

BALANCE

Media
Pack 2022

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.

Balance is our long-standing membership magazine which gives members the inside track on managing diabetes. The majority of our loyal readership have been subscribing to the magazine for many years.

DiABETES UK
KNOW DIABETES. FIGHT DIABETES.

BALANCE

Note from our publications manager

Our flagship title, Balance, is the only magazine in the UK that is dedicated to helping people with diabetes and their families live healthier, happier lives.

It's our readers' go-to resource for trusted, expert-led advice and opinion, as well as delivering the latest diabetes news, research, health, fitness, travel, recipes and recommendations on eating well.

Balance is an engaging read that aims to empower our readers by helping them to stay healthy, well and active, while our members' stories create a sense of community and celebrate people living with diabetes, whether they're overcoming difficulties or achieving incredible things.

Sharon Hui
Publications manager

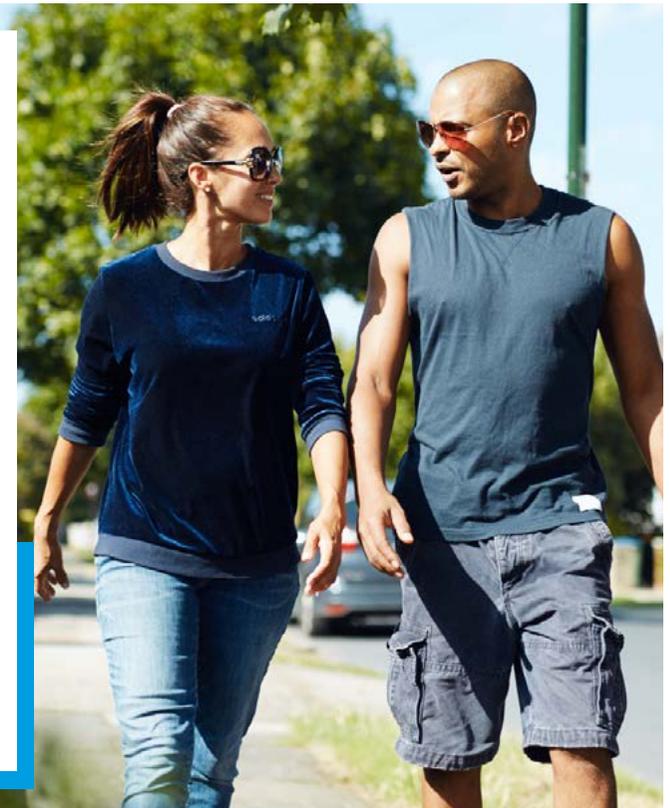


Circulation:
100,000

Readership:
300,000

Published:
Spring
Summer
Autumn
Winter

Reader profile:
77% ABC1's
51% Female



Reader engagement:

62%
of our readers have bought a product as a direct result of seeing it advertised in Balance.

59%
ad recall

#1
membership benefit, Balance is delivered directly to our readers' homes.

BALANCE

What our readers say...

“Balance is the most important part of my membership and I always read it from cover to cover.”

“I think Balance improves with every issue.”

“Balance is a fab mag and has helped me enormously with my diabetes.”

“It’s a great magazine. I look forward to receiving it and reading it every time it’s published.”



FOOD IN BALANCE

Our readers love to be kept up-to-date with the latest food news, recipes, and ideas for healthier eating.

This is why our recipes section has always been one of the most popular features in Balance.

Balance readers

68% plan their meals before they do the weekly shop

61% are always on the look out for special offers

66% get a lot of pleasure from food

72% are eating more healthily than they have in the past

55% always make sure that they eat the recommended five-a-day of fruit and veg



52% of our readers consider their diet to be healthy.

ONE UNIQUE STRONG HANDLE. ENDLESS HEALTHY VERSATILITY.

- Perfectly even, easy cooking. Automatic stirring. Overheat stop. Always in control.
- For healthier, low-fat results.
- Family Friendly. It's healthy to learn. They love us in Europe.
- Free My ActiFry app. Includes 200 recipes.

MAKE THIS CHRISTMAS A GUILTY FREE CELEBRATION

STOCKED IN: Currys | Argos | Amazon | Debenhams | Lidl
TO FIND OUT MORE VISIT: www.tefal.co.uk/actifry

FRESH BEGINNINGS

Welcome the new season with these delicious, diabetes-friendly recipes. Made with fresh, seasonal ingredients, these have been created exclusively for Balance readers...

ONE POT CHICKEN WITH WHITE BEANS

Serves 2 | Ready in 40 mins

Calories 19.9g

100g Protein 10g
100g Fat 10g
100g Carbs 19.9g

1 Large wholemeal wrap
2 Large chicken breasts
3 Large white beans
4 Large onion
5 Large carrot
6 Large red pepper
7 Large courgette
8 Large tomato
9 Large aubergine
10 Large courgette
11 Large courgette
12 Large courgette
13 Large courgette
14 Large courgette
15 Large courgette
16 Large courgette
17 Large courgette
18 Large courgette
19 Large courgette
20 Large courgette

TACO BOWLS FULL OF SALMON AND SALSA

Serves 2 | Ready in 20 mins

Calories 56.8g

100g Protein 10g
100g Fat 10g
100g Carbs 56.8g

1 Large wholemeal wrap
2 Large salmon fillet
3 Large courgette
4 Large courgette
5 Large courgette
6 Large courgette
7 Large courgette
8 Large courgette
9 Large courgette
10 Large courgette
11 Large courgette
12 Large courgette
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18 Large courgette
19 Large courgette
20 Large courgette

SALADMMASTER

Saladmaster's vision is to lead the movement back to healthy, home cooking and there has never been a greater time for us to share this vision.

To learn more about Saladmaster go to: www.Saladmaster.co.uk/diabetesUK

MACKEREL AND BEETROOT SALAD

Serves 2 | Ready in 40 mins

Calories 19.6g

100g Protein 10g
100g Fat 10g
100g Carbs 19.6g

1 Large wholemeal wrap
2 Large mackerel fillet
3 Large beetroot
4 Large beetroot
5 Large beetroot
6 Large beetroot
7 Large beetroot
8 Large beetroot
9 Large beetroot
10 Large beetroot
11 Large beetroot
12 Large beetroot
13 Large beetroot
14 Large beetroot
15 Large beetroot
16 Large beetroot
17 Large beetroot
18 Large beetroot
19 Large beetroot
20 Large beetroot

MINI PEA & CREME FRANCAISE SOUP

Serves 2 | Ready in 15 mins

Calories 24.6g

100g Protein 10g
100g Fat 10g
100g Carbs 24.6g

1 Large wholemeal wrap
2 Large pea
3 Large pea
4 Large pea
5 Large pea
6 Large pea
7 Large pea
8 Large pea
9 Large pea
10 Large pea
11 Large pea
12 Large pea
13 Large pea
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17 Large pea
18 Large pea
19 Large pea
20 Large pea

Track calories & nutrients with the Nutraceck App

Scan barcodes
250,000 UK foods

★★★★★ Rated 4.8 out of 5 stars

The top search result for 'calorie counter' in the App Store with over 50,000 top ratings. Download Nutraceck now.

Available on the App Store and Google Play.

HEALTH IN BALANCE

Advice on healthy living and diabetes management is a huge part of what we do which is why so many health brands continue to turn to Balance to help promote their campaigns.



Balance readers

- 92% have regular medical check ups
- 85% take prescribed medication
- 72% have spoken to their local GP about their health conditions
- 58% visit a specialist
- 55% have high blood pressure
- 41% have high cholesterol

Data source: GB TGI 2017 Q4 (July 2016–June 2017)



THE HIT PARADE

High-intensity bursts of exercise have become popular during lockdown and can have big health benefits – particularly if you have diabetes...

IT seems you have been watching the news reports about the health benefits of high-intensity interval training (HIIT) and you are wondering how you can get in on the action. Well, you can. HIIT is a type of exercise that involves short bursts of intense activity followed by periods of rest or low-intensity activity. It's a great way to burn calories and improve your cardiovascular health.

There are many benefits of HIIT, including:

- It burns more calories than low-intensity exercise, even after the workout is over.
- It improves your cardiovascular health and helps to lower blood pressure.
- It can help to improve your mood and reduce stress.
- It's a time-efficient workout that can be done in a short amount of time.

There are many ways to do HIIT, including:

- Running or jogging intervals.
- Swimming intervals.
- Cycling intervals.
- Strength training intervals.
- Interval training on a stationary bike.

It's important to start slowly and gradually increase the intensity of your HIIT workouts. If you have any health conditions, it's best to talk to your GP before starting.

47%

of our readers actively look after their health.

"THE DIABETES IN SPORT COMMUNITY IS REALLY STARTING TO GROW NOW"

Diabetes in Sport is a charity that provides support and advice for people with diabetes who are active. They have a growing community of members who share their experiences and tips for staying active with diabetes.

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LOSE WEIGHT TO TACKLE TYPE 2 DIABETES...

"I lost 6st 3lb with LighterLife"

"Weight loss reduces the risk of Type 2 Diabetes"

30 YEARS OF RESEARCH

"There are many benefits of LighterLife, but the most important is that it helps you to lose weight and feel great!"

"LighterLife is so simple to follow"

Weight loss can reduce your risk of type 2 diabetes. Try LighterLife's fully nutritious very low calorie diet (VLCD) with group support.

Visit lighterlife.com
UK: 0800 2 988 988
NHS: 0800 122 212

LloydsPharmacy

Keeping your prescriptions simple and our service personal

Michelle, Health Partner | Jerry, Pharmacist | Nigma, HealthCare Supervisor

How are you today?

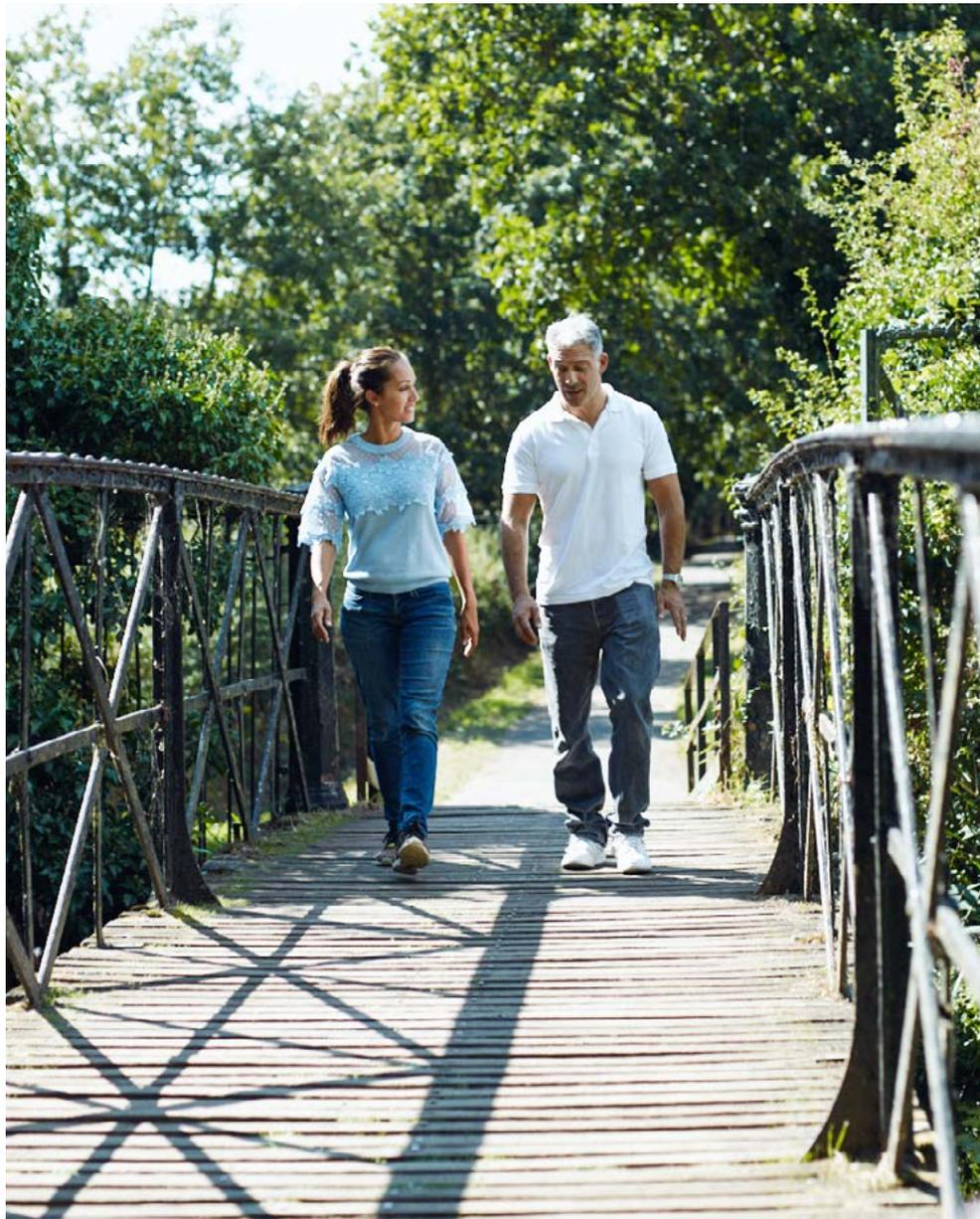
A WEIGHT LOSS SOLUTION FOR TYPE 2 DIABETES

How does it work? It's simple because it works.

LighterLife is a fully nutritious very low calorie diet (VLCD) that helps you to lose weight and feel great. It's a simple and effective way to manage your weight and reduce your risk of type 2 diabetes.

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ADVERTISING OPPORTUNITIES IN BALANCE



We offer brands and advertisers a wide range of bespoke options to reach and engage our audience. Prices and further details are available on request.

- Display
- Advertorials
- Sponsored content
- Editorial partnerships
- Gatefold cover inside spread
- Banner and bookend ad space
- Email banner advertising

ADVERTISING FEATURE

SLOW-COOKED BEAN CHILI
SLOW-COOKED BEAN CHILI

The recipe for this chili is a twist on the classic chili con carne. It's a hearty, comforting dish that's perfect for a busy weeknight. The recipe is available on request.

GOLDEN SOUP
GOLDEN SOUP

This soup is a perfect example of healthy eating. It's a comforting, nourishing dish that's perfect for a busy weeknight. The recipe is available on request.

SPICY SAMBOSAS
SPICY SAMBOSAS

These sambosas are a delicious, healthy snack that's perfect for a busy weeknight. The recipe is available on request.

SUPER SOBA NOODLES
SUPER SOBA NOODLES

These soba noodles are a healthy, nutritious option that's perfect for a busy weeknight. The recipe is available on request.

ADVERTISING FEATURE

GOLDEN SOUP
made with the Tefal PerfectMix

The recipe for this soup is a twist on the classic chili con carne. It's a hearty, comforting dish that's perfect for a busy weeknight. The recipe is available on request.

SLOW-COOKED BEAN CHILI
made with the Tefal All-in-One Electric Pressure Cooker

This recipe is a perfect example of healthy eating. It's a comforting, nourishing dish that's perfect for a busy weeknight. The recipe is available on request.

SPICY SAMBOSAS
made with the Tefal Actyby Cuisine XL

These sambosas are a delicious, healthy snack that's perfect for a busy weeknight. The recipe is available on request.

SUPER SOBA NOODLES
made with the Tefal Ninja Living Fan

These soba noodles are a healthy, nutritious option that's perfect for a busy weeknight. The recipe is available on request.

ADVERTISING FEATURE

Shake
IT UP WITH exante[®] DIET

British diagnosed with Type 2 diabetes was a shock to Steve Mathias. By discovering the tools he needed to be re-educate, he was able to transform his life...

When Steve Mathias, 46, started every morning with a glass of Shake, he found it was a game-changer. He found it was a game-changer. He found it was a game-changer. He found it was a game-changer.

Steve was taking part in TV's The Fat For Diabetics, a new challenge to help people with Type 2 diabetes lose weight. Steve was taking part in TV's The Fat For Diabetics, a new challenge to help people with Type 2 diabetes lose weight.

Steve's health was terrible. He couldn't walk, he couldn't breathe, and he couldn't live. Steve's health was terrible. He couldn't walk, he couldn't breathe, and he couldn't live.

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ADVERTISING FEATURE

About exante diet

All of Exante's meal replacement products are high in protein, high in fibre and packed with 27 vitamins and minerals.

Exante's range includes shakes, soups, smoothies, healthy snacks, snacks and cereals. It's a complete meal replacement range for people with Type 2 diabetes.

3 Diet Plans

- EXANTE 001
- EXANTE 1000
- EXANTE 2.0

exantediet.com

See page **7** for display advertising rates and specs

ADVERTISING IN BALANCE

Rates

Balance	
Full page	£5,500
Inside front	£6,200
Inside back	£6,200
Outside back	£6,500
Double page spread	£9,850
Loose inserts: Cost per thousand	£80

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

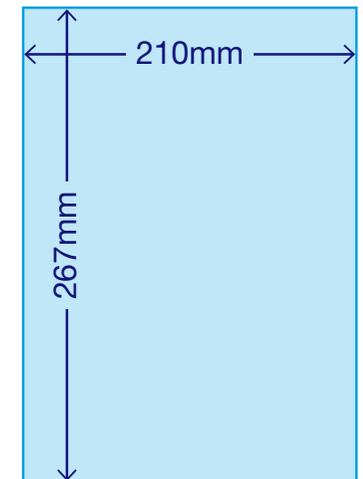
Schedule

Issue	Spring	Summer	Autumn	Winter
Copy	28 Jan	29 Apr	29 Jul	28 Oct
Insert delivery	21 Feb	23 May	22 Aug	21 Nov
Mail out	3 Mar	2 Jun	1 Sep	1 Dec

Artwork specifications

Full page specification:

- Acrobat 1.3 version PDF
- Text should be 10mm from the Trim
- 4 colour CMYK (no RGB or Pantone colours)
- 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.



Full page
267mm x 210mm

With bleed
270mm x 213mm

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Artwork contact

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