

Diabetic Living

EDITORIAL MISSION

Diabetic Living inspires people to live well every day with diabetes. For over ten years, we've provided our engaged community with hope, support and the tools to care for themselves—or their loved ones—through approachable management tips, the latest in research, doable exercises, real-life weight loss plans, and good food for everyone.



AUDIENCE

Reaches nearly **7MM** who live well with diabetes!

RESPONSE

41% made a direct purchase in the past year

SPENDING

Spent nearly **\$1 billion** on direct purchases in the last year

ENGAGEMENT

94% took action as a result of reading an ad/article



AUDIENCE PROFILE

500,000

RATE BASE

6,685,000

READERSHIP

4 TIMES A YEAR

FREQUENCY

58

MEDIAN AGE

\$38,103

MEDIAN HOUSEHOLD INCOME

58%

OWN HOME

\$159,037

MEDIAN HOME VALUE

70:30

FEMALE:MALE RATIO

SOURCE: MRI Spring 2016, Publisher-Defined Prototype; December 2016 AAM Statements

