

2025 Media Kit



Custom Advertising

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

Diabetes Care, Diabetes Journal, Clinical Diabetes, and Diabetes Spectrum plus their digital networks.

>ADA PODCASTS

Diabetes Day By Day and Diabetes Core Update

>CLINICAL COMPENDIA

Series of articles authored by industry experts and sent to 35,000 ADA professionals.

>ENEWSLETTERS

Diabetes Pro Quarterly, Diabetes Food Hub®, and Healthy Living

Custom Advertising Packages

Make ADA advertising packages work for you.

Create multi-level messaging by combining the channels that fit your needs.



> **BROADCAST YOUR MESSAGE TO THE ADA UNIVERSE**

Engage with ADA professionals with a print ad in an ADA professional journal and online display ads.

> **BOOST AND MAXIMIZE YOUR MESSAGE**

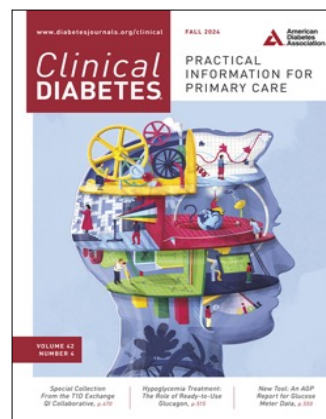
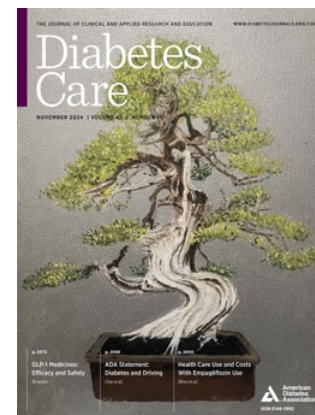
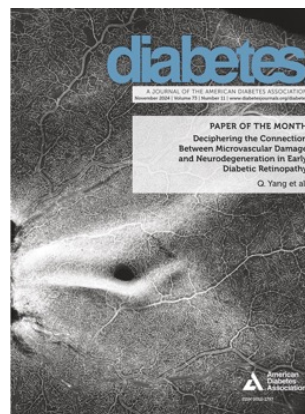
Sponsor an episode of **Diabetes Core Update** or **Diabetes Day By Day** and receive an exclusive product advertisement in one or more of our journals.

> **EXPAND YOUR REACH**

Run your premium position ad across all four ADA professional journals and receive banner ads on our four ADA professional journal sites.

Professional Journals

Diabetes Care, Diabetes Journal, Clinical Diabetes, and Diabetes Spectrum

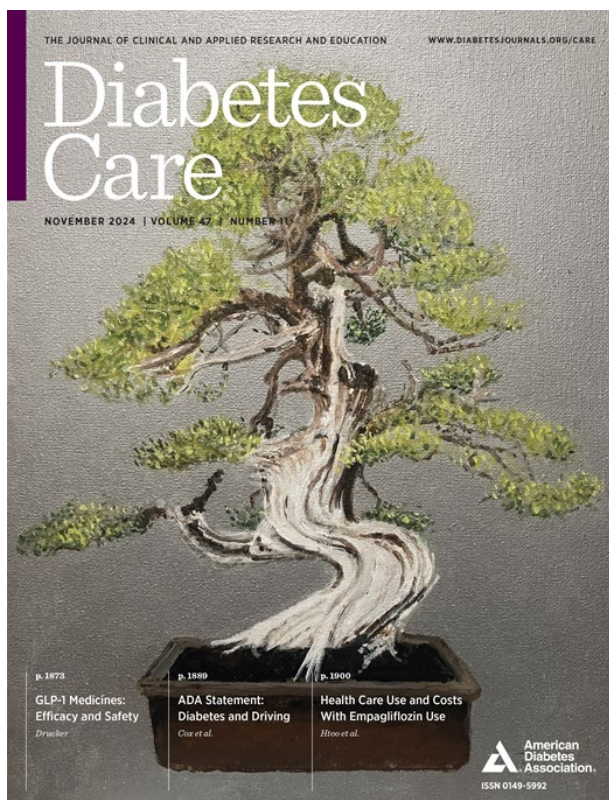


IMPACT FACTOR: 16.2

Diabetes Care

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

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



NEW DEADLINES>

AD RATES 4/C	1X	6X	12X
Full Page	\$5,060	\$5,040	\$5,030
1/2 Page	\$4,190	\$4,170	\$4,160

AD RATES BW	1X	6X	12X
Full Page	\$2,735	\$2,715	\$2,700
1/2 Page	\$1,835	\$1,815	\$1,805

DEADLINES	AD CLOSE	AD MATERIAL
January	12/2/24	12/9/24
February	1/3/25	1/10/25
March	2/3/25	2/10/25
April	3/3/25	3/10/25
May	4/1/25	4/8/25
June	5/1/25	5/8/25
July	6/2/25	6/9/25
August	7/1/25	7/10/25
September	8/1/25	8/8/25
October	8/1/25	8/8/25
November	9/2/25	9/9/25
December	10/1/25	10/9/25

Binding: Perfect Bound

Trim size: 8 ¼ x 10 7/8

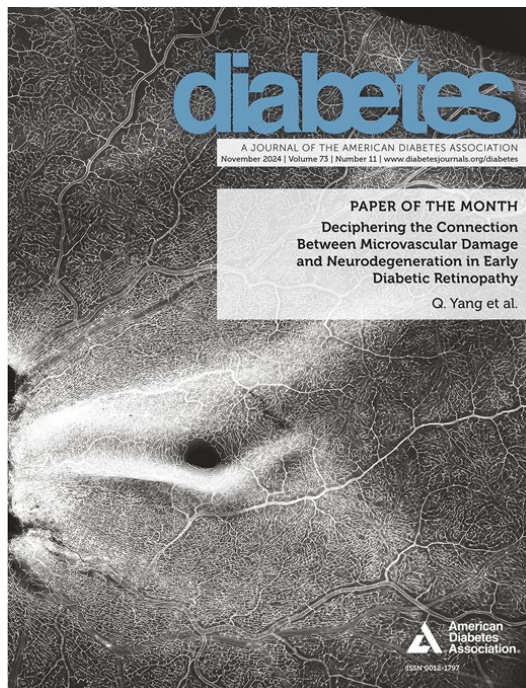
Bleed: 8 ½ x 11 1/8

IMPACT FACTOR: 7.7

Diabetes Journal

Diabetes Journal, the Association's flagship research publication, is the highest-ranked journal devoted exclusively to basic diabetes research publishing original, peer-reviewed research on the biological mechanisms underlying diabetes and its complications.

Audience: Scientists and laboratory researchers, and endocrinologists



AD RATES 4/C	1X	6X	12X
Full Page	\$4,335	\$4,315	\$4,305
1/2 Page	\$3,595	\$3,575	\$3,565

AD RATES BW	1X	6X	12X
Full Page	\$2,160	\$2,140	\$2,130
1/2 Page	\$1,485	\$1,465	\$1,455

DEADLINES	AD CLOSE	AD MATERIAL
January	12/2/24	12/9/24
February	1/3/25	1/10/25
March	2/3/25	2/10/25
April	3/3/25	3/10/25
May	4/1/25	4/8/25
June	5/1/25	5/8/25
July	6/2/25	6/9/25
August	7/1/25	7/10/25
September	8/1/25	8/8/25
NEW DEADLINES> October	8/1/25	8/8/25
November	9/2/25	9/9/25
December	10/1/25	10/9/25

Binding: Perfect Bound

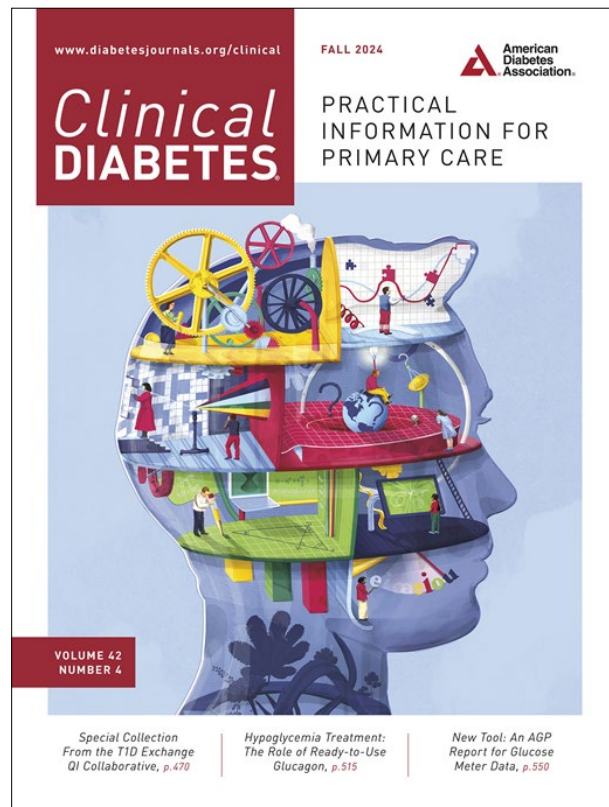
Trim size: 8 ¼ x 10 7/8

Bleed: 8 ½ x 11 1/8

Clinical Diabetes

Clinical Diabetes, 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.

Audience: Primary care physicians and point-of-care health care professionals



AD RATES 4/C	1X	6X	12X
Full Page	\$4,085	\$4,065	\$4,055
1/2 Page	\$3,470	\$3,450	\$3,440

AD RATES BW	1X	6X	12X
Full Page	\$1,860	\$1,840	\$1,830
1/2 Page	\$1,240	\$1,220	\$1,210

DEADLINES	AD CLOSE	AD MATERIAL
Winter	12/2/24	12/16/24
Spring	3/3/25	3/17/25
Summer	6/2/25	6/16/25
Fall	9/2/25	9/18/25

Binding: Saddle-stitched

Trim size: 8 ¼ x 10 7/8

Bleed: 8 ½ x 11 1/8

Diabetes Spectrum

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.

Audience: Certified diabetes care and education specialists, dietitians, and NPs



AD RATES 4/C	1X	6X	12X
Full Page	\$4,210	\$4,190	\$4,165
1/2 Page	\$3,530	\$3,510	\$3,500

AD RATES BW	1X	6X	12X
Full Page	\$1,965	\$1,945	\$1,935
1/2 Page	\$1,345	\$1,325	\$1,315

DEADLINES	AD CLOSE	AD MATERIAL
Winter	1/2/25	1/17/25
Spring	4/1/25	4/15/25
Summer	7/1/25	7/15/25
Fall	10/125	10/14/25

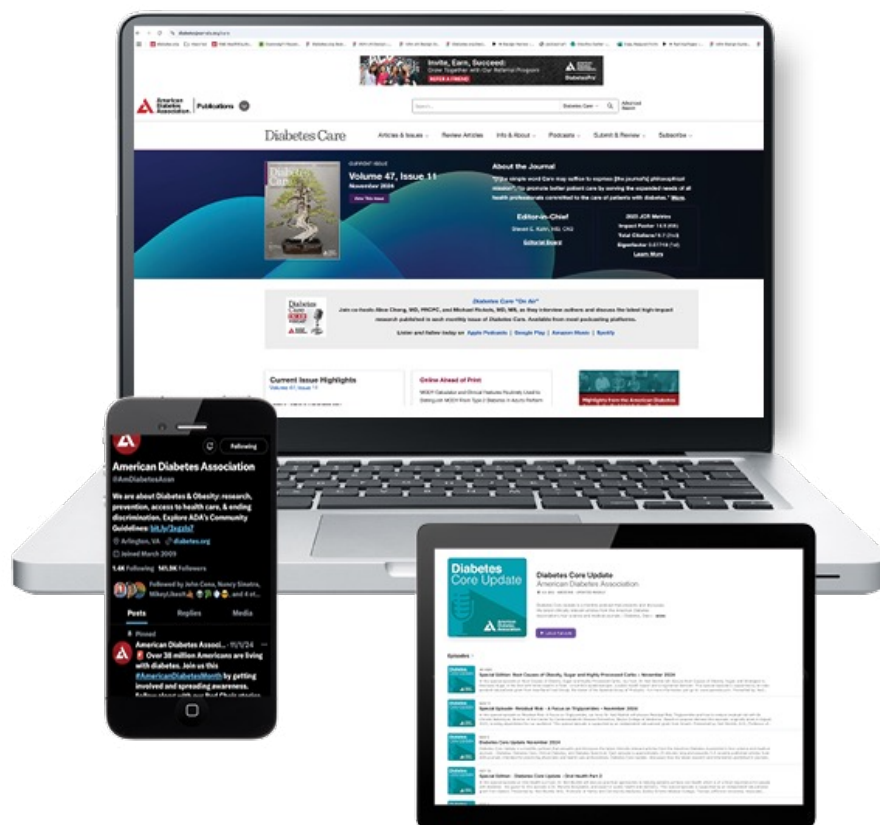
Binding: Saddle-stitched

Trim size: 8 ¼ x 10 7/8

Bleed: 8 ½ x 11 1/8

Online Network

The ADA online professional network includes the four professional journals' websites that provides professionals with breaking news, latest research, scientific conference reports, clinical practice recommendations, *Standards of Care in Diabetes*, and more.



- Over **1 million** sessions per month
- **40,000** active subscribers
- **22K +** Facebook followers
- **6K** Twitter followers
- **100K** downloads over the past year of ADA podcasts

Podcasts

Our podcast network and series provides people with diabetes and health care professionals with the latest information on diabetes research and its relevance to clinical practice in a treatment setting, management, research, practical advice, and more.



>DIABETES CORE UPDATE

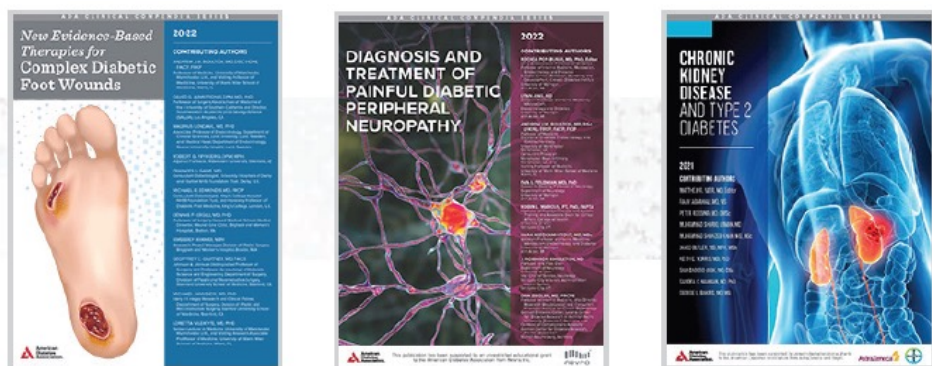
is a monthly audio podcast devoted to presenting and discussing the latest clinically relevant articles from ADA's four scholarly journals—*Diabetes*, *Diabetes Care*, *Clinical Diabetes*, and *Diabetes Spectrum*. Hosted by **Neil Skolnik, MD** and **John Russell, MD**, each episode is approximately 25 minutes long and presents 4-6 recently published articles. Intended for busy health care professionals with 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.

>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 to 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 of how to "live your best life with diabetes".

Clinical Compendia

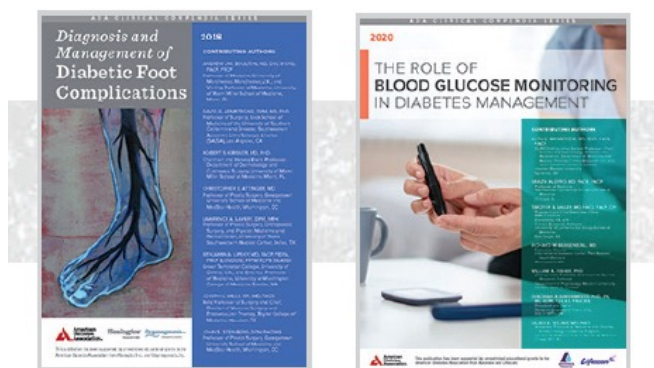
The goal of the American Diabetes Association's **Clinical Compendia** is to provide primary care providers and health care professionals with the most up-to-date information and best practices for treating diabetes and related complications.



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 diabetes-related eye disease
- The diagnosis and management of diabetes-related foot complications
- The role of continuous glucose monitors (CGM) in diabetes treatment

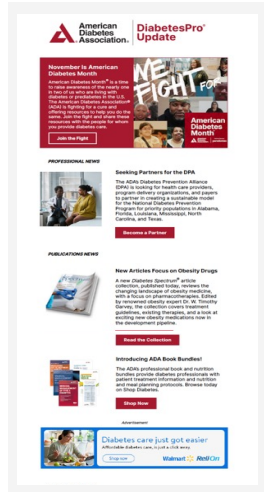


Each compendium is approximated 24 pages and is mailed to a select list of primary care clinicians and subscribers of ADA's four professional journals—***Diabetes Care***, ***Diabetes Journal***, ***Clinical Diabetes***, and ***Diabetes Spectrum***—for a total circulation of approximately 35,000 individuals.* In addition, upon ADA review, your custom client mailing list may also be accepted as part of the Clinical Compendia distribution.

*Compendium sponsorships are now available as online only, print only, or both online + print.

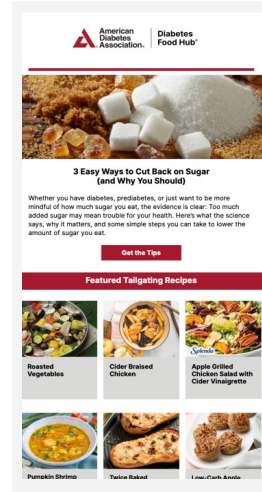
eNewsletters (monthly)

The ADA eNewsletter network provides a variety of consumer and professional members with breaking news, scientific conference reports, clinical practice recommendations, and more.



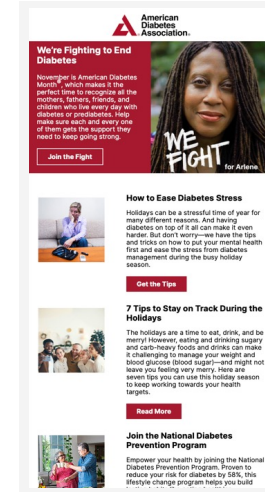
CIRCULATION: 11,000

Diabetes Pro Update is the ADA's newsletter for its professional members. Each newsletter contains the latest updates about ADA's professional programs and activities and is available for advertising and sponsorship.



CIRCULATION: 350,000

Diabetes Food Hub® enews provides practical nutrition advice, delicious, diabetes-friendly recipes, cooking demos, and more to a highly engaged audience.



CIRCULATION: 350,000

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

Universal Print Circulation Specialty Breakout

Reach our **diabetes print universe**.

Run an ad in all four ADA journals for **one flat net rate**.



AD RATES	4 COLOR	BLACK/WHITE
Full Page	\$10,000	\$3,500

50% ▪ Primary Care Physicians and health care professionals

25% ▪ Endocrinologists

25% ▪ Clinicians, Researchers, Diabetes Educators, Dietitians, and Scientists

Sponsorship Rates

SPONSORSHIP OPPORTUNITY	RATE
Clinical Compendia	Price Varies. Call for a quote.
Diabetes Core Update Podcast	\$45,000
Diabetes Day by Day Podcast	\$30,000
Diabetes Food Hub eNewsletter	\$12,500
Diabetes Pro Update eNewsletter	\$10,000
Healthy Living eNewsletter	\$12,500
Journal Websites Display Banner Ad	\$40 net CPM

Details on these sponsorship opportunities can be found throughout the media kit.
For specific questions on pricing levels, please contact Tina Auletta at tauletta@diabetes.org.



ADVERTISING SALES CONTACT

Tina Auletta, Senior Account Manager

Email: tauletta@diabetes.org | **Office:** 703-549-1500 ext. 2294