

# UPDATE

For healthcare professionals



Media  
Pack 2021

**Diabetes UK is the UK's leading charity for people living with and affected by diabetes.**

Our vision is a world where diabetes can do no harm: where fewer people get diabetes; where those with diabetes live well; and where ultimately a cure is found.

**Update** is our specialist title for healthcare professionals who play a key role in caring for and educating people living with diabetes. The magazine is considered to be the market leader in the field of diabetes publications.

**DiABETES UK**  
KNOW DIABETES. FIGHT DIABETES.

# UPDATE

## Note from our publications manager

Update is Diabetes UK's quarterly publication for professionals working in diabetes healthcare and research.

Readers tell us that Update is their 'go to' publication that informs and inspires them in their busy working lives. We include diabetologists, diabetes specialist nurses, podiatrists, pharmacists, dietitians and diabetes researchers among our readership.

From the latest product information and clinical trial findings to award-winning examples of best practice in service innovation, development and delivery, Update's content and coverage provides an important service to the diabetes healthcare community.

**Sharon Hui**  
Publications manager



Circulation:  
**14,000**

Readership:  
**42,000**

### Published:

- Spring
- Summer
- Autumn
- Winter

### Reader profile:

- GPs
- Diabetologists
- Diabetes specialist nurses
- Podiatrists
- Pharmacists
- Dietitians
- Diabetes researchers
- Retinal screeners





# UPDATE



Average adult living with diabetes\*:

**72%** have spoken to their local GP about their health conditions

**92%** have regular medical check ups

**85%** take prescribed medication

**58%** visit a specialist

\*TGI data

**FEATURE**  
**TYPE 2 PREVENTION**

The third Type 2 Diabetes Prevention Week will take place from 20 to 26 April this year. **Lucia Fearn**, Communications and Engagement Lead for the NHS Diabetes Programme, speaks to Update about the campaign. She is joined by healthcare professionals, who share their experiences of making the week and their plans for this year.

**April 2 Diabetes Prevention Week** is a year after last year's **Diabetes Prevention Week**. It's a time when we encourage people to take control of their health and prevent Type 2 Diabetes. This year's theme is 'Prevention is Power'. The week is a chance for us to raise awareness of the condition and encourage people to take control of their health. It's a time when we encourage people to take control of their health and prevent Type 2 Diabetes. This year's theme is 'Prevention is Power'. The week is a chance for us to raise awareness of the condition and encourage people to take control of their health.

**Dr Joan St John, GP with Special Interest in Diabetes, North West London**

The NHS Diabetes Prevention Programme is an excellent initiative. It's a chance for us to raise awareness of the condition and encourage people to take control of their health. It's a time when we encourage people to take control of their health and prevent Type 2 Diabetes. This year's theme is 'Prevention is Power'. The week is a chance for us to raise awareness of the condition and encourage people to take control of their health.

**Dr Mohammed Satar, GP Partner in Yorkville**

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**Visual Gorecha, Diabetes Assurance Manager at the East Midlands Clinical Network**

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**5 Things you can do to prevent Type 2 Diabetes**

1. Eat a healthy diet
2. Be active
3. Don't smoke
4. Don't drink too much alcohol
5. Get your blood pressure and cholesterol checked

**DIABETES UPDATE SPRING 2020**

**FEATURE**  
**INPATIENTS WITH DIABETES**

**MAKING HOSPITALS SAFE FOR PEOPLE WITH DIABETES**

The October, Diabetes UK launched its new report **Making hospitals safe for people with diabetes**, which outlines what should be in place across all hospitals in England to ensure the safety of its inpatients who have diabetes. **Emily Watts**, Inpatient Care Programme Manager at the charity, introduces the report and discusses its recommendations.

**Key findings:**

- 72% of inpatients with diabetes have had a blood sugar test in the last 24 hours.
- 65% of inpatients with diabetes have had a blood sugar test in the last 48 hours.
- 58% of inpatients with diabetes have had a blood sugar test in the last 72 hours.

**Strong clinical leadership**

Diabetes UK has identified a number of key areas for improvement. These include:
 

- Good practice #1:** Diabetes UK has identified a number of key areas for improvement. These include:
  - Having a dedicated clinical lead for diabetes inpatient care.
  - Having a dedicated clinical lead for diabetes inpatient care.
- Good practice #2:** Diabetes UK has identified a number of key areas for improvement. These include:
  - Having a dedicated clinical lead for diabetes inpatient care.
  - Having a dedicated clinical lead for diabetes inpatient care.
- Good practice #3:** Diabetes UK has identified a number of key areas for improvement. These include:
  - Having a dedicated clinical lead for diabetes inpatient care.
  - Having a dedicated clinical lead for diabetes inpatient care.

**What can you do?**

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**DIABETES UPDATE WINTER 2019**

**“Our healthcare professional members are highly influential when it comes to advising patients on the best products and medications to help effectively manage their diabetes.”**

# UPDATE

## Rates

### Diabetes Update

Full page	£3,500
Inside front	£4,000
Inside back	£4,000
Outside back	£4,500
Double page spread	£6,450

- Agency discount: 10%
- Payment terms: 30 days from publication
- Cancellation: 8 weeks before publication

## Sales contact

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## Schedule

Issue	Spring	Summer	Autumn	Winter
Ad artwork deadline	8 Feb	7 May	6 Aug	29 Oct
Insert to Mailing House	1 Mar	3 Jun	2 Sept	22 Nov
Mail out	13 Mar	18 Jun	10 Sept	3 Dec

## Artwork specifications

Full page specification:

- 297mm x 210mm
- 6mm bleed
- 4 colour CMYK
- High resolution PDF with fonts embedded
- In cases where artwork is not suitable for printing, we reserve the right to request artwork be resupplied.
- All artwork subject to the approval of Diabetes UK.

