

## Diabetic Living

(Updated 6/2023)

FORMERLY Published by Dotdash Meredith, Diabetic Living® helps those with diabetes rediscover incredibly delicious, no-sacrifice meals. The only publication of its kind, DIABETIC LIVING magazine provides lifestyle information that diabetic readers of all ages use everyday to lead normal, active lives. In addition to delicious recipes approved for diabetics, practical content includes nutrition tips, exercise hints, health advice, and the latest recommendations for diabetes care. Its overall editorial mix comprises 65% recipes, 20% exercise, and 15% general health. \*\*\* TITLE CEASED PUBLISHING. NAMES THROUGH 9/20 \*\*\*

**Gender:**  
81% Female/16% Male

**Source:**  
Direct Mail (DTP/DMS)

### Counts and Rates:

150,900	Total Universe	\$85/M
150,900	FORMER Subscribers	\$85/M
32,000	3 Mo Former Subscribers	+\$12/M
49,600	6 Mo Former Subscribers	+\$9/M
	Catalog Rate	\$70/M
	Fundraising Rate	\$70/M

Subscribers to DIABETIC LIVING enjoy full and rich lives through healthy eating, proper testing, and fitness. Intensely focused on what they eat, these subscribers are often in the kitchen testing out new culinary items with each magazine's many recipes. They keep in shape through exercise and make a point of knowing the latest developments in diabetes, health care, and treatment.

### Selections:

3 Mo Former	\$12/M
6 Mo Former	\$9/M
DTP/DMS	\$12/M
State/Zip/SCF	\$10M
Gender	\$9/M
ZIP Select (4 or more)	\$15/M
Age	\$16/M
Income	\$16/M
Lifestyle Interests	\$16/M
Net Name (50M Min)	@85/8.50

### Addressing (flat fee):

FTP/Email	\$65/F
Key Coding	\$3.50/M

Minimum Order: 10,000

### Details:

15% Commission to Brokers. Pre-clearance required. Service bureau requires 3 working days to process all orders, otherwise \$85 Flat fee applies.

Contact:  
Monique Adams, List Manager  
E-mail: [MoAdams@AudienceFirstMedia.com](mailto:MoAdams@AudienceFirstMedia.com)

Linda Amaral, Sales  
Phone: (410) 721-5700 Ext. 2330  
E-mail: [lamaral@audiencefirstmedia.com](mailto:lamaral@audiencefirstmedia.com)

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