

Australian Diabetes Educator

ADEA official online publication

An effective way to reach the largest network of diabetes educators in Australia

Australian Diabetes Educator

The Australian Diabetes Educator (ADE) is a quarterly online publication produced for members of the Australian Diabetes Educators Association (ADEA) and is available at ade.adea.com.au. The publication is distributed to a readership of over 2,100 ADEA members, subscribers and authors.

ADE readership is primarily Credentialed Diabetes Educators and multidisciplinary health professionals such as Registered Nurses, Nurse Practitioners, Registered Midwives, Dietitians, Pharmacists, Exercise Physiologists, Endocrinologists, Podiatrists, Medical Practitioners, etc. It is designed for people actively working with people with diabetes in a wide variety of settings.

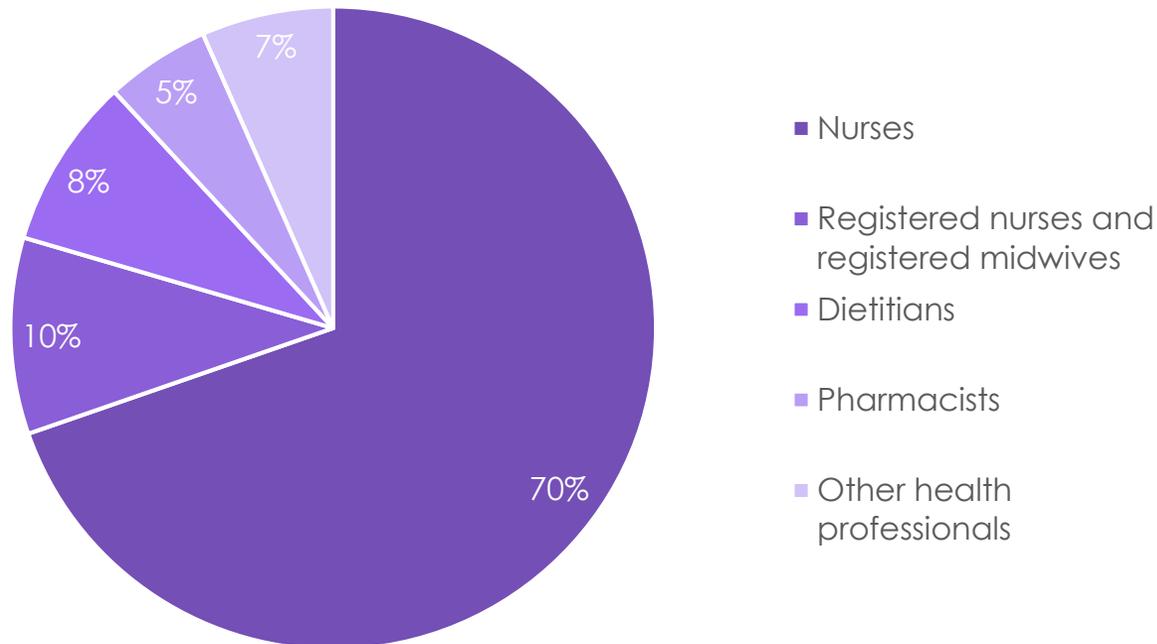
Evolved from the ADEA Newsletter, with the first edition in July 1982, the ADE aims to inform, inspire and motivate ADEA members in order to assist in the standardisation and quality of diabetes education and care. It is intended to increase knowledge and promote best practice as well as support better self-management for people with diabetes and their carers.

For 2017, the ADE Editorial Advisory Group and the Publishing Team will work with authors to introduce the following themed editions:

1. March: Diabetes through the lifespan: from children to the elderly
2. June: Diabetes and technology
3. August: Diabetes and complication
4. November: ASM round-up

Readership profile

Primary disciplines



- ▶ Credentialed Diabetes Educators and inspired diabetes educators
- ▶ Health professionals living with diabetes, carers of someone with diabetes
- ▶ Health professionals with a special interest in diabetes, diabetes education and diabetes management

Value of advertisement to readers*

- ▶ 'Advertisement reminds us of what is out there, especially medications.'
- ▶ Up-to-date product information, insights into what is on the market.
- ▶ 'Advertisement gives exposure to products and services that otherwise I'm not aware of.'
- ▶ 'I work in a rural area where I don't get all the new updates via representatives or education events. I rely on advertisement to get information on new products.'

* 2016 ADE Readership Survey

How does ADE work?

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▶ Online ADE

Online ADE is a website that publishes content of the **quarterly** ADE, available exclusively to ADEA members via ade.adea.com.au.

Advertising materials are available on the home page and article page, including advertisements, editorials, advertorials, links, video, polls, product information sheet, etc.

▶ ADE e-newsletter

The e-newsletter is a HTML formatted email that is sent out to readers every **month** with links directing them to articles of the Online ADE website.

Advertising materials are available on the side of this e-newsletter, including advertisements, editorials, advertorials, links, video, polls, product information sheet, etc.

▶ ADE via ISSUU

ADE via ISSUU allows ADEA to publish a fully designed publication via ISSUU.com as a digital flipping book that allows readers to experience the **quarterly** ADE Online in a different mode.

Advertising materials are available on allocated space, including advertisements, editorials, advertorials, product information sheet, etc.

ADE e-newsletter



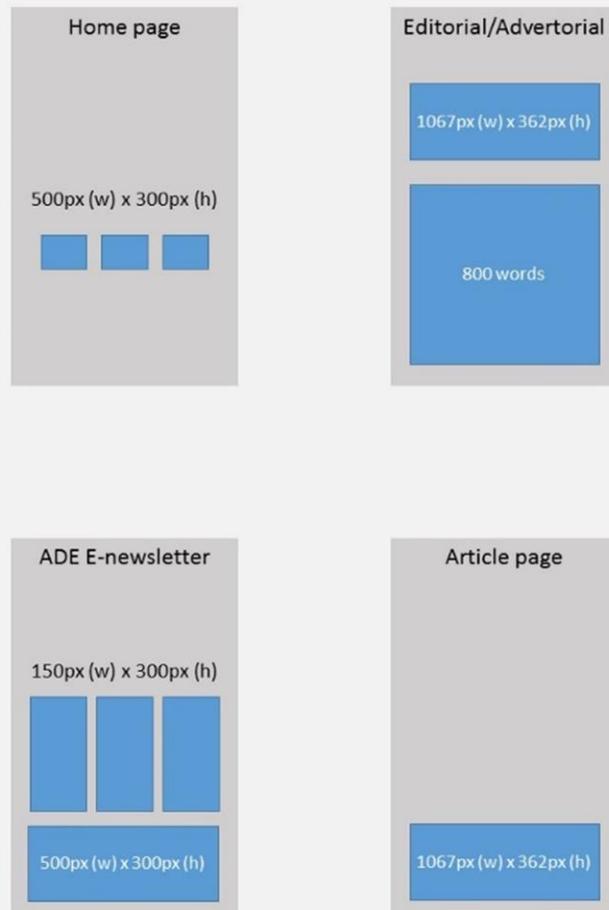
Online ADE



ADE via ISSUU



Rates and size*



Online ADE

- ▶ Home page: \$3,150 per edition (3 months)
- ▶ Article page: \$1,995 per edition (3 months)
- ▶ Editorial/Advertorial: \$4,200 per edition (3 months)

ADE E-newsletter

- ▶ Portrait column: \$700 per edition (monthly)
- ▶ Landscape banner: \$1,190 per edition (monthly)

ADE via ISSUU

- ▶ Full page portrait A4: \$2,848 per edition (3 months)
- ▶ Half-page landscape A5: \$1,582 per edition (3 months)

*Discount available for bundled packages and ADEA members.

Advertisement requirements

Materials are sent to ade@adea.com.au

- ▶ Advertising materials includes, but not limited, to advertisements, editorials, advertorials, links, video, polls, product information sheet, etc.
- ▶ Image advertisement can be supplied as .jpg, 72dpi and RGB colour.
- ▶ Materials are due two weeks prior to the publishing dates, specified in the booking confirmation.
- ▶ Flash files are not accepted.

Booking terms and conditions

- ▶ ADEA members and sustaining members are eligible for 10% discount.
- ▶ Bundled options are available to give your campaign a holistic approach across all media.

Contact ade@adea.com.au for more information.

- ▶ A cancellation fee of 20% applies for cancellations of advertisement one week prior to the publishing dates, specified in the booking confirmation.