer Care on 0800 093 1812 or email customerscare@agamatrix.co.uk

Agamatrix

ADVERTISING FEATURE

Shake exante DIET
IT'S UP WITH exante

British diagnosed with Type 2 diabetes was a shock to Steve Markham. By discovering the tools he needed to re-educate, he was able to transform his life...

About exante diet
All of Exante's meal replacement products are high in protein, high in fibre and packed with 27 vitamins and minerals.

3 Diet Plans

- EXANTE 001
- EXANTE 1000
- EXANTE 0.2

1.5 Million Success Stories

www.exantediet.com

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See page for display advertising rates and specs

ADVERTISING IN BALANCE

Rates

Balance	
Full page	£5,500
Half page	£3,500
Inside front	£6,200
Inside back	£6,200
Outside back	£6,500
Double page spread	£9,850
Loose inserts: Cost per thousand	£80
Membership email	£1,500
Enjoy Food email	£1,500

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

Sales contact

Dan Kennedy
Call: 020 7424 1174
Email: advertising@diabetes.org.uk

2024 Schedule

Issue	Spring	Summer	Autumn	Winter
Artwork	12 Jan	12 Apr	19 Jul	11 Oct
Insert delivery	6 Feb	7 May	13 Aug	5 Nov
Mail out	5 Mar	4 Jun	10 Aug	3 Dec

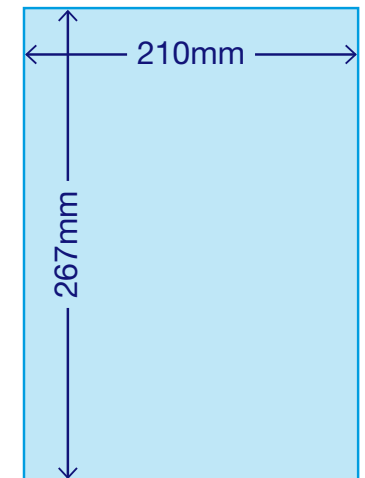
Artwork specifications

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.

Email banner specification:

- 640px wide x 100-150px tall



Full page
267mm x 210mm

With bleed
270mm x 213mm