

# Diabetic Gourmet<sup>®</sup>

M A G A Z I N E

## Advertising Media Kit

*Healthy  
Eating*



*Healthy  
Living*



## About Us

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*Since 1995, Diabetic Gourmet Magazine has been a premiere online magazine dedicated to diabetes living with a focus on healthy eating.*

*We publish articles about diabetes, cooking and healthy eating; diabetic-friendly recipes complete with nutritional data, multiple email newsletters and dispatches; tools and resources, product reviews and more.*

*For advertisers, Diabetic Gourmet Magazine provides an audience of people highly motivated to find healthy, low-carb and sugar-free foods, as well as diabetes health-related products and services.*

*With an average of 100k monthly readers and 1.2 million banner impressions, our audience provides premium brands with the opportunity to engage them with their message through a variety of advertising products.*

*Opportunities include banner advertising, email advertising, contest sponsorships, lead generation, content integration, an amazing magazine sponsorship program, ad packages and more.*

*If it's good to eat,  
then we have the  
audience for you.*



## Our Audience

*Diabetic Gourmet Magazine is a daily resource to thousands of people living with diabetes and/or who are interested in eating healthier. This includes people with diabetes and pre-diabetes (as well as their family members and caregivers), people with weight-related health issues, dieters, moms and meal preparers.*

*77% have been diagnosed with diabetes  
(10% Type 1, 65% Type 2, 2% Gestational Diabetes)*

- *36% have weight-control problems*
- *31% have high cholesterol*
- *39% have high blood pressure*
- *16% have heart disease*

*For non-diabetics readers:*

- *3% have a child with diabetes*
- *10% have a spouse with diabetes*
- *4% are children of a diabetic*

**Great News**  
**Women account  
for about 80%  
of our audience!**

Women make or influence 85% of all purchasing decisions

Women make 93% of the food purchasing decisions

75% of women identified themselves as the primary shoppers for their households

78% of women in the US use the Internet for product information before making a purchase

92% of women pass along information about deals or finds to others

Women mention brands an average of 73 times per week compared with just 57 times per week among males

73% of American women have printed a coupon from a website and 2 out of 5 have searched for a product because of an online coupon.



## Advertising

*We accept most popular ad types and are always interested in developing beyond the banner, out-of-the-box campaigns.*

### *Advertising Options*

- *IAB Standard Banner Advertising*
  - *Leaderboard (728x90)*
  - *Medium Rectangle (300x250)*
  - *Wide Skyscraper (160x600)*
- *Multiple, Exclusive Email Sponsorships*
- *Giveaway Sponsorships with Lead Generation*
- *Branded Content Integration*
- *Text links and Social Media Exposure*
- *Product Placements and Reviews*

### *Benefits & Perks*

- *High Share of Voice*
- *Low Ad Noise*
- *Geo-Targeting by Country*
- *Frequency Capping*
- *Road Block Friendly*
- *Brand Safe Advertising*
- *Tiered Pricing for Non-Pharma Brands*
- *Prominent Above-the-Fold Ad Placements*
- *Highly Competitive Pricing (our rates consistently beat all legitimate competitors)*



## Rates

### **Banner Advertising**

Sizes: 300x250, 160x600, 728x90

Pharmaceutical (manufacturers): \$12-\$14 CPM

Non-Pharma: \$6-\$14 CPM

### **Magazine Sponsorship Program**

Platinum : \$12,000 per year (Lite Version: \$11,000)

Gold: \$7,000 per year (Lite Version: \$6,500)

Silver: \$4,500 per year (Lite Version: \$4000)

### **Email Advertising**

Daily Diabetic Recipe: 31,652 Subscribers - \$329/Week

Diabetic News: 29,476 Subscribers - \$329/Issue

Diabetic Newsletter: 44,149 Subscribers - \$449/Issue

\* Email Discounts: 10% on 3-5, 15% on 6+

### **Additional Opportunities**

Contest/Giveaway Sponsorship with Data Collection; Content Integration; Product Placement and Reviews

### **Standard Ad Campaign**

Includes:

- Universal Ad Package
- 100,000 impressions
- Above the fold placement
- Up to 3 creatives per size
- Frequency capping
- Country geo-targeting
- Email Sponsorships:
  - 1 Daily Diabetic Recipe or Diabetic News Email Sponsorship

Standard Ad Campaign Pricing:

- Pharma Standard: \$1,500
- Non-Pharma Standard: \$1,100

Standard Ad Campaign Discounts:

10% on 3-5; 15% on 6+

### **BYOP (Bring Your Own Program)**

If you have something that has worked for you, or that you are doing with another publisher, let us know. We'll try to match it or design something specific to your preferences, requirements and budget.

*It's easy to get up and running.*





# Diabetic Gourmet<sup>®</sup>

## MAGAZINE

## Contact Us

We appreciate your interest in advertising with Diabetic Gourmet Magazine. Please contact our advertising coordinator with any questions or to get started.

### Advertising Coordinator

Christine DeSantis  
E: [christine@capcomarketing.com](mailto:christine@capcomarketing.com)  
P: 315-699-1687 x3  
F: 315-699-1689

### Magazine Website

[DiabeticGourmet.com](http://DiabeticGourmet.com)

### Online Media Kit

[CapcoMarketing.com/mediakit](http://CapcoMarketing.com/mediakit)

### Address

CAPCO Marketing  
8417 Oswego Road, Suite 177  
Baldwinsville, NY 13027

### Recognition



Ready to  
Get Started?

### Some Brands We've Worked With



[DiabeticGourmet.com](http://DiabeticGourmet.com)

