

AUSTRALIAN
diabetic
LIVING

Brand Overview
2026





We all know diabetes is the epidemic of the 21st century and the biggest challenge confronting Australia's health system.

More than 300 Australians develop diabetes every day. That's one person every five minutes.

Almost 1.9 million Australians have diabetes.

Diabetic Living is Australia's only lifestyle magazine for people with diabetes – it's all about eating better, feeling better and living better.

connecting with over 316,000 Australians up 15% YOY.

As dietary changes are often the first step in diabetes management, every issue contains 45+ healthy mouthwatering recipes developed and tested to meet dietary guidelines. In addition, each issue includes features from experts designed to help our readers achieve their health and wellness goals.

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Diabetic Living delivers an abundance of useful health information, tantalising recipes, tips for entertaining, and updates on the latest products, services, and advances in diabetes health. Diabetic Living allows you to rediscover incredibly delicious, no-sacrifice meals.

Our health content is produced and written by experts in the field of diabetes, research, exercise, and mental health. Packed with day-to-day information, research, relevant articles and expert advice, it empowers the audience to take charge of their health, arming them with all the tools they need for a full and active life.

ALIX DAVIS

Editor



Our Audience



MASTHEAD READERSHIP: 316,000 | FREQUENCY: BI-MONTHLY | SOCIAL FOLLOWERS: 52,722 | AVE AGE: 49YRS | AVE HHI: \$130K

Editorial Pillars



WEEKDAY COOKING



LIVING WELL



CLASSIC RECIPES



TOOLS



MY STORY



EXPERT ADVICE

CONTENT CREATION | *Print*

CREATE ENVIRONMENTS AND CUSTOM CONTENT WITHIN

YOUR healthy life

The latest news on diabetes, fitness, blood donations and books



Keep it green

By now you've no doubt heard about the health benefits of sticking to a Mediterranean-style diet, but a new study says a green Mediterranean diet could be even better for you. When people committed to that type of diet, they not only lost weight, but their levels of a hunger hormone called ghrelin lowered. That's higher than most. And that's good news for all kinds of reasons, with higher ghrelin levels linked to improved mood, sensitivity and improved fat loss from around the stomach area. So what does a green Mediterranean diet look like? For the purpose of the study, as well as making and taste a top 100 source, it was rich in green tea as well as a green leafy vegetable called monkfish. But you can create your own with the help of the book recommendation on the following page.



The Everything Green Mediterranean Cookbook
By Pam Malin
Everything Green
Discover how to take the Mediterranean diet to the next level for your health and wellbeing with the 200-plus recipes you'll find in this book. Packed full of diabetes-friendly recipes, you'll be able to create a healthier lifestyle, one meal at a time.

Need-to-know info about COVID and blood sugar levels

It never just rains, much like the flu, COVID-19 can send blood sugar levels haywire, heightening the risk of hypoglycemia. In fact, elevated blood sugar levels are a common complication of COVID, even for people without diabetes. That's according to a study published in late 2021, which also found learning or developing hypoglycemia to mean things more common among people who caught COVID. As well as being what you can do to reduce your risk of falling ill to coronavirus, including following the public health advice, it makes that the ideal time to review your risk and action plan. Haven't done that for a while or not 100 per cent sure what to do? Visit diabetesaustralia.com.au/risk-your-management-to-find-out-more.



Dr. KATE MARSH
It's been diagnosed with diabetes late last year and now that it's summer, I'm wondering if it's still okay to go barefoot or wear things outside?

Dr. Marsh says bare feet and things should be covered for limited activities and short periods of time, especially when you're outdoors. Instead, consider wearing sandals or reef shoes that will provide better protection for your feet. When purchasing new summer footwear, the sandals, make sure they're the correct length, shape and size for your feet, because ill-fitting sandals tend to develop more blisters when socks free feet are sweaty and can cause more friction. Avoid too tight straps, too tight shoes and avoid anything that could irritate the skin. If you're considering applying sunscreen to your feet, it will also be helpful, and also more care with your feet that happens. Wash and dry them carefully, especially between your toes, give fungal skin and nail infections an extra moment as they get hot and sweat more in summer. If you suspect you have a fungal infection, begin treating it with appropriate antifungal that you can buy over the counter at the pharmacy. See a podiatrist if it doesn't resolve.

David Holburn, podiatrist



Insulin resistance is a real downer

French research suggests there's a definite link between insulin resistance and mental health. According to the study conducted by Stanford Medicine scientists, you're twice as likely to experience depression if you're insulin resistant. A condition that's a major feature of both prediabetes and type 2 diabetes. On the back of the findings, researchers are encouraging people and health professionals to be aware of the link, taking time to consider the mental state of people living with mood disorders. For more information about depression, including symptoms and when to seek help, if you need it, visit beyondblue.org.au.



Cook's Tip

Choose a low sodium brand for this recipe. Pickings are best made on the day of service.

Cook's Tip

Save all the ingredients of your recipe in separate bags for the laboratory measure and begin to assemble the recipe. Temperature will stabilize the recipe can be made up to 2 days ahead. Keep covered in the fridge.

Lighten bread & butter pudding with baked mushrooms
Recipe page 77

YOUR HEALTHY LIFE

COOK'S TIP

BESPOKE CONTENT

FEATURE INTEGRATION

Integrate your product into our existing relevant features and sections



Diabetes management has come a long way since the days of constant finger pricks to check glucose levels. *DI* mag dietitian and diabetes educator Dr Kate Marsh takes a look at the CGM market

CHOOSING A cgm

*continuous glucose monitor

With recent changes to the Australian Government's access to a self and continuous and flash glucose monitoring through the National Diabetes Services Scheme (NDSS), an increasing number of Australians with diabetes are now using continuous glucose monitoring devices. The industry also remains quiet as a leading device to check glucose levels, as well as where you are considering starting CGM in a personal setting, *DI* mag diabetes educator, Dr Kate Marsh, discusses the options available and how to choose the device that is best for you.

WHAT IS CONTINUOUS GLUCOSE MONITORING?

A continuous glucose monitoring (CGM) device is a small wearable device that measures glucose levels throughout the day and night. There are two main types currently available. The first type CGM device is used to check glucose levels. The second type CGM device is used to check glucose levels and provide alerts if readings rise outside your individualised target range. Examples include Dexcom G6 and Medtronic CGM sensors.

A flash glucose monitor also measures glucose levels continuously, but doesn't have a 'transmitter', so you need to scan the sensor with a reader or smartphone to get your reading. The only flash glucose device currently available in Australia is the FreeStyle Libre 2.

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technology



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