



MEDIA KIT

2018



Pacific



Diabetic Living
is the
MOST READ
MAGAZINE
in the health category

368,000*
Monthly readership

Source: emma Feb 18, Nielsen DRM Feb 18, Market Intelligence Mar 18; Social media stats updated to 12/18/17

the new york times
diabetic
LIVING

Pacific

“ Every 5 minutes another Aussie is diagnosed with diabetes. When the shock subsides, they need to be empowered to *manage – or reverse – diabetes.* We inspire them to do just that. ”

Alix Davis
Editor





Print



Digital



Social

Better
LIVING
diabetic
LIVING



Brand Extensions



Television



Events

Our audience

DL has the highest profile of women 40+ of all monthly magazines in Australia

CONNECTION

Nearly 9 in 10 of *DL* readers are taking steps now to stay healthy in the future

They're **27%** more likely than an average Australian to like package tours where everything is organised.

65% of *DL* readers are mainly responsible for cooking in the household.

Nearly one-quarter of *DL* readers are **FREQUENT TRAVELLERS**



53% of *DL* readers are main grocery buyers.

They spend **\$27 million** at the supermarket every week.

DL readers are **14%** more likely than an average Australian to believe in using the best quality ingredients.

Nearly **two-thirds** of *DL* readers make an effort to get the right nutrition at every meal.

Over half of *DL* readers do exercise or yoga/pilates at least once a week



Content pillars



Healthy recipes

Approved by a diabetes dietician and photographed by award-winning photographers.



Fitness & weight loss

Motivation to exercise and step-by-step plans to a new you.



Diabetes management

The big picture demystified by medical experts.



Health

From top to toe, we deliver facts, insight and tips to stay well.



Treatment

Expert advice on everything from meters to medications.



Inspiration

People with diabetes tell how they have risen to the health challenge and thrived.



**FOR RATES, COMMERCIAL PROPOSALS AND
BRAND INFORMATION:**

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