



DIABETIC LIVING®

effective Spring issue

2017

NATIONAL RATES

CIRCULATION: 500,000

NATIONAL	4-COLOR	BLACK & WHITE
Full Page	\$92,100	\$63,400
2/3 Page	73,700	50,700
1/2 Page	64,400	44,300
1/3 Page	38,700	28,500

COVERS*	
Second cover	\$101,300
Third cover	101,300
Fourth cover	110,400

*NON-CANCELABLE
BLEED AVAILABLE, 15% ADDITIONAL

ISSUES & CLOSING DATES

ISSUE	AD CLOSE	ON SALE
Spring	Dec 6, 2016	Feb 7, 2017
Summer	Mar 7, 2017	May 9, 2017
Fall	May 30, 2017	Aug 1, 2017
Winter	Aug 29, 2017	Oct 31, 2017