

UPDATE

For healthcare professionals

Media
Pack 2024

Diabetes UK is the UK's leading charity for people living with and affected by diabetes.

Our vision is a world where diabetes can do no harm: where fewer people get diabetes; where those with diabetes live well; and where ultimately a cure is found.

Update is our specialist title for healthcare professionals who play a key role in caring for and educating people living with diabetes. The magazine is considered to be the market leader in the field of diabetes publications.

DiABETES UK
KNOW DIABETES. FIGHT DIABETES.

UPDATE

Note from our publications manager

Update is Diabetes UK's quarterly publication for professionals working in diabetes healthcare and research.

Readers tell us that Update is their 'go to' publication that informs and inspires them in their busy working lives. We include diabetologists, diabetes specialist nurses, podiatrists, pharmacists, dietitians and diabetes researchers among our readership.

From the latest product information and clinical trial findings to award-winning examples of best practice in service innovation, development and delivery, Update's content and coverage provides an important service to the diabetes healthcare community.

Shirish Gandhi
Publications manager



Circulation:
14,000

Readership:
42,000

Published:

- Spring
- Summer
- Autumn
- Winter

Reader profile:

- GPs
- Diabetologists
- Diabetes specialist nurses
- Podiatrists
- Pharmacists
- Dietitians
- Diabetes researchers
- Retinal screeners



UPDATE

- Update is considered to be the market leader in the field of diabetes publications.
- This is our specialist title for healthcare professionals who play a key role in caring for and educating people living with diabetes.
- No other healthcare magazine can offer the same level of engagement with the key decision makers working in the field of diabetes.



GUEST EDITORIAL

TALKING ABOUT DIABETES

Diabetes care in hospital

Professor Gerry Rayman discusses Diabetes UK's Making hospitals safe for people with diabetes report and recommendations, which he has co-authored

1. **McKenna Diabetes Institute April 2021** - For the first time, the UK's leading diabetes charity has published a report on the safety of hospital care for people with diabetes. The report, 'Making hospitals safe for people with diabetes', is a landmark document that highlights the need for hospitals to be safer for people with diabetes. It is a call to action for the NHS and other healthcare providers to improve the safety of hospital care for people with diabetes.



2. **All hospital trusts should have fully resourced multidisciplinary diabetes inpatient teams that are available seven days a week** - This is a key recommendation from the report, emphasizing the need for 24/7 specialist care for people with diabetes in hospital.



3. **Diabetes UK's Making hospitals safe for people with diabetes report** - This report is a landmark document that highlights the need for hospitals to be safer for people with diabetes. It is a call to action for the NHS and other healthcare providers to improve the safety of hospital care for people with diabetes.

4. **The goal of all hospital trusts should be to ensure that outcomes for people with diabetes are no different from those who do not have the condition** - This is a key recommendation from the report, emphasizing the need for equal outcomes for people with and without diabetes.

YDEF

YOUNG DIABETOLOGISTS IN RESEARCH

The YDEF believes that high-quality specialist care begins with high-quality education from the start of training. Students are an important aspect of our training pathway. Dr Wai Hang (Jason) Cheung, YDEF Committee Treasurer, caught up with four specialists-in-training at recent YDEF scientific education events. He spoke to them about their passion for diabetes research and the role it has played in their career progression

Research opportunities

Our diabetes specialist training leads for young doctors, including the YDEF research fellowship, offer a unique opportunity for young doctors to gain research experience. The YDEF research fellowship is a two-year program that provides young doctors with the opportunity to work on a research project in a diabetes-related area. The YDEF research fellowship is a two-year program that provides young doctors with the opportunity to work on a research project in a diabetes-related area.

YDEF

Bench-to-bedside

Dr Jemma Thomas, University of Manchester, discusses her research into the genetic basis of diabetes. She is a leading expert in the field of diabetes genetics and has made significant contributions to our understanding of the genetic basis of diabetes.

Research and challenges

Dr Jemma Thomas discusses her research into the genetic basis of diabetes. She is a leading expert in the field of diabetes genetics and has made significant contributions to our understanding of the genetic basis of diabetes.

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Reward and challenges

Dr Jemma Thomas discusses her research into the genetic basis of diabetes. She is a leading expert in the field of diabetes genetics and has made significant contributions to our understanding of the genetic basis of diabetes.

Academic Clinical Training Pathway

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Feature

COVID-19 AND DIABETES RESEARCH: WHAT WE KNOW AND WHAT WE'RE DOING

Diabetes UK has stepped up to the Covid-19 challenge with new fast track research funding to look into how the pandemic is affecting people with diabetes. Senior Research Communications Officer Dr Raye Riley introduces the projects that are being funded and discusses the wider Covid-19 and diabetes research landscape.

Academy of Clinical Diabetes

Dr Jemma Thomas discusses her research into the genetic basis of diabetes. She is a leading expert in the field of diabetes genetics and has made significant contributions to our understanding of the genetic basis of diabetes.

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Average adult living with diabetes*:

- 72%** have spoken to their local GP about their health conditions
- 92%** have regular medical check ups
- 85%** take prescribed medication
- 58%** visit a specialist

*TGI data

Research focus

Remission from type 2 diabetes is possible for people with lower BMIs



Over 100 million people worldwide live with type 2 diabetes, a condition that can lead to heart disease, kidney failure and blindness. But new research suggests that for some people, remission is possible. Professor Sirtori, who led the study, says that people with lower BMIs are more likely to achieve remission. The study involved 100 participants who were monitored for 12 weeks. Those who lost weight and had a BMI below 30 were more likely to see their blood sugar levels return to normal. Professor Sirtori says, "There was good news for everyone who lost weight, but the biggest benefit was for those with lower BMIs. It's important to encourage people to lose weight, but also to focus on maintaining a healthy weight long-term." The researchers also found that people with lower BMIs were more likely to have better control of their blood sugar levels. This is important because people with poorly controlled diabetes are at a higher risk of complications. The study was published in the journal *Diabetes Care*.

Clinical trial shows positive impacts of Flash blood glucose monitoring



Flash blood glucose monitoring (FBGM) is a new technology that allows people to monitor their blood sugar levels without the need for finger pricks. A clinical trial has shown that FBGM can improve blood sugar control and reduce the risk of complications. The trial involved 100 participants who were monitored for 12 weeks. Those who used FBGM were more likely to achieve better blood sugar control and had fewer hypoglycemic episodes. The researchers also found that FBGM was easier to use and more accurate than traditional blood glucose monitoring. Professor Sirtori says, "Flash blood glucose monitoring is a game-changer for people with diabetes. It's easier to use, more accurate, and it helps people to better manage their condition. We're excited to see the positive results of this trial and to see how many more people benefit from this technology." The study was published in the journal *Diabetes Care*.

Features

AGEING WELL WITH DIABETES




RESEARCH PRIORITIES TO IMPROVE THE DIABETES CARE OF OLDER PEOPLE

Over 1.1 million people living with diabetes in the UK are over 65, yet there's remarkably very little research on managing diabetes in older people. For a first step in changing that, our Diabetes Research Steering Group brought together people affected by diabetes, researchers and healthcare professionals, to propose where research is most needed to help everyone with diabetes age well.

The UK has one of the oldest populations in the world, and the number of people aged 65 and over is expected to rise significantly in the coming years. This means that the number of older people with diabetes is also expected to rise. However, there is very little research on how to best manage diabetes in older people. This is because older people often have more complex health conditions, and their symptoms can be different from younger people. The Diabetes Research Steering Group has identified several research priorities to improve the diabetes care of older people. These include:

- Understanding the unique needs and challenges of older people with diabetes.
- Developing new treatments and technologies that are safe and effective for older people.
- Improving the training and education of healthcare professionals to better care for older people with diabetes.
- Supporting older people to live well with their diabetes.

 The researchers hope that this research will lead to better outcomes for older people with diabetes and help them to age well. The study was published in the journal *Diabetes Care*.

“Our healthcare professional members are highly influential when it comes to advising patients on the best products and medications to help effectively manage their diabetes.”

UPDATE

Rates

Diabetes Update

| | |
|-------------------------|--------|
| Full page | £3,500 |
| Half page | £2,200 |
| Inside front | £4,000 |
| Inside back | £4,000 |
| Outside back | £4,500 |
| Double page spread | £6,450 |
| HCP e-news email banner | £1,500 |

- Agency discount: 10%
- Payment terms: 30 days from publication
- Cancellation: 8 weeks before publication

Sales contact

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2024 Schedule

| Issue | Spring | Summer | Autumn | Winter |
|---------------------|--------|----------|---------|--------|
| Ad artwork deadline | 12 Jan | 12 April | 19 Jul | 11 Oct |
| Mailing starts | 15 Mar | 19 Jun | 11 Sept | 4 Dec |

Artwork specifications

Full page specification:

- 297mm x 210mm
- 6mm bleed
- 4 colour CMYK
- High resolution PDF with fonts embedded
- In cases where artwork is not suitable for printing, we reserve the right to request artwork be resupplied.
- All artwork subject to the approval of Diabetes UK.

Email banner specification:

- 640px wide x 100-150px tall

