The American Diabetes Association’s mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

OUR DIFFERENCE
The American Diabetes Association® sets the standards for and encourages healthy living with diabetes. We are the only organization dedicated to improving the lives of all people affected by diabetes. We are grounded in strong science, research advances, advocacy, health care excellence, and community-level support.

OUR CONNECTIONS
Our Media Network connects your brand to our highly engaged, health-conscious audience. Connect to millions of people with diabetes, 2 million donors, 400,000+ volunteers, and 14,000 health care professionals.

TRUSTED BRAND
The American Diabetes Association's brand is the authority on living with diabetes. We provide expert content and an authentic voice dedicated to living well with diabetes every day.
DELIVER YOUR ADVERTISING message to our engaged audience.

DIABETES.ORG
The new Healthy Living section is an ideal opportunity to deliver timely lifestyle information to educate people living with diabetes and their loved ones.

CAPTIVATING
Diabetes.org Healthy Living section features information about living with diabetes, recipes & nutrition, body & mind, blood glucose management, research, treatments and technology.

CONNECTED
We deliver this information directly to our audience on multiple platforms. A collection of our online content is available in Spanish.

HEALTHY LIVING TOPICS:

recipes & nutrition  fitness  weight loss  treatments  body & mind  management  technology

ONLINE USERS
New online visitors and mobile traffic are both increasing. Here’s a snapshot:

monthly pageviews 400,000

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
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<tbody>
<tr>
<td>FEMALE</td>
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<tr>
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<td>42%</td>
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<tr>
<td>DESKTOP</td>
<td>45%</td>
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<tr>
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<tr>
<td>18-34</td>
<td>45%</td>
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<tr>
<td>35+</td>
<td>55%</td>
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</tbody>
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ad size: 300 x 250
JOIN US TO HELP AMERICA eat better and smarter. Visitors will find a wealth of recipes, expert advice, and tools and features designed specifically to address the challenges of diabetes meal planning.

DIGITAL OPPORTUNITIES DIABETESFOODHUB.ORG
- Sponsored Content
- eNewsletter Placement
- Display Advertising
- Custom Options

ONLINE USERS
Unique visitors and pageviews are both increasing. Here’s a monthly snapshot:

<table>
<thead>
<tr>
<th>pageviews</th>
<th>unique visitors</th>
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<tr>
<td>600,000</td>
<td>150,000</td>
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</table>

Find your favorite recipes—and do more with them. Saved to your personal Recipe Box, your go-to recipes become your road map for the week using our useful Meal Planner.

What do you need to make all these great dishes? The editable Grocery List can be created with one click through the Meal Planner. Remove items you already have in the pantry and add foods with ease.
INSPIRATION AND INFORMATION sent directly to 1 million in-boxes. Add your message to our highly successful Media Network Enewsletter program.

HEALTHY LIVING
The new Healthy Living enewsletter features information about living with diabetes, recipes & nutrition, body & mind, blood glucose management, research, treatments and technology.

FREQUENCY: Monthly
CIRCULATION: 500,000
NET: $15,000

LIVING WITH TYPE 2 DIABETES
Those enrolled in the Association’s Living With Type 2 Diabetes program receive this enewsletter featuring information specific to the needs and interests of the newly diagnosed audience. Available in English and Spanish.

FREQUENCY: Monthly
CIRCULATION:
ENGLISH 200,000 + SPANISH 35,000
NET: $7,500
DIABETES FOOD HUB
The highly engaged audience seeks healthy and tasty recipes, as well as diabetes-friendly meal plans. Highlights the newest Association recipes, themed specialized meal plans, healthy cooking videos, and practical nutrition tips.

FREQUENCY: Monthly
CIRCULATION: 320,000
NET: $10,000

SHOP DIABETES PROFESSIONAL
Shop Diabetes is a promotional email featuring a variety of products of interest to healthcare professionals.

FREQUENCY: Monthly
CIRCULATION: 30,000
NET: $5,000