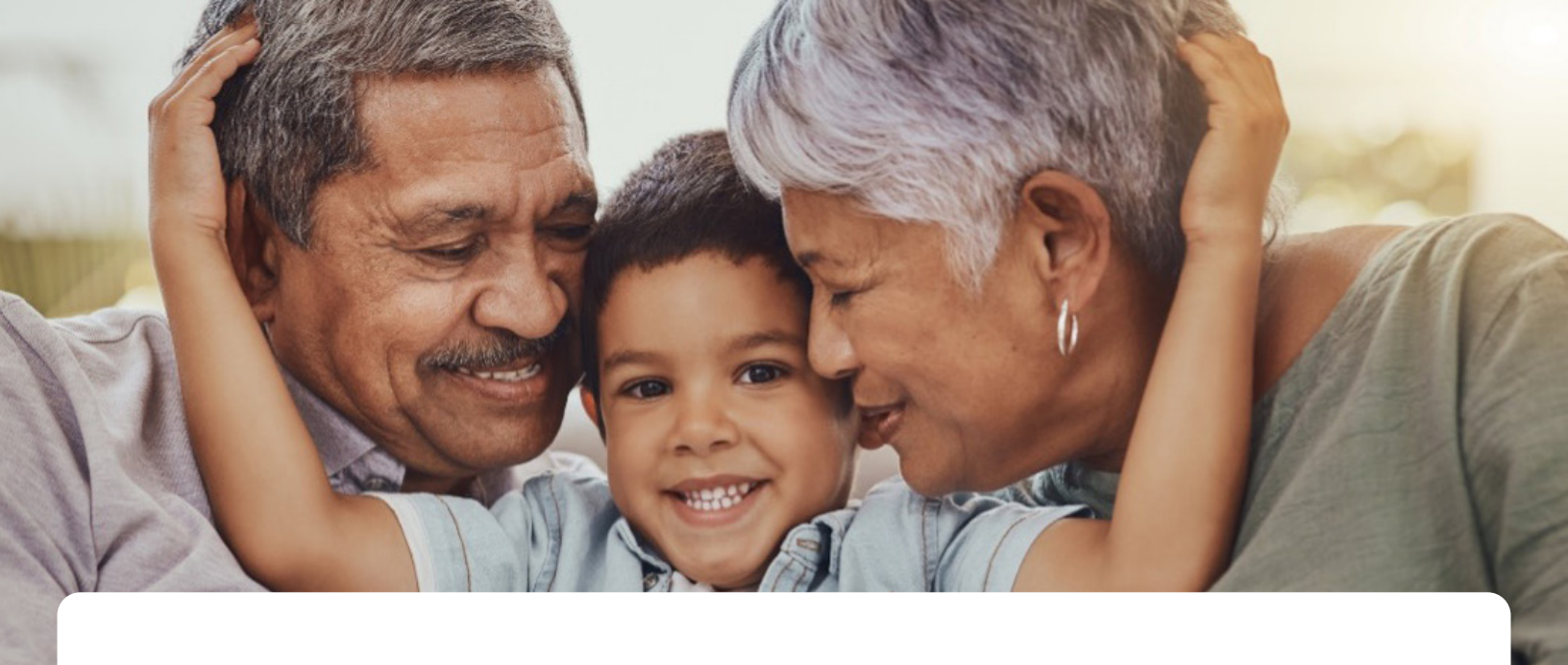


DIABETES
CARE COMMUNITY



2024
DIABETES CARE
COMMUNITY
MEDIA KIT



About Diabetes Care Community.

Since 2011, Diabetes Care Community has been dedicated to supporting Canadians living with diabetes and prediabetes on their journey to better health. Over the past year alone, our community has welcomed over one and a half million visitors, drawn by our commitment to providing comprehensive resources and support.

At Diabetes Care Community, our mission is clear: to equip our visitors, subscribers and members with the knowledge and tools necessary to effectively manage diabetes.

We understand the challenges our audience faces, and that's why we offer a wealth of information, from expertly crafted articles on diet, exercise, and medications to invaluable insights on emotional well-being.

Our Audience



Monthly Visitors*

124,000

*Source: Google Analytics

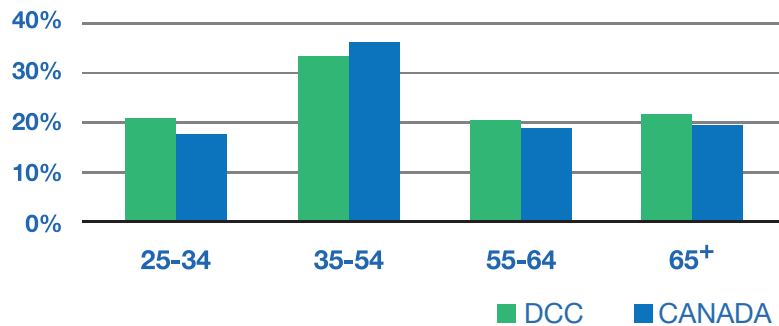


Annual Traffic*

1,500,000

*Source: Google Analytics

Age of Audience



Newsletter Subscribers

35,000

30% of Canadians live with diabetes or prediabetes!¹

10% of our audience



Type 1 Diabetes

Type 1 diabetes usually occurs during childhood or adolescence, but it can also develop in adults. And while its definitive cause is still unknown, type 1 diabetes is thought to be caused by genetics and exposure to environmental factors that may trigger the disease.

70% of our audience



Type 2 Diabetes

Type 2 diabetes is a chronic condition characterized by high levels of blood sugar (glucose). Different from type 1 diabetes, which is typically diagnosed in childhood, type 2 diabetes is often diagnosed in adulthood and is closely linked to lifestyle factors.

15% of our audience



Prediabetes

Prediabetes is a condition where blood glucose levels are higher than normal, but haven't reached the level required for a diagnosis of type 2 diabetes. Prediabetes can also be part of a condition called 'metabolic syndrome' where you may have a combination of high blood pressure, high cholesterol, elevated blood sugars or excess fat around the waist.

The cornerstones of good diabetes management for all of these groups include following a healthy diet, regular exercise, maintaining a healthy weight, monitoring blood glucose levels daily, adhering to the prescribed medication schedule, monitoring for complications and maintaining your emotional health and well-being.

WEBSITE diabetescarecommunity.ca

Deliver your sponsored message to our highly engaged audience, in multiple platforms.

Diabetes Care Community features information about living with diabetes, healthy diet, body and mind health, blood glucose management, research, treatments, technology and much more.

Monthly page views:
200,000+

Monthly visitors:
120,000+

Available ad sizes:

- 300 x 250px
- 300 X 600px
- 336 X 280px
- 728 x 90px
- 320 x 50px
- Pop-up: 480 x 360px

Customized advertising packages are also encouraged.

Campaign metrics are reported monthly and can be customized to meet the client requirements, but at minimum will include trend reporting for impressions, CTR.

Content marketing will also include page views and time-on-page.

Advertisement
728 x 90

DIABETES CARE COMMUNITY

Search... DIABETES PREVENTION ABOUT DIABETES HEALTHY LIVING RECIPES ABOUT US

Home » Healthy Living » Diabetes Diet » Nutrition Planning

Nutrition Planning

300 x 250

300 x 600

Managing diabetes can be a complex and challenging process, but one of the key pillars for successful management lies in adopting a healthy and balanced diet. In this section, we will guide you through the essential principles of **diabetes-friendly nutrition**, providing you with practical tips and expert recommendations to help you make informed choices in your everyday eating.

Advertisement
Emotional well-being is a partner of diabetes self-care
Learn More

DIABETES CARE COMMUNITY

Diabetes Prevention Type 1 Diabetes Type 2 Diabetes Gestational Diabetes

Healthy living

Advertisement
Discover Continuous Glucose Monitoring Resources
Learn More

DIABETES CARE COMMUNITY

Home » About Diabetes » Type 2 Diabetes Symptoms

Type 2 Diabetes Symptoms

Are you wondering, **do I have diabetes?** The reality is, anyone can develop this disease. That's why it's so important to be aware of signs and symptoms.

You may not always notice symptoms of type 2 diabetes even though the disease is starting to do damage to your body. Here are some

NEWSLETTER

Living Well With Diabetes

Engaging information and education sent directly to thousands of in-boxes.

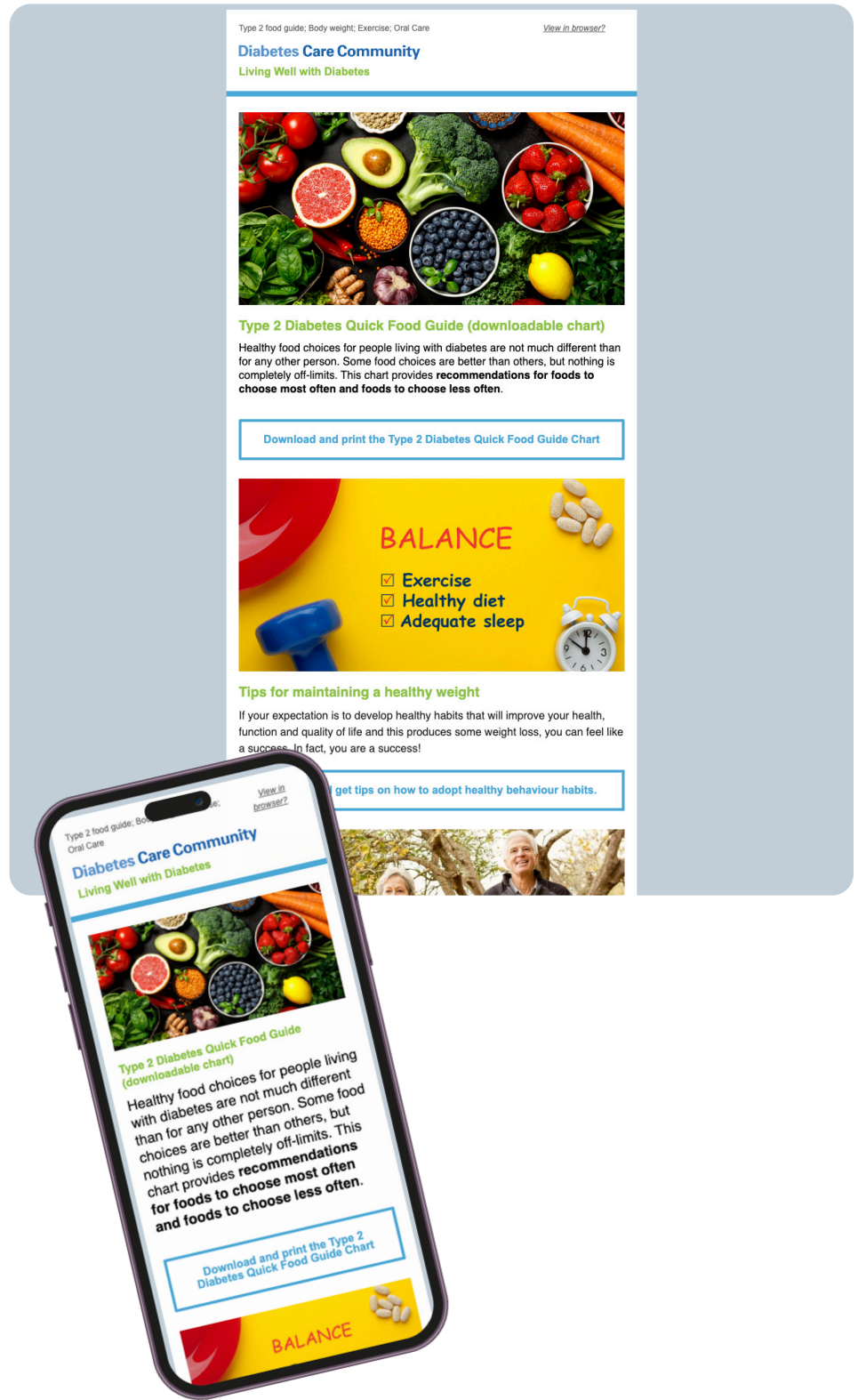
Add *your* sponsored or educational message to our highly successful weekly newsletter².

Circulation:
35,000
subscribers

Frequency:
Weekly

Our newsletter features information about living with diabetes, blood glucose management, healthy diet, exercise, monitoring, medications, emotional well-being and more.

²+ 35% average open rate



CASE STUDIES

Blood glucose meter marketing

Objectives:

1. Generate awareness of BGM technology among the type 2 diabetes population
2. Generated traffic to BGM brand site

Tactics:

- Run-of-site brand & offer advertising
- Newsletter brand & offer advertising
- Exclusive BGM sponsor of key management landing pages

Duration:

12 months

Results:

- **3,000,000+** impressions
- Display ad CTR – **average 0.09%**
- Pop-up ad CTR – **average 7%**
- Newsletter CTR - **range 4-8% (12 insertions)**

Pharmacy services marketing³

Objectives:

1. Promote pharmacy products and services
2. Drive traffic to pharmacy website and stores

Tactics:

- Run-of-site advertising
- Newsletter advertising and
- Exclusive sponsor of 15 key landing pages
- New offers every 8 weeks (timing driven by flyer promotion cycle)

Results:

- **6,500,000 impressions** (314,080 monthly avg.)
- Brand ad CTR – **average 0.12%**
- Pharmacy offer – **variable CTR/Conversion**

Pharmacy service	CTR	Conversion
Cooking classes for Blood Glucose control	0.39%	50%
Foot care clinic	0.37%	46%
Diabetes log book	0.26%	36%
Pneumococcal prevention	0.22%	22%
Heart Health cooking	0.14%	46%
Heart Health - <i>Enter to win</i>	0.10%	46%
Shingles	0.10%	26%
Pill packs	0.10%	38%

³National pharmacy chain

CASE STUDIES

Food educational content marketing

Egg Farmers of Canada wanted to raise awareness of the nutritional benefits of eggs.

Utilizing a blend of objective, non-branded articles and content marketing:

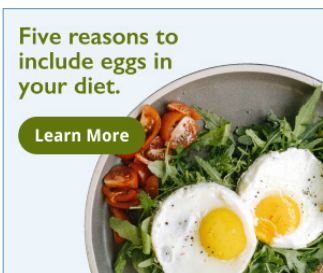
- DCC wrote, published and promoted three (3) original, educational articles.
- The articles were advertised on the website and each article was promoted in the Living Well with Diabetes newsletter.

Duration:

6 Months

Results:

- **3,900,000** impressions
- Content display ad CTR – **average 0.40%**
- Newsletter CTR – **average 70%**
- Educational articles – **39,000 page views**
- Ads created by DCC design team



Kidney disease educational content marketing

Objectives:

1. Generate awareness among people with type 2 diabetes regarding the risk of long-term kidney damage.
2. Call-to-action: ask your doctor about declining kidney function and the need for early intervention

Tactics:

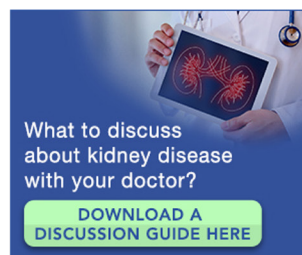
- DCC wrote, published and promoted six (6) original, educational articles
- The articles were promoted on the DCC website and in the Living Well with Diabetes newsletter
- DCC created the content advertising

Duration:

8 Months

Results:

- **850,000+** impressions
- Display ad CTR – **average 0.22%**
- Page views – **14,000**
- Newsletter CTR – **average 38% (6 insertions)**
- Average time-on-article 4:28 min. (range 2:45-7:00)



RECIPE PLATFORM myDCC

myDCC is a new platform

from Diabetes Care Community, dedicated to providing our visitors with an extensive collection of delectable recipes that prioritize low glycemic index ingredients, smart portioning, and mindful cooking techniques, all without sacrificing taste or satisfaction.

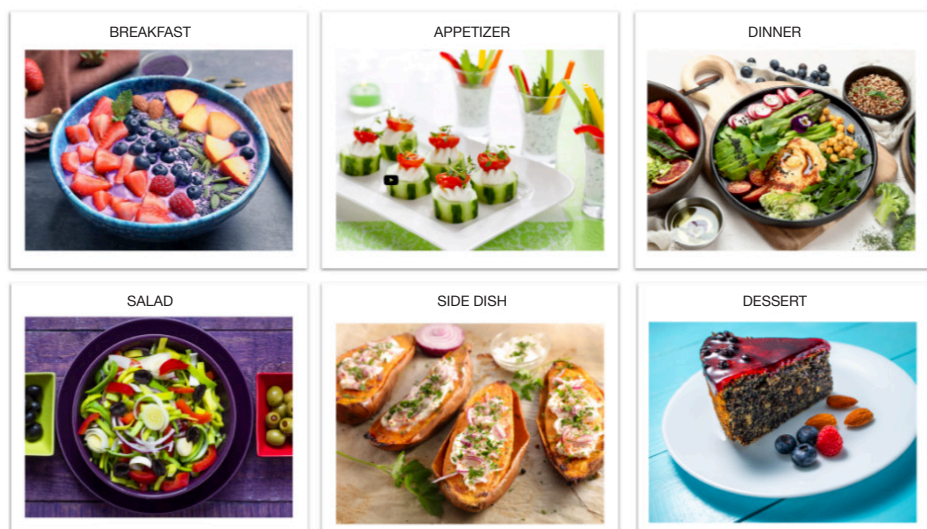
- Search for recipes by meals, ingredients, occasions and cuisines
- Save favourite recipes
- Quickly create grocery lists
- Get updates when new recipes are published

Sponsorship opportunities with myDCC include:

- Run-of-site campaigns
- Recipe ingredient sponsorship
- Coupons & discounts integrated in grocery shopping list
- Meal category sponsorship



Discover Popular Meal Categories



TACTIC	DELIVERABLES	FREQUENCY	COMMENTS
PRODUCT PROMOTION			
POP-UP ad on high traffic landing pages	Pop-up ad will appear on 10 high traffic pages at DCC	6 months minimum	Higher CTR vs display ads
Run-of-site display advertising	Product ads appear in equal rotation throughout the DCC website (+900 pages)	6 months minimum	Variety of product messaging generates higher impressions and clicks. Focus on one benefit statement per ad (i.e. nutritious; endorsed by medial professionals; durable ; peace of mind etc.)
Newsletter advertising	Higher CTR vs display ads	Minimum 6 times	Reach 35,000 subscribers/issue Average open rate +35%
E-blast dedicated advertising	Higher CTR vs display ads	Negotiable	Exclusive sponsor content
EDUCATIONAL PROMOTION			
Original educational article(s)	Engaging visitors/subscribers with your company's or product's key messaging	Minimum of 2 articles	Educational articles can also be promoted in ROS advertising and newsletter advertising campaigns
Run-of-site educational article advertising	Increase visitor engagement with your educational messaging	6 months minimum	Create 2 or 3 ads per article, to optimize awareness and engagement with the article(s)
LWWD weekly newsletter educational article promotion	Increase page-views for educational content	Minimum 6 times	Newsletter promotion works in harmony with the display ads, increasing visitor traffic and content engagement
Webinar	Take a leadership position with our diabetes community by sponsoring webinar topics that are of interest to our audience and your company	1 event hosted by panel of SMEs/ live interactive	Hosted & facilitated by diabetes subject matter experts; opportunity for Q&A, polling and product promotion
Content licensing	Leverage DCC's subject-matter-expertise to provide diabetes educational content and tools to be featured in publications; such as, flyers, newsletters, social media platforms and website	Negotiable	Diabetes content, tools and resources provided by DCC can be immediately leveraged to demonstrate leadership and as a competitive point of difference

For sponsorship opportunities, please contact
ian@diabetescarecommunity.ca