

BALANCE



Media
Pack 2026

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 expert information, advice, and support to help them live well with diabetes. The majority of our loyal readership have been subscribing to Balance 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:
71,500

Readership:
215,000

Published:
**Spring
Summer
Autumn
Winter**

Reader profile:
**50% Female
45% Male
70% Aged 65+**



Reader engagement:

88%

of our readers said Balance is the most important membership benefit for them.

59%

ad recall.

#1

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

BALANCE

What our readers say...

“Balance has practical tips to make living with diabetes easier.”

“I think Balance is interesting and helpful and enjoy reading each issue.”

“I enjoy reading the well-written articles in Balance that cover many topics.”

“Since moving from a high carb diet, the Balance recipes have been very useful.”



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.



66%
of our readers said learning about healthy eating and recipes is important to them.

Mindful Chef
DIABETES UK
KNOW DIABETES, FIGHT DIABETES.

Mindful Chef and Diabetes UK have partnered together to create a range of bespoke recipes designed to support people living with or at risk of diabetes with feel good food.



Asian cuisine

Our nutrition experts take us on a tantalising trip around Asia with classic dishes from salads and soups to stir-fries using zesty, fresh ingredients

Gado Gado salad

Serves 4 | Prep: 10 mins | Cook: 10 mins

FOR THE PEANUT SAUCE

- 1/2 cup peanut oil
- 1/2 cup soy sauce
- 1/2 cup sesame oil
- 1/2 cup rice wine vinegar
- 1/2 cup brown sugar
- 1/2 cup peanut butter

FOR THE SALAD

- 1/2 cup cauliflower florets
- 1/2 cup broccoli florets
- 1/2 cup green beans
- 1/2 cup chickpeas
- 1/2 cup carrots
- 1/2 cup cucumber
- 1/2 cup coriander
- 1/2 cup lime juice
- 1/2 cup salt
- 1/2 cup pepper

FOR THE DRESSING

- 1/2 cup peanut oil
- 1/2 cup soy sauce
- 1/2 cup sesame oil
- 1/2 cup rice wine vinegar
- 1/2 cup brown sugar
- 1/2 cup peanut butter

Chicken katsu

Serves 4 | Prep: 10 mins | Cook: 10 mins

FOR THE BREADED CHICKEN

- 1/2 cup flour
- 1/2 cup egg white
- 1/2 cup panko
- 1/2 cup chicken breast
- 1/2 cup salt
- 1/2 cup pepper

FOR THE DRESSING

- 1/2 cup soy sauce
- 1/2 cup rice wine vinegar
- 1/2 cup brown sugar
- 1/2 cup peanut oil
- 1/2 cup sesame oil

Flavours of SUMMER

Developed by our expert nutritionists and full of goodness and flavour, these exclusive recipes really let the sunshine in

Moroccan cauliflower salad

Serves 4 | Prep: 10 mins | Cook: 10 mins

INGREDIENTS

- 1/2 cup cauliflower florets
- 1/2 cup chickpeas
- 1/2 cup tomatoes
- 1/2 cup cucumber
- 1/2 cup coriander
- 1/2 cup lime juice
- 1/2 cup salt
- 1/2 cup pepper

Tandoori salmon with cucumber salad

Serves 4 | Prep: 10 mins | Cook: 10 mins

FOR THE SALMON

- 1/2 cup tandoori paste
- 1/2 cup salmon fillet
- 1/2 cup salt
- 1/2 cup pepper

FOR THE DRESSING

- 1/2 cup cucumber
- 1/2 cup tomatoes
- 1/2 cup coriander
- 1/2 cup lime juice
- 1/2 cup salt
- 1/2 cup pepper

WEIGHT LOSS IS A BALANCING ACT AND WE'VE PERFECTED IT!

Countenweight

Countenweight is the UK's first clinically proven long-term type 2 diabetes remission programme.

What can you expect?

- Weight loss
- Reduced blood sugar levels
- Behavioural changes
- Weight loss maintenance
- Flexible digital support
- Staphen medication

Ready to make a change? Sign up for a consultation for free and receive a free month of 1:1 support from one of our expert dietitians and use the difference for yourself.

field doctor.

new, lower calorie controlled lean + lighter meals

Low Carb* + High Protein
Low Sugar + Low Fat

Calorie Controlled (from 520 calories)

Use code: **BALANCE20** for 20% OFF
Visit www.fielddoctor.co.uk/balance or scan the QR code

Data source: Diabetes UK Membership Survey 2025.

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

57% have had diabetes for over 20 years

24% sometimes feel overwhelmed by their diabetes

58% take great care of their own mental health



FEEL GOOD FITNESS

Our expert examines the physical and mental benefits of moving more.

1 The average person spends 10 hours a day sitting. That's a lot of time to be sedentary. But what if you could turn that time into time spent moving? It's not as hard as you think. In fact, it's easier than you think. The key is to find activities that you enjoy and that fit into your lifestyle. Whether it's walking, cycling, or swimming, there are plenty of options out there. The important thing is to get moving. Even a 10-minute walk can make a difference. And remember, it's not about how long you exercise, it's about how often. Aim for at least 150 minutes of moderate exercise per week. That's about 30 minutes a day, five days a week. It's achievable. And it's good for you. So get out there and feel good about it.

2 Moving more can help improve your mood and reduce stress. It's a natural antidepressant. When you exercise, your body releases endorphins, which are chemicals that can make you feel happy and relaxed. It's a natural high. And it can help you deal with stress more effectively. So if you're feeling stressed or overwhelmed, try taking a walk or doing some light exercise. It might just be what you need to feel better.

3 Regular exercise can also help improve your sleep. If you're having trouble sleeping, try exercising regularly. It can help you fall asleep faster and wake up feeling refreshed. So if you're having trouble sleeping, try adding some exercise to your routine. It might just be what you need to get a good night's sleep.

4 And finally, moving more can help improve your overall health. It can help lower your blood pressure, cholesterol, and blood sugar levels. It can also help you lose weight and improve your cardiovascular health. So if you're looking to improve your overall health, moving more is a great way to do it. It's a simple, effective way to take control of your health and feel good about it.

5 So there you have it. Moving more can do so much for you. It can improve your mood, reduce stress, improve your sleep, and improve your overall health. It's a simple, effective way to take control of your health and feel good about it. So get out there and move more. You'll be glad you did.

49%

of our readers said learning more about living well with diabetes is important to them.

STEP ON UP

Walking is a great way to stay active and improve your health. It's a simple, low-impact activity that can be done almost anywhere. And it's good for you. So get out there and take a walk. You'll be glad you did.

Walking tip: Start with a 10-minute walk and gradually increase the time as you get used to it. You can also try walking on a treadmill if you don't have access to a park or trail. And remember, it's not about how long you walk, it's about how often. Aim for at least 30 minutes a day, five days a week. It's achievable. And it's good for you. So get out there and walk more. You'll be glad you did.

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 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.FreeStyleLibre2.com or scan the QR code.

ALLY Diabetes Management System

YOUR ALLY IN HELPING YOU MANAGE YOUR DIABETES

ALLY Home, ALLY Local, Cloud storage, ALLY Locus.

ALLY Home is software for your PC at home which enables you to transfer, store, share and analyse data from the Waverline JAZ2 and Waverline JAZ2 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 data from your Waverline JAZ2 Blood glucose meter to ALLY Home using a free of charge cable or automatically sync data from your Waverline JAZ2 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 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

exantediet.com

7
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 prior to publication
- Cancellation: 8 weeks before publication

Sales contact

Amal Swelim
Call: 020 7424 1174
Email: advertising@diabetes.org.uk

2026 Schedule

Issue	Spring	Summer	Autumn	Winter
Artwork	7 Jan	1 Apr	9 Jul	7 Oct
Insert delivery	4 Jan	5 May	11 Aug	3 Nov
Mail Out	28 Feb	30 May	5 Sep	28 Nov

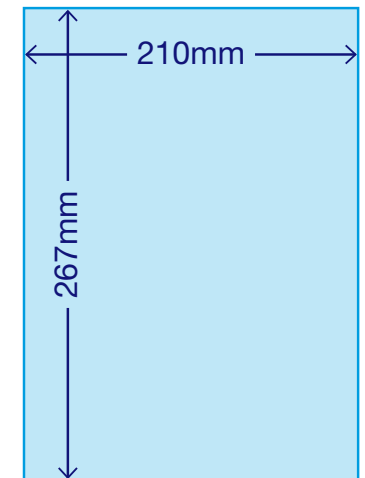
Artwork specifications

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