

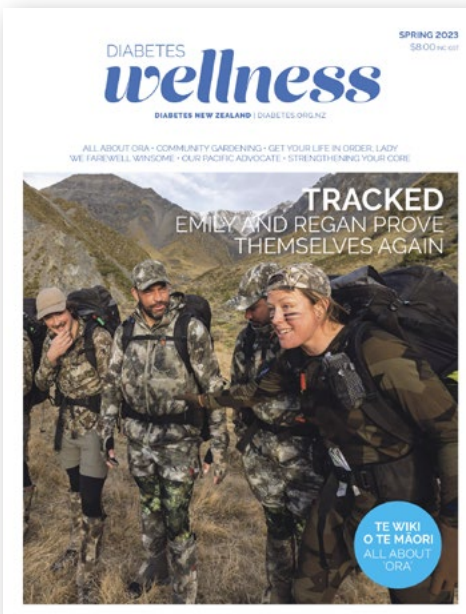
DIABETES  
*wellness*

DIABETES NEW ZEALAND | [DIABETES.ORG.NZ](https://diabetes.org.nz)



MEDIA KIT  
2024





## NEW ZEALAND'S ONLY NATIONAL DIABETES MAGAZINE HAS BEEN IN CIRCULATION SINCE 1989

It is a trusted source of health and lifestyle information for people with diabetes, their families and the health professionals who support them.

*Diabetes Wellness* is New Zealand's only national diabetes magazine.

Our website [www.diabetes.org.nz](http://www.diabetes.org.nz) is the public online face of Diabetes New Zealand. It has a wide range of information and resources to help people with type 1 and type 2 diabetes stay well and to help people at risk of diabetes to reduce their risk.

## Reach your direct target – people living with diabetes and the health professionals who treat them.

For over 30 years, *Diabetes Wellness* magazine has been a trusted source of information for our readers – people living with diabetes and health professionals.

Because we value this trust, we only form advertising partnerships with credible businesses and products.

This therefore means they will trust your product, too.

**Partnering with Diabetes NZ provides an opportunity for your organisation to promote your products to a receptive audience while showing your support of people with diabetes.**



## **DIABETES NEW ZEALAND**

Diabetes is New Zealand's largest and fastest-growing health crisis. More and more New Zealanders require trusted information and support to help them live well with diabetes. This is where Diabetes New Zealand comes in.

Diabetes New Zealand is the sole national voice which provides vital diabetes information throughout New Zealand. Our mission is to 'Ensure every person living in Aotearoa New Zealand with diabetes or at risk of diabetes has equitable access to affordable, quality diabetes care and education.' In order to fulfil the mission across our 18 locations we deliver vital diabetes awareness, advocacy, prevention and self-management programmes.

### **DIABETES QUICK FACTS**

- 310,000 New Zealanders have been diagnosed with diabetes.
- 40 Kiwis a day are diagnosed with diabetes.
- The incidence of both type 1 and type 2 diabetes is growing at an average of 7% a year.
- One in four adults is estimated to have prediabetes.
- Diabetes can lead to serious health complications such as cardiovascular disease, blindness, kidney disease and amputation.
- Diabetes is a global health issue. More than 537 million adults worldwide have diabetes.





## OUR READERS

Our audience is:

- people living with type 1 diabetes
- people living with type 2 diabetes
- women who have gestational diabetes
- families and friends of people living with diabetes
- people at risk of developing diabetes
- health professionals, such as diabetes specialists, GPs, diabetes nurses, dietitians and podiatrists.

**MALE**

41%

**FEMALE**

59%

**UNDER 20** 2%

**21-59  
YEARS OLD** 12%

**60 PLUS** 86%



## **Diabetes WELLNESS Magazine**

Diabetes WELLNESS magazine is a well-regarded and peer-reviewed source of health and lifestyle information for people with diabetes and their families. Diabetes New Zealand oversees all aspects of the magazine's editorial and advertising to ensure quality is maintained and readers can trust the brands advertised on its pages.

Editorial features include:

- diabetes care and prevention
- leg and foot care
- eye and skin care
- dental care
- blood pressure and cholesterol care
- food and nutrition
- weight management
- physical activity
- diabetes technology
- latest research and treatment breakthroughs
- inspiring stories about New Zealanders living with diabetes.

PER QUARTERLY ISSUE

**Circulation**  
**15,000**

**Estimated readership**  
**50,000**

Our digital magazine is published online via Issuu. Back issues are fully available to the public.

>> [CLICK HERE](#) to view a previous issue of *Diabetes WELLNESS*





## DIGITAL REACH

### DIABETES.ORG.NZ

The website had more than 600,000 visitors last year. Nearly 60% of page views were people looking for information about diabetes and how to live well with it. More than a quarter of page views were in the food and nutrition section.

50%

LOOKING FOR  
INFORMATION  
ABOUT  
DIABETES

25%+

LOOKING  
FOR FOOD &  
NUTRITION  
INFORMATION

### Connect

Our monthly electronic newsletter Connect has a subscription of 14,500 people, with a continued interest and growth.

14.5K

EDM  
SUBSCRIBERS

8%

ADVERTISER  
CLICK RATE

54%

ENGAGEMENT

## ADVERTISING RATES

### Magazine

Full colour	Rate per issue (excl GST)	Discount per issue <i>For minimum of 3 pre-booked and paid by due date</i>
Full page	\$2,700	\$190
Half page	\$1,720	\$120
Third page	\$1,355	\$95
Quarter page	\$1,160	\$82
Back cover	\$3,310	\$230
Inside front cover	\$3,060	\$215
Inside back cover	\$3,060	\$215
Double page	\$4,160	\$292
Advertorial*	Same as page rate	

### KEY DATES

	AUTUMN MAR 2024	WINTER MAY 2024	SPRING AUG 2024	SUMMER OCT 2024
Ad bookings deadline	20 Dec 2023	10 April 2024	19 June 2024	4 Sept 2024
Material deadline	18 Jan 2024	17 Apr 2024	26 June 2024	11 Sept 2024
Magazine delivery	1 Mar 2024	31 May 2024	9 Aug 2024	25 Oct 2024

\* Advertorial features must be supplied one week ahead of the material deadline.

TAPS: If you are advertising therapeutic product or therapeutic services, your advertisement will need to comply with the Advertising Codes of Practice for Therapeutic Products and Services. We advise using the services of TAPS, a service which assists you by pre-vetting your ad and supplying a TAPs number to appear on your advertising. Contact [www.anza.co.nz/taps](http://www.anza.co.nz/taps).

All amounts are quoted in New Zealand Dollars. All rates are non-commission bearing and exclude GST. Payment is due in full by 20th of the month of publication. Penalty interest on all overdue amounts will be charged at the rate of 20% per annum from the due date until the date on which payment is received. Advertising is subject to content approval by Diabetes New Zealand before publication.

### Website

Online advertising  
- 250 pixels wide by 250 pixels high.

Files: GIF, JPG, SWF under 300k

\$1,890 per month (excl GST)

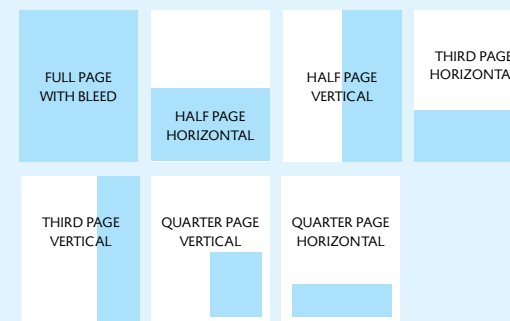
### Monthly eDM (Connect)

Size 750 pixels wide x 300 pixels high

\$800 (excl GST)

(For 3 or more bookings \$50 discount per issue)

## MAGAZINE AD SIZES



### Advertising dimensions

Size	Dimension (HxW)
Full page with bleed	275mm x 210mm + 5mm bleed
Half page (horizontal)	135mm x 210mm + 5mm bleed
Half page (vertical)	275mm x 102mm + 5mm bleed
Third page (horizontal)	210mm x 92mm + 5mm bleed
Third page (vertical)	275mm x 65mm + 5mm bleed
Quarter page (vertical)	128mm x 96mm
Quarter page (horizontal)	65mm x 198mm

### Advertising specifications

Print area is quarto portrait (275mm x 210mm)

High resolution PDFs

Images 300dpi (max/best quality)

Please do not use type under 4pt

No live type within 10mm of the trim area





**diabetes**  
new zealand

**ADVERTISING SALES &  
PARTNERSHIP OPPORTUNITIES**

Jo Chapman  
Head of Business Development  
+64 21 852 054  
[jo@diabetes.org.nz](mailto:jo@diabetes.org.nz)

**DIABETES NEW ZEALAND**

**NATIONAL OFFICE**

Level 10, 15 Murphy Street  
Thorndon  
Wellington 6011  
+64 4 499 7143

**DIABETES WELLNESS MAGAZINE**

Rowena Fry  
Editor  
[editor@diabetes.org.nz](mailto:editor@diabetes.org.nz)