



Diabetic Living is the

## **MOST READ**

MAGAZINE in the health category

368,000\*

Monthly readership

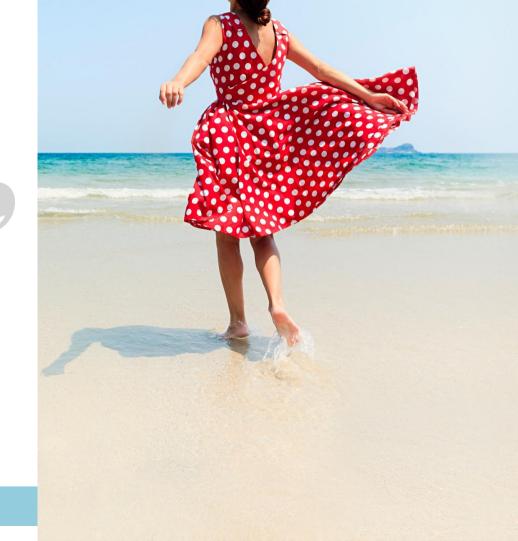


Every 5 minutes another Aussie is diagnosed with diabetes. When the shock subsides, they need to be empowered to manage – or reverse – diabetes.

We inspire them to do just that.

Alix Davis Editor









Print



**Brand Extensions** 



Clabetic



Television



Social



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.



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 Fitness 8

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



Fitness & weight loss

Motivation to exercise

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.



