

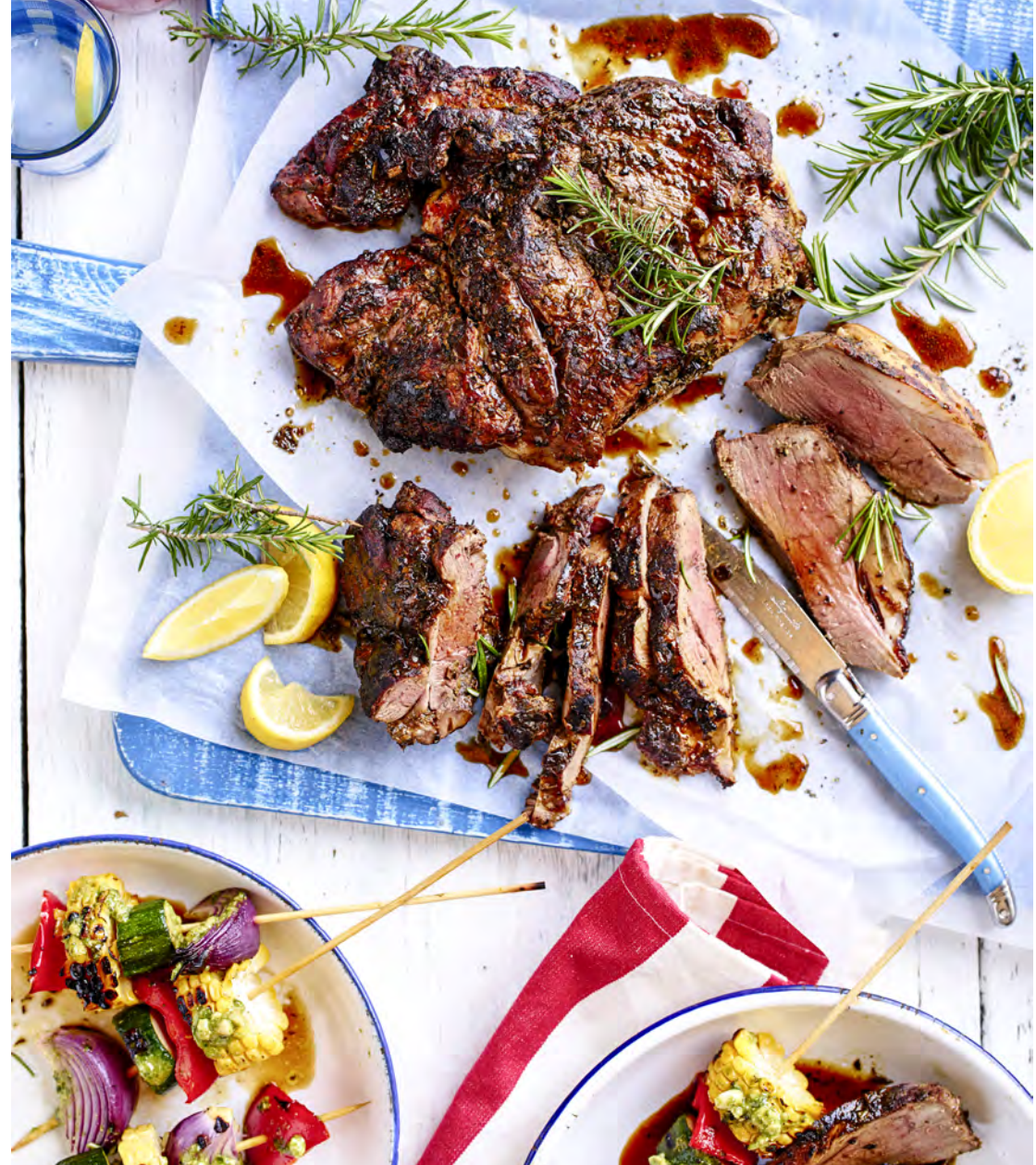


AUSTRALIAN
diabetic
LIVING

BRAND OVERVIEW 2022

AUSTRALIAN
diabetic
LIVING

The only dedicated lifestyle brand serving the needs of people living with diabetes; focused on empowering readers to take charge of their health , and to give them the tools to live a full and active life.





A NOTE FROM THE EDITOR

Diabetes is one of Australia's most serious health issues and as the only diabetes-specific magazine on newsstand we take our commitment to our readers seriously.

Unfortunately, more than **1.7million Australians live with diabetes** and 280 people are diagnosed with it every day. The annual cost of the impact of diabetes is estimated at **\$14.6billion**. This is not a health challenge that is going away and Diabetic Living is proud to be a force for positive change.

Each recipe is vetted by our food editor and dietitian - they include all the nutritional data our readers need to make informed decisions about what they're eating.

Our features on **new breakthroughs, diabetes management, weight loss, mental health, exercise** and more are written by diabetes experts and health writers and include actions that every reader can take. Real life stories in every issue enable readers to discover how people just like them are coping with diabetes and know that they are not alone in the challenges they face.

EDITORIAL PILLARS



WEEKDAY COOKING

Swaps and hacks.



LIVING WELL

Exercise and holistic wellness articles.



CLASSIC RECIPES MADE DIABETIC FRIENDLY

Old favourites and traditional recipes modernised.



TOOLS

Roundups of the latest equipment and technology in diabetes management.



MY STORY

True stories from Diabetic Living readers on being diagnosed with, and managing their diabetes



EXPERT ADVICE

The latest diabetes advice from doctors and health experts.

AUSTRALIAN diabetic LIVING



DIABETICLIVING.COM.AU Part
of Better Homes & Gardens
www.bhg.com.au

Social landscape as at August 2021



 **INSTAGRAM**
6,754

 **FACEBOOK**
43,596



COOKBOOK
ONESHOTS 2 in 2021



READERSHIP
178,000

FREQUENCY
BI-MONTHLY

Source: Roy Morgan Australia, Jun 2021

2022 ISSUES

MAY/JUN

Mid-year weight loss



SEP/OCT

Spring re-set

COOBOOK ONESHOT

JAN/FEB

Summer eating and a fresh start



JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

NOV/DEC

Christmas and Summer relaxing



JUL/AUG

Warming winter food



MAR/APR

What's new in diabetes technology



are
media



THE AUDIENCE

- 66% Women/ 34% Men
- 66% are age 50+ with a median age of 56
- 80% Main Grocery Buyers with an average supermarket spend of \$176 per week - one 8-week issue of Diabetic Living talks to an audience who will spend \$204M in supermarkets over that sales cycle
- Financially comfortable - 48% own their home outright (ix132), with an average 280k in savings and investment- 14% higher than the general population

MATURE & FAMILY ORIENTED - AND ALSO WEIGHT CONSCIOUS AND EARLY ADOPTERS OF HEALTH FOODS

- 2 in 3 (67%) would like to be able to lose weight
- 2 in 5 (42%) prefer a low fat diet (ix152) and 1 in 3 (34%) try to avoid carbs in their diet (ix126)
- They cook for themselves and groups of family & friends - 51% have entertained at home recently and on average, entertained 5 times in the last 3 months
- They are health & nutrition focused – they are Trusted Advisors around health and nutrition (ix122) and Trusted Advisors when it comes to buying new food products (ix115)
- 1 in 3 (33%) falls into the RMR Values segment of Traditional Family Life (ix 173) - *Traditional Family Life people are generally empty-nesters or extended families. Their focus is on re-building their relationship with one another and finding time to do the things for themselves, that they never could while their children were growing up. But with such a strong focus on the family, they spend a great deal of time and energy getting the family to visit them, babysitting, weekend BBQs and buying treats for the grandkids*

Source: Roy Morgan Single Source Australia, June 21 – Print readership, AP 14+

CONTACTS

NAME	POSITION	PHONE NUMBER	EMAIL
Andrew Cook	National Director of Sales	+61 (02) 9282 8676	Andrew.Cook@aremedia.com.au
Karen Holmes	NSW Sales Director	+61 (02) 9282 8733	Karen.Holmes@aremedia.com.au
Jaclyn Clements	VIC, SA & WA Sales Director	+61 (03) 98236341	Jaclyn.Clements@aremedia.com.au
Judy Taylor	QLD Head of Sales	+61 (07) 3101 6636	Judy.Taylor@aremedia.com.au
Samantha Lowe	NSW Head of Direct and Boutique Sales	+61 (02) 8114 9442	Samantha.Lowe@aremedia.com.au
Demi Marelo	VIC Head of Direct Sales	+61 (03) 9823 6368	Demi.Martello@aremedia.com.au
Rhyl Heavener	Group Commercial Manager	+61 (02) 8114 9420	Rhyl.Heavener@aremedia.com.au