

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

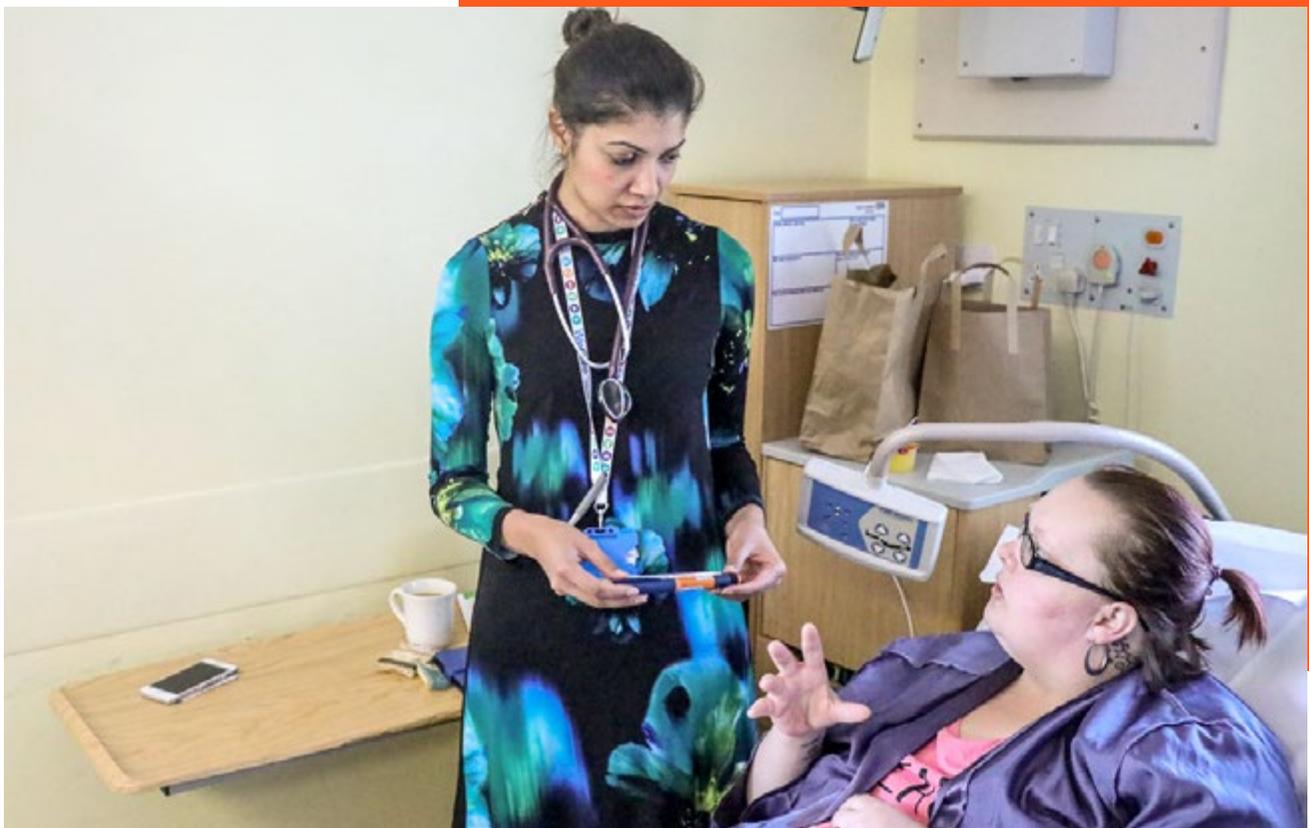
Reader profile:

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



UPDATE

- Update is considered to be the market leader in the field of diabetes publications.
- This is our specialist title for healthcare professionals who play a key role in caring for and educating people living with diabetes.
- No other healthcare magazine can offer the same level of engagement with the key decision makers working in the field of diabetes.



GUEST EDITORIAL

TALKING ABOUT DIABETES

Diabetes care in hospital

Professor Gerry Rayman discusses Diabetes UK's Making hospitals safe for people with diabetes report and recommendations, which he has co-authored



McKenzie Diabetes Research Audit (MCRDA) in 2018/19. The audit found that 10% of patients with diabetes were not safe for hospital care. This was due to a lack of information about their diabetes and the need for more staff to be trained in diabetes care. The audit also found that many patients were not aware of their diabetes and the need for more staff to be trained in diabetes care.



All hospitals should have fully resourced multidisciplinary diabetes inpatient teams that are available seven days a week. This is essential for ensuring that patients with diabetes receive the best possible care during their hospital stay.



Young Diabetologists in Research (YDF) believes that high-quality specialist care begins with high-quality education from the start of training. Students are an important aspect of our training pathway. Dr Wai Hang (Jason) Cheung, YDF Committee Treasurer, caught up with four specialists-in-training at recent YDF scientific education events. He spoke to them about their passion for diabetes research and the role it has played in their career progression.

Research opportunities exist for young people with diabetes. These include research fellowships, grants, and other opportunities. It is important for young people to be aware of these opportunities and to seek out mentors who can help them with their research. This can be done through various channels, including professional societies and academic institutions.

YDF

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Feature

COVID-19 AND DIABETES RESEARCH: WHAT WE KNOW AND WHAT WE'RE DOING

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Diabetes UK has stepped up to the Covid-19 challenge with new fast track research funding to look into how the pandemic is affecting people with diabetes. Senior Research Communications Officer Dr Roye Riley introduces the projects that are being funded and discusses the wider Covid-19 and diabetes research landscape.



The impact of the pandemic on people with diabetes is a global health challenge. Diabetes UK has stepped up to the challenge with new fast track research funding to look into how the pandemic is affecting people with diabetes. Senior Research Communications Officer Dr Roye Riley introduces the projects that are being funded and discusses the wider Covid-19 and diabetes research landscape.

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Rates

Diabetes Update

Full page	£3,500
Inside front	£4,000
Inside back	£4,000
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- Agency discount: 10%
- Payment terms: 30 days from publication
- Cancellation: 8 weeks before publication

Sales contact

Marc Donovan
Call 0207 424 1191
Email marc.donovan@diabetes.org.uk

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.

