



AUSTRALIAN  
**diabetic**  
**LIVING**

**BRAND OVERVIEW 2023**



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



 **INSTAGRAM**  
7,156

**DIABETICLIVING.COM.AU** Part  
of Better Homes and Gardens  
[www.bhg.com.au](http://www.bhg.com.au)

Social landscape as at September 22



READERSHIP  
230,000  
FREQUENCY  
BI-MONTHLY

Source: Roy Morgan Australia, September 2022



# 2023 ISSUES

**JAN/FEB**

Summer eating and a fresh start



**MAY/JUN**

Mid-year weight loss

**COOBOOK ONESHOT**



**SEP/OCT**

Spring re-set

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

**MAR/APR**

What's new in diabetes technology



**JUL/AUG**

Warming winter food



**NOV/DEC**

Christmas and Summer relaxing

**are**  
media





## THE AUDIENCE

- 58% Women/ 42% Men
- 59% are age 50+ with a median age of 53
- 80% Main Grocery Buyers with an average supermarket spend of \$212 per week - one 8-week issue of Diabetic Living talks to an audience who will spend \$342M in supermarkets over that sales cycle
- Financially comfortable - 39% own their home outright (10% more likely than average), with an average 227k in savings and investment

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

- 2 in 3 (68%) would like to be able to lose weight
- 2 in 5 (39%) prefer a low fat diet (37% more likely than average) and 2 in 5 (38%) try to avoid carbs in their diet (43% more likely than average)
- They cook for themselves and groups of family & friends - 1 in 2 (52%) have entertained at home recently and on average, entertained 3 times in the last 3 months
- They are health & nutrition focused – they are Trusted Advisors around health and nutrition (21% more likely than average).
- 1 in 3 (29%) falls into the RMR Values segment of Traditional Family Life (67% more likely than average) - *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*



# CONTACTS

<b>NAME</b>	<b>POSITION</b>	<b>EMAIL</b>
Andrew Cook	National Director of Sales	Andrew.Cook@aremedia.com.au
Karen Holmes	NSW Sales Director	Karen.Holmes@aremedia.com.au
Jo-Anne Taylor	Brand Manager	Jo-Anne.Taylor@aremedia.com.au
Judy Taylor	QLD Head of Sales	Judy.Taylor@aremedia.com.au
Will Jamison	VIC, SA, WA Head of Direct Sales	Will.Jamison@aremedia.com.au