

EDITORIAL MISSION

Diabetic Living empowers people living with diabetes to make healthier choices, every day. We provide support, inspiration, and actionable advice. The result: our readers get more active, better understand their condition, and know how to manage their day-to-day care. Plus, we help people cook more and eat healthier, with recipes that are easy and accessible but most importantly delicious! Diabetes can be tough. That's why Diabetic Living is there every step of the way, to help readers take charge so they can live their best lives.

AUDIENCE PROFILE

Readership	5,209,000
Median Age	59 years
Median Household Income	\$41,453
Own Home	60%
Median Home Value	\$183,975
Female:Male Ratio	65:35
Subscription:Newsstand Ratio	94:6

