

Diabetes Self-Management Digital Media Kit

The screenshot shows the homepage of the Diabetes Self-Management website. The header features the logo "diabetes SELF-MANAGEMENT" and a navigation menu with links for HOME, WHO WE ARE, BLOG, ARTICLES, RECIPES, DEFINITIONS, BOOKSTORE, and SUBSCRIBE. The main content area is divided into several sections: a "WELCOME" message, a "Tip of the day" section with the headline "When should I take my basal insulin?", an "ARTICLE OF THE WEEK" section featuring "Finding Health Information on the Internet" with a video player showing an elderly man thinking, and a "POPULAR DIABETES TOPICS" list including Insulin, Blood Glucose Monitoring, High Blood Glucose, Nutrition & Meal Planning, and Diabetic Complications. There are also search and RSS feed options, and two advertisements: one for "No calories. No sugar. Tons of flavors" and another for Zevia soda with a "\$3 off any 6pk of Zevia" offer.

diabetes
SELF-MANAGEMENT

HOME WHO WE ARE BLOG ARTICLES RECIPES DEFINITIONS BOOKSTORE SUBSCRIBE

WELCOME
Diabetes Self-Management brings you the information you need to control your diabetes and improve your health.
→ Learn more about us

Tip of the day
When should I take my basal insulin?

ARTICLE OF THE WEEK
Finding Health Information on the Internet
Streamline your searching!

POPULAR DIABETES TOPICS
1. Insulin
2. Blood Glucose Monitoring
3. High Blood Glucose
4. Nutrition & Meal Planning
5. Diabetic Complications
→ More diabetes topics

ADVERTISMENT
No calories. No sugar. Tons of flavors.

ADVERTISMENT
\$3 off any 6pk of Zevia. Zevia ALL NATURAL SODA COLA

About Diabetes Self-Management

- Website (www.DiabetesSelfManagement.com), featuring:
 - Award winning editorial focusing on the day-to-day and long-term aspects of diabetes in a positive and upbeat style
 - Extensive collection of diabetes-friendly recipes
 - Diabetes Self-Management Blog
- Diabetes Self-Management Email Newsletter – 140,000+ circ
- Diabetes Self-Management Facebook Group – 10,000+ members
- Ability to create custom diabetes content crafted for your product

www.DiabetesSelfManagement.com Visitor Demographics

- 90% have diabetes
- 40% Male, 60% Female
- 10% aged 18-49
- 9% aged 50-54
- 39% aged 55-64
- 42% aged 65+
- Average Household Income of \$67,889
- 84% of visitors find on-site advertisement helpful in managing diabetes

Visitor demographics survey conducted by Phoenix Marketing International, August 2011

www.DiabetesSelfManagement.com Statistics

- 500,000 Monthly Page Views
- 200,000 Monthly Unique Visitors
- 00:02:30 Average Time Spent Per Visitor
- 2.5 Average Page Views Per Visitor
- Weekly email newsletter circulation 140,000+

Our Advertising Units

Diabetes Self-Management Digital offers a range of marketing opportunities, including:

- Expandable, Rich Media Box Ad
- Rich Media Leaderboard and Skyscraper
- Exclusive Sponsorship of Our Email Newsletter
- Exclusive Sponsorship of Custom Topic Special Edition Newsletters
- Direct Promotion Emails
- Exclusive Sponsorship of Diabetes Recipes Email Postcards
- Exclusive Sponsorship of our Facebook Group

Further Details on Each Opportunity:

A. Expandable, Rich Media Box – Visitors to the Diabetes Self-Management website will be served a 300 x 250 Expandable, Rich Media Box Ad. Upon a user roll-over, this ad can expand to 560 x 300. This ad can include audio/video, upon user click.

MANAGEMENT ARTICLES

INSULIN & OTHER INJECTED DRUGS

Print | Text Size: A A A

Updated February 27, 2007

Exercising With an Insulin Pump

by Sheri Colberg, Ph.D.

Whether you consider yourself an athlete or an occasional recreational sports participant, you benefit from any activity that you do, because all exercise can improve your body's ability to use insulin. If you do not inject or infuse insulin to treat your diabetes, exercise should result in a decreased release of insulin by your pancreas and a more efficient uptake of blood glucose by muscle cells. If you use insulin, however, you may be concerned that exercise can complicate the normal maintenance of your blood glucose level.



Active people who use insulin need to make frequent adjustments in their diabetes regimen to maintain blood glucose in target range, especially when doing higher-intensity or longer-duration exercise. But the effort can pay off in improved blood glucose control, reduced **nighttime hypoglycemia**, improved cardiovascular fitness, and weight loss. When it comes to managing exercise effectively, continuous, subcutaneous insulin-infusion therapy (or more simply, insulin pump therapy) is an option to consider.

How insulin pumps work

Scientists attempting to mimic the insulin delivery of a normal, healthy

 Search RSS

WE ALSO RECOMMEND...

The Great Blood Glucose Balancing Act
Recently, I saw two very different clients with a very similar problem: difficulty controlling... [Article](#)

'Tisn't the Season
I hope everyone is having a happy holiday season and that those of you with diabetes are enjoying... [Blog](#)

Increasing Insulin Sensitivity
Insulin is a hormone that is normally released by the beta cells of the pancreas. When a... [Article](#)

Tip of the day

For how long can I use a vial of insulin? [Get tip →](#)

ADVERTISEMENT

Learn how you can receive a **FREE Humalog KwikPen five pack.**

FREE PEN OFFER ▶

Humalog is for use in patients with diabetes to control high blood sugar and should be used with longer-acting insulin, except when used in combination with sulfonylureas in patients with type 2 diabetes.

Important Safety Information

Humalog is an injectable, fast-acting insulin. Humalog starts working faster than other insulins that contain regular human insulin. Take Humalog within 15 minutes before eating or right after eating a meal. Check your blood sugar levels as

[Patient Information](#) [Prescribing Information](#)

B. Rich Media Leaderboard or Skyscraper – Visitors to the Diabetes Self-Management website will be served a 728 x 90 Rich Media Leaderboard or a 160x600 Rich Media Skyscraper. This ad can include audio/video, upon user click.

The screenshot displays the Diabetes Self-Management website. At the top, there is a blue header with the 'diabetes SELF-MANAGEMENT' logo. Below the header is a navigation menu with links for HOME, WHO WE ARE, BLOG, ARTICLES, RECIPES, DEFINITIONS, BOOKSTORE, and SUBSCRIBE. The main content area features a section titled 'DIABETES SELF-MANAGEMENT ARTICLES'. On the left, a sidebar contains a paragraph: 'These articles cover a wide range of subjects, from the most basic aspects of diabetes care to the nitty-gritty specifics.' The main article section is titled 'INSULIN & OTHER INJECTED DRUGS' and includes a 'Text Size: A A A' option. The article text begins with 'People with Type 1 diabetes depend on insulin, taken by injection or'. To the right of the article is a 'Tip of the day' section with an orange background, containing the text 'For how long can I use a vial of insulin? Get tip →'. At the top of the page, there is a large advertisement for Humalog KwikPen insulin. The ad includes the Humalog KwikPen logo, a 'FREE PEN OFFER' button, and a warning: 'Important Safety Information: Starting or changing insulin therapy should be done cautiously and only under medical supervision.' The ad also mentions 'Humalog (insulin lispro injection) (FDA-approved)' and provides links for 'Patient Information' and 'Prescribing Information'.

C. Exclusive Email Newsletter Insertions – Three of your ad units will be placed in each edition of the Diabetes Self-Management Email Newsletter you sponsor:

- A skyscraper (160x600), above the fold.
- A Leaderboard (728 x 90).
- A text ad, with link, in the content area.

Each edition of our newsletter is mailed to 140,000 people with diabetes. This list is very responsive and has proven highly effective for **lead generation campaigns**.

Distribution: 140,000 people with Diabetes



Diabetes Self-Management E-News

August 5, 2009

Volume 5, Issue 31

SWINE FLU AND DIABETES

It's hard to believe, but the start of flu season is just a few months away. And although the fears of a swine flu pandemic have not panned out, the Centers for Disease Control and Prevention (CDC) recently issued recommendations indicating that roughly half the U.S. population, including people with diabetes, should be vaccinated against this flu strain. To learn more about the swine flu vaccine and to weigh in on whether you think fears about the swine flu have been overblown, read this week's Diabetes Flashpoints piece, "[Swine Flu, Round Two.](#)"

Also, be sure to check out last week's [Diabetes Flashpoints piece on hypoglycemia detection dogs](#), which is generating a lot of comments. To see what our readers have to say, and to leave a comment of your own, [click here](#).

Best,
Diane Fennell, Web Editor
DiabetesSelfManagement.com

DIABETES FLASHPOINTS

[Swine Flu, Round Two](#)
People with diabetes are urged to get vaccinated in case the virus spreads rapidly in the fall. [Learn more here.](#)

RECIPE OF THE WEEK



[Lower-fat BLT](#)
Satisfy your hunger with this healthful twist on a summer classic! [Click here for the recipe.](#)

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Born in the U.S.A.



A true American value

ACCU-CHEK Aviva is the only meter and strip combo manufactured in the U.S.A.

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SPECIAL EDITION

AMERICAN DIABETES MONTH

Diabetes Self-Management E-News • November 9, 2009

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**LOWER YOUR
BLOOD PRESSURE
WITH CHOCOLATE!**

DISCOVER THIS AND SCORES OF
OTHER HOLISTIC REVELATIONS.

diabetes
SELF-MANAGEMENT

HIDDEN SECRETS of
**NATURAL
HEALING**

FOOD
ALTERNATIVE &
COMPLEMENTARY MEDICINE

THE IMPORTANCE OF GLUCOSE CONTROL

Whether you've been managing your diabetes for years or were recently diagnosed, knowing how to control your blood glucose is an important part of staying healthy. In fact, tight glucose control has been linked to a lower risk of a variety of diabetes-related complications, including heart attack, nerve damage, and kidney disease. To help refresh your knowledge of this important topic, we've pulled together some of our best material for "Brushing Up on Insulin Basics," a special edition newsletter. We hope you will refer to this handy resource whenever you have a question about managing your diabetes.

Best,
Diane Fennell, Web Editor
DiabetesSelfManagement.com

THE BENEFITS OF TIGHT CONTROL: NO END IN SIGHT

It has been 16 years since the results of the landmark Diabetes Control and Complications Trial (DCCT) were published. Despite its continuing legacy of proof that maintaining blood glucose levels as close to normal as possible reduces the risk of diabetes complications, today less than half of people with diabetes are reaching target blood glucose levels, according to most estimates...

**UNDERSTANDING INSULIN**

In any discussion of diabetes, the word insulin is almost certain to come up. That's because a lack of insulin or trouble responding to insulin (a condition called insulin resistance) or both is what is responsible for the high blood

D. Exclusive Special Edition Newsletters –

As a service to our readers, Diabetes Self-Management often prepares Special Edition email newsletters on different topics of concern to people with diabetes.

Our editors have expert knowledge of all aspects of diabetes. They can work with you to craft a Special Edition (or a series of Special Editions) focused on an area relevant to your product.

You will be the exclusive advertiser in each Special Edition you sponsor. Each will feature:

- A skyscraper (160x600), above the fold.
- A Leaderboard (728 x 90)
- A text ad, with link, in the content area.

Distribution: 140,000 people with Diabetes

E. Direct Promotion Emails – Send marketing emails that are devoted entirely to your product message. This unique opportunity allows you to speak directly to the 140,000+ consumers on the Diabetes Self-Management E-News mailing list, through an email containing only promotional information that you provide.

72 hours later, a second deploy is sent out to those who opened the email, dramatically increasing response. This follow-up email is sent at **no additional cost**.

Distribution: 140,000 people with Diabetes

Direct Promotion Emails limited to one per client per month.

ACCU-CHEK Aviva | Born in the U.S.A.

A true American value for people with diabetes

Today, putting your trust in products manufactured in the U.S.A. means getting more for your dollar. Like with the ACCU-CHEK® Aviva blood glucose meter and test strip combination. It's designed to help make checking blood sugar easy, accurate and more affordable.

Here's how:

- 97% of testers fill correctly on their first try¹
- Proven to have 50% fewer wasted test strips than other systems, for greater savings²
- Designed to deliver uncompromising quality, accuracy and reliability

Get a free 5-pack of U.S.A. meter skins! [Click here](#)

	Meter	Strips
ACCU-CHEK Aviva	U.S.A.	U.S.A.
OneTouch® Ultra®	China	U.K.
Bayer Contour®	Japan	Japan
FredStyle Freedom® Lite	China	U.S.A.

Visit the [Born in the U.S.A. Web site](#) now to watch our brief video and find out more about the true American value the ACCU-CHEK Aviva system offers you. Plus, get 5 free U.S.A. meter skins! Then ask your doctor or pharmacist for the ACCU-CHEK Aviva system.

Wishing you good health.
ACCU-CHEK Customer Care Service Center

Manufactured in the U.S.A.

The only meter and strip combination manufactured in the U.S.A.®

Image included as example only

F. Exclusive Sponsorship of Diabetes Recipes Email Postcards – Your product will be the exclusive sponsor of a group of four weekly emails. Your full banner (468x60) will be the only advertising message to reach 140,000+ consumers on the Diabetes Self-Management Email Newsletter list.

Diet is the key to controlling diabetes, and our new recipes are highly anticipated by our subscribers. Each email will feature a ‘week of recipes’ that have been newly added to the Diabetes Self-Management website.

Distribution: 4 mailings (one per week for one month) sent to 140,000+ people with diabetes (560,000+ total mailings).

G. Exclusive Sponsorship of the Diabetes Self-Management Facebook Group – The Diabetes Self-Management Facebook Group has over 10,000 members – and it’s growing fast! These are young, highly engaged, active people with diabetes. All user generated content is vetted by our editors, insuring that the discussion level is of high quality. You can be the exclusive sponsor of this growing diabetes community.

Once a week, for three months in 2012, an identified sponsored post featuring your product will appear in our Facebook Newsfeed. These posts will consist of an image (143 x 143) and a text message, with link (up to 750 characters).

The screenshot shows the Facebook page for "Diabetes Self-Management". The page has a blue header with the "facebook" logo and a search bar. The profile picture is a blue square with a white "d" and "SM" below it. The page has tabs for "Wall", "Info", "Boxes", "Page Guidel...", and "DSM Bookstore". The main content area shows a post from "Diabetes Self-Management" titled "The Recipe of the Week is Stuffed Pork Tenderloin with Collard Greens...take a look!". The post includes a link to a recipe on the website and a photo of the dish. Below the photo, it says "Friday at 12:41pm · Comment · Like · Share". There are 11 people who like this post. Below the post, there are two comments: one from Patti Johnson and one from Doris J Dickson. On the left side of the page, there are sections for "4 Friends Like This" and "5,122 People Like This", each showing profile pictures of users who have liked the page.

Please feel free to contact me if you have any questions. I look forward to working together with you on these exciting online advertising opportunities!

Very truly yours,

Jason Pomerantz

VP, Planning and Digital Media

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