The official magazine of the Canadian Diabetes Association, and the country’s leading diabetes magazine since 1977.

Who Are You Fighting For?
Share your story today and you could win in our diabetes awareness campaign

A roundup of diabetes apps and blogs

Who are you fighting for?
Share your story today and you could win in our diabetes awareness campaign

A roundup of diabetes apps and blogs

Project Pancreas
Closing the Gap

Type 2 diabetes, Close or thrash?
"Not Activities and reasons for daily habits"

SUPPORT THE CANADIAN DIABETES ASSOCIATION & STAY INFORMED
Subscribe to Diabetes Dialogue to receive the next four issues, jam-packed with information you can trust, for only $27.95. Visit diabetes.ca/subscribe or call 1-800-BANTING (226-8464) today.

PLUS: Meat planning 101, and making every step count

Charitable Registration Number: 11883 0744 RR001
Diabetes Dialogue

Diabetes Dialogue is Canada’s leading diabetes consumer magazine, published by the Canadian Diabetes Association, whose mission is to lead the fight against diabetes by helping people with diabetes live healthy lives while we work to find a cure. Published quarterly, Diabetes Dialogue features interesting and informative articles about research, medical updates, nutrition, exercise, lifestyle management, volunteerism and advocacy. Every issue contains healthy recipes and fitness tips that help people with diabetes live their lives to the fullest potential. We also feature people and companies making a difference in the community. Our readers look to Diabetes Dialogue as a trusted resource for diabetes information in Canada.

Recent issues have covered such topics as:
- new developments in diabetes care and research
- building a diabetes health-care team
- ABCs of heart health
- benefits of walking with a pedometer
- diabetes in the classroom
- pregnancy planning
- new research, therapies and products
- success stories

ISSUE THEMES

Spring 2014
Education
This issue looks at lifestyle and care issues of interest to people living with diabetes, incorporating topics related to national health awareness.

Summer 2014
Summer Living + Back to Basics
This issue looks at how people of all ages who live with diabetes can best enjoy the warm-weather months, plus a back-to-basics approach to diabetes education and self-management.

Autumn 2014
Back to School + Diabetes Awareness Month
The focus is on the importance of sharing knowledge and education – for people and families living with diabetes, who are interested in information, products and services to help them better manage the disease. The issue also highlights and kicks off the Canadian Diabetes Association’s annual diabetes awareness campaign for Diabetes Awareness Month.

Winter 2015
Making a Difference – Inspiration & Motivation
The focus is on the inspiring people and programs making a difference in the fight against diabetes, plus a range of issues that matter to people living with the disease.
Who’s reading *Diabetes Dialogue*?
*Diabetes Dialogue* has an average issue readership of 91,320. The readership components are as follows:

**Primary care waiting areas**
IDS Canada* has been engaged to distribute copies of each issue in their unique literature display racks in 1,800 high-traffic primary care waiting rooms. The IDS Canada Agreement provides for a monthly replenishment service.

IDS Canada research confirms:
- 6.1 million health-care consumers every month visit the 1,800 clinics
- 6,000 family physicians participate in the IDS program

3,600 copies of each *Diabetes Dialogue* issue will be distributed to the 1,800 primary care waiting rooms. Our circulation experts, in consultation with IDS, project an average issue readership of 36,000.

**Diabetes Education Centres**
IDS Canada* distributes materials to 465 Diabetes Education Centres across Canada.

These centres treat an average of 126,000 diabetes patients each month, and 1,500 diabetes educators fully support the program.

1,395 copies of each *Diabetes Dialogue* issue will be distributed to the Diabetes Education Centres. The projected average issue readership is 22,320.

**Paid and controlled distribution**
*Diabetes Dialogue* also has a paid and controlled distribution of 33,000.

These readers are people living with type 1 or type 2 diabetes, people who care for family members with diabetes, and professional healthcare providers. They look to *Diabetes Dialogue* for the latest information on diabetes research and products.†

- 96% find content that is of value or personal interest in each issue
- 91% would recommend a subscription to friends or family
- 80% are interested in diabetes research
- 78% are interested in nutrition and healthy eating
- 72% are interested in exercise and lifestyle

*IDS Canada is a Division of the IDS Media Group, a global health-care company operating in 14 countries. IDS is the leading provider of direct-to-consumer information programs in the waiting room environment.

† Based on more than 1,500 responses to 2009 Readership Survey
Rates and insertion dates

*Diabetes Dialogue* is published four times per year (Spring, Summer, Autumn, Winter).

**Advertising rates**

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**Position charges**

- Inside Front Cover or Inside Back Cover + 25% of Black and White rate
- Specified positions + 10%
- Back Cover + 50% of Black and White rate

All covers are non-cancellable. Contact Keith Communications for double-page spread rates.

These rates apply only to the regular issues and normal circulation of *Diabetes Dialogue* and do not apply to special features. Advertisers will be informed of such cases and alternative arrangements will be made for those advertisers who wish to reserve consecutive advertising space in *Diabetes Dialogue*.

**2014 CLOSING DATES**

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ADVERTISING SIZES

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Magazine size
Trim size: 7 7/8" x 10 3/4"
Bleed: 8 1/8" x 11"
Note: Hold all type matter or illustrative material not intended to bleed a minimum 3/8" from trim.
Binding: saddle-stitched, printed web offset

File specifications
Supplied material: PDF/X-1a, or a generic PDF created to Maracle Press specifications, on a Macintosh formatted CD-ROM, with a MAC standard proof. Every attempt is made to verify the supplied file to the supplied proof; however, Maracle Press does not accept responsibility for material content, or colour trapping. Production charges apply for material not to spec or for alterations.

Advertiser-supplied materials: All advertiser-supplied materials shall be manufactured, packed and delivered to the magazine's specifications. Additional costs due to delays or impaired production caused by specification deficiencies will be charged to the advertiser.

Advertise policy

The Canadian Diabetes Association reserves the right to approve/refuse all advertising submitted to Diabetes Dialogue. Advertising material for approved ads must be delivered to Keith Communications by the publication's closing date. Cancellations will not be permitted after the closing date.

Ship CD and proofs prepaid to:
Diabetes Dialogue
c/o Keith Communications Inc.
1464 Cornwall Road
Unit 8, Second Floor
Oakville, Ontario L6J 7W5
Attn: John Reid

DIABETES DIALOGUE

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To order a magazine subscription, visit www.diabetes.ca/subscribe or call 1-800- BANTING (226-8464).

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