



Advertise with Diabetes SA

2025 Advertising Rates – MyLife Magazine

Thank you for your interest in advertising with Diabetes SA.

Diabetes SA connects you to the South Australian health aware community through our high quality online and print communications.

The Diabetic Association of South Australia Incorporated was established in the early 1950s with the purpose of supporting people with diabetes. The Association held its inaugural meeting on the 20th July 1953 and later incorporated under the Associations Incorporated Act on 21st May 1965. Whilst the Association is member based, its reach extends well beyond its supporting constituency to all people with diabetes.

MyLife Living with Diabetes is our 36 page glossy magazine published by Diabetes SA twice a quarter, featuring health and lifestyle articles on topics such as:

- Education programs & initiatives
- Physical activity & exercise
- Weight management
- Nutrition & healthy eating
- Real life stories
- Events
- Health & well being
- Travelling with diabetes
- Retail offers
- New products
- Recipes
- Members services

Our readers.

Member profile

Type 1	8.7%
Type 2	83.8%
Other	6.84%
Gestational	0.18%
Pre-diabetes	0.48%

Location of our members

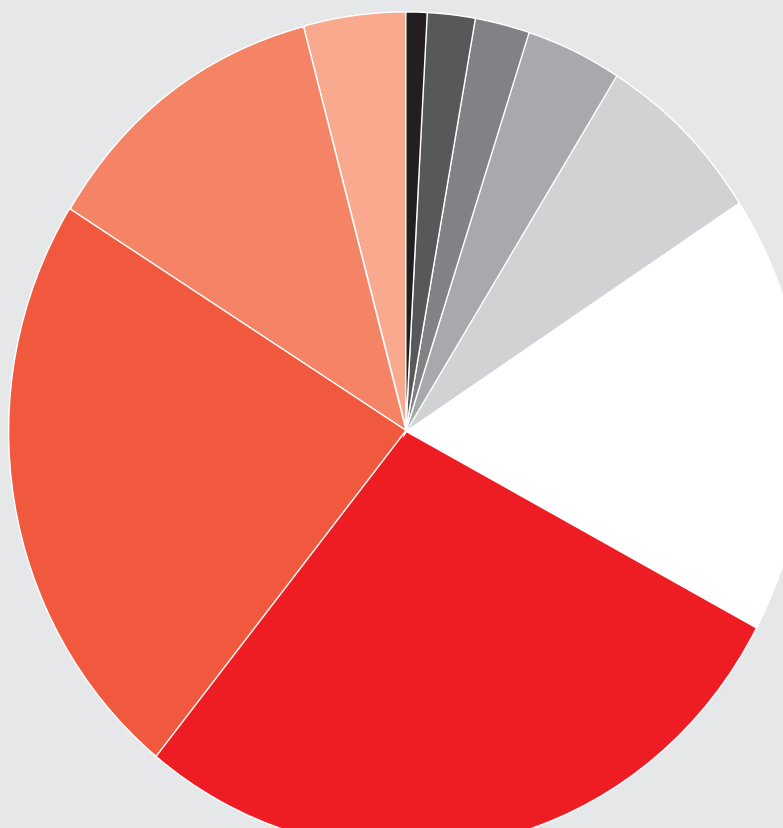
The membership base demographics has the outer areas of South Australia with the highest numbers. The highest area is Outer North with 27%, followed by Outer South with 18%.

The metropolitan areas then feature with Metro West with 13%, Metro North 12%, Metro South 11% and Metro East 10%. Outer East represents 9%, then Outer West with 3%, Other 3% and Metro City the lowest with 1%.

Link your business directly to approximately 25,000 people with diabetes plus an extended readership

Age of our members

0 - 20 years	1%
20 - 30 years	1%
30 - 40 years	2%
40 - 50 years	2%
50 - 60 years	6%
60 - 70 years	15%
70 - 80 years	32%
80 - 90 years	27%
90+ years	3%



Rates and deadlines

Advertising rates

Advertise in both issues of MyLife magazine and SAVE.

Advert Size Options	1 Issue	2 Issues (each)
Full Page	\$1,818	\$1,691
Third of a Page	\$767	\$699
Quarter Page	\$587	\$584
Back Page (inc 20% loading)	\$2,183	\$2,030

Above prices indicate cost per edition and exclude GST

Submission deadlines 2025

Edition	Artwork	Distribution
April	15 February	15 April
October	15 August	15 October

Custom design rates

Diabetes SA can provide you with the design of your adverts. Rates below indicate the design cost per edition for new artwork. Please note that custom artwork generated by Diabetes SA can only be used within Diabetes SA publications, unless otherwise negotiated.

Advert Sizes	1 Issue	2 Issues (each)
Full Page	\$845	\$789
Third of a Page	\$449	\$395
Quarter Page	\$395	\$339

Above prices indicate cost per edition excluding GST

All final content to be included in your advert design must be supplied by the dates outlined below. Text and images to be supplied electronically. Please see next page for image specifications.

Changes to artwork will be charged \$100 per hour.

Custom design deadlines

April issue	8 February
October issue	12 August

Diabetes retail shop window advertising

The Diabetes SA retail shop sees around 2,500 customers and visitors to education sessions a month. What could your business do with that kind of exposure?

This space is sold in 6 month blocks, please call Diabetes SA to register your interest, for rates and further information on this opportunity.

Package rates

Bundle retail shop window advertising with a full page in the MY LIFE magazine and receive a FREE advertisement in the Associations monthly e-newsletter for 2 editions (exposure to over 30,000 e-news consumers)

Design specifications

Advertising sizes

Full page

205 (w) x 274 (h) mm (plus 5mm bleed)

1/3 page – horizontal

205 (w) x 90 (h) mm (plus 5mm bleed)

1/4 page – horizontal

205 (w) x 68.5 (h) mm (plus 5mm bleed)

Production

Artwork can be supplied via CD or email. Please also include a full colour printed proof (or PDF if supplying by email) along with the final artwork, otherwise Diabetes SA can not guarantee correct reproduction.

Colours

Files must be supplied with all colours converted to CMYK format to ensure colour accuracy.

Resolution

All images included in the adverts must be 300dpi at 100%.

Corrections

Files must be supplied at the correct size. Any re-sizing or corrections made by Diabetes SA will be charged at \$100 per hour.

Proofs

You will be emailed a PDF of your advertisement as it is to appear on the page prior to MyLife f going to print.

Format

Artwork must be supplied as a high resolution .pdf, .jpeg or .tiff format at 300dpi with 5mm bleed all the way round. Alternatively, a packaged InDesign file can be supplied which must contain all the fonts and images required.

Submission

Send final artwork in the correct format to the publications officer by the required deadline via email: advertising@diabetessa.com.au.

Contact the publications officer on 08 8354 5809 if you have any questions.

Diabetes – Fast Facts

Type 1 diabetes

Type 1 diabetes is an autoimmune disease. This means that the body's own immune system has attacked the insulin producing cells of the pancreas. The pancreas can no longer produce insulin when this occurs. Although often diagnosed in childhood or adolescence, it can occur at any age.

Type 2 diabetes

Type 2 diabetes occurs when the pancreas does not produce enough insulin or the insulin being produced does not work effectively (this is called insulin resistance).

Although often diagnosed in adulthood, more and more children and teens are being diagnosed.

Gestational Diabetes Mellitus (GDM)

GDM occurs during pregnancy when the pregnancy hormones block the action of insulin. This leads to insulin resistance and high blood glucose levels.

Advertising booking form

Thank you for your interest in advertising with Diabetes SA. Please take the time to read over our 'Advertise with us' booklet before completing the following form.

Personal Details

Today's date _____

(companies/organisations/groups, please nominate a contact person)

Title _____ First Name _____ Last Name _____

Company/Organisation/Group (if applicable) _____

Position title (if applicable) _____

Address _____

Suburb _____ State _____ Postcode _____

Phone _____ Mobile _____

Fax _____ Email _____

Edition

April

October

Advertising rates

Full page:

Third of a page:

Quarter page:

Back page:

1 issue – \$1,818

1 issue – \$767

1 issue – \$589

1 issue – \$2,183

2 issues – \$1,691 ea.

2 issues – \$699 ea.

2 issues – \$584 ea.

2 issues – \$2,030 ea.

Sub total for advertising rates _____

Custom design rates

Full page:

Third of a page:

Quarter page:

1 issue – \$845

1 issue – \$449

1 issue – \$395

2 issues – \$789 ea.

2 issues – \$395 ea.

2 issues – \$339 ea.

Sub total for insert rates _____

Changes to existing advertisements designed by Diabetes SA will be charged at the rate of \$100 per hour + GST

Total payable _____

Above prices indicate cost per edition excluding GST.

I have read and accept the terms and conditions

Signature _____

Please complete this form and return it to Diabetes SA by the required deadline via email advertising@diabetessa.com.au.

Terms and conditions

Material despatch and file size

Electronic files that do not exceed 4MB can be emailed to: advertising@diabetessa.com.au

If artwork is emailed, a colour or mono printout must be posted to Diabetes SA. Any individual file/image that is greater than 4MB in size should not be emailed. These files should be burnt to CD and posted to Diabetes SA.

Inserts

All inserts are subject to the Editor's approval prior to acceptance. Please submit draft by artwork deadline as stated previously and the final form must be received at Diabetes SA's nominated mailing house no later than the date listed in the submission deadlines.

General policy

If proofs are not supplied, the publisher will not be responsible for colour reproduction. Advertising materials will be kept for one year from the last date published.

Diabetes SA reserves the right to decline at any time any advertising or editorial content deemed inappropriate or not in the interest of its members. Advertisers agree to accept responsibility for any claims or actions based on or arising out of anything contained in the advertisement, or the unauthorised use of a person's name or photograph, or of a sketch, map, works, labels, trademarks or copyrighted matter or libellous statement in connection with advertising purchased according to the terms of this schedule.

Production materials will be returned only on request. Materials not requested within three months of publication will not be retained.

Rates

All rates are subject to change without notice. All rates are GST exclusive. Graphic design services are available for a fee.

Cancellations

Ad cancellation will not be accepted after the booking deadline dates. Any cancellation received after the deadline will be charged at the full fee or the publisher reserves the right to repeat any previous advertisement of the same size from the advertiser.

Non receipt of material

We have an obligation to you and others to deliver the magazine on time, therefore material must be received by the close of business on the material deadline.

Indemnity

The publisher accepts no responsibility for typesetting/artwork done by a third party on behalf of the advertiser. If the publisher designs or amends advertiser material, a proof of the finished artwork will be made available for approval before printing. The publisher reserves the right to cancel any material deemed inappropriate.

Because of the ethical and product standards under which we operate, there are some organisations from whom we cannot accept advertising. These editorial decisions will be made by the Editor.

Payment terms

Payment of advertising is required within 30 days of publication. First time advertisers must pay in advance.

