



Diabetes.co.uk
the global diabetes community

Home Insurance Products Food & Recipes Books Forum Chat What's New myLifestyle Kids Donate

Most clicked: [Diabetes Symptoms](#) [Type 1](#) [Type 2](#) [Signs & Symptoms](#) [Blood Sugar Converter](#) [Ketones](#) [Newly Diagnosed](#) [Competitions](#)

Search Diabetes.co.uk and the forum: **Search**
e.g. Low-carb, Ketones, Type 2 [Search Diabetes.co.uk](#) [Search the Web](#)

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Join the Community

Come and join the community at Diabetes.co.uk.

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[Diabetes Directory](#)

[Diabetes News](#)

[Diabetes Guides](#)

[Diabetes Support Forums](#)

[Competitions](#)

[Diabetes Surveys](#)

Join the Newsletter

Forum updates, previews & community news.

Your email... [Join](#)

Over 3,400 delicious recipes!

Diabetes Recipes Section - NEW!

Browse over 3,400 recipes in the new Diabetes Recipes area!

[read more](#)

Join the Community
Join 20,000 members, FREE!

NEW: Diabetes Recipes
Delicious food recipes

Diabetes Symptoms
All about diabetes symptoms

Celebrities with Diabetes
Famous people with diabetes

UPDATED: myLifestyle
With NEW food diary!

Diabetes News

Aerobic exercise waste of time for diabetes prevention - *Thu, 04 Feb 2010*

Diabetes charity sets fundraising challenge - *Thu, 04 Feb 2010*

Live to 100 super pill could end diabetes and heart disease and Alzheimers - *Wed, 03 Feb 2010*

[More News](#)

FREE Meter Giveaway
WIN A FREE BAYER CONTOUR METER

Win 1 of 50 a month!

[CLICK HERE](#)

Diabetes Information

Diabetes guides and information.

[What is Diabetes?](#)

[Diabetes Mellitus](#)

[Newly Diagnosed](#)

The Diabetes.co.uk Alert ID Wristband [Read More](#)

Welcome to Diabetes.co.uk - the global diabetes community.

The World Health Organization estimate that over 180 million people worldwide (including 2.6 million people in the UK) have diabetes, a disease affecting blood sugar levels. Diabetes.co.uk is your portal for information on **type 1** and **type 2** diabetes, diabetes symptoms and diabetes treatments.

[Join Diabetes.co.uk >>](#)

Diabetes Products

[Diabetes Alert ID Wristband](#)

[Diet Plate](#)

[Desang Kitbags - 10% off](#)

- 1** Get informed & take control
- 2** Browse our diabetes guides
- 3** Join the 20,525+ community

Media Information

April 2011



About Diabetes.co.uk

Packed full of information, special features, news and more, **Diabetes.co.uk** is now the UK's largest and fastest growing community website for people with diabetes:

- continually updated, free to use and available 24/7
- optimized to ensure high rankings in Google.co.uk
- more than 270,000 unique visitors per month
- over 100,000 registered users
- 70,000 subscribers opted-in for twice weekly newsletter
- and 30,000 members using the Diabetes.co.uk Forum
- more than 1 million Diabetes.co.uk page views per month
- and over 12 million page views per annum

Geographical distribution

Diabetes.co.uk fast growing audience is geographically distributed as follows:

- United Kingdom 80%
- USA & Canada 8%
- Europe 3%
- Far East 3%
- Rest of the World 6%

The geographical distribution of our UK visitors is widely spread:

- London and South East – 30%
- Ten other major UK cities – 20% *
- Other UK locations – 50%

* Notably Manchester, Birmingham, Glasgow and Edinburgh

Diabetes.co.uk User Survey

Responses from a representative sample of over 5,000 visitors completing a Diabetes.co.uk survey (including responses on behalf of a partner or child) were as follows:

Demographic analysis

- Male – 54%
- Female – 46%
- Type 1 – 34%
- Type 2 – 66%
- Use insulin – 49%
- High frequency testers – 48%
- Replied on behalf of a partner – 10%
- Replied on behalf of a child – 3%

Age distribution

- Age 19 or under – 5%
- Age 20-29 – 9%
- Age 30-39 – 15%
- Age 40-49 – 23%
- Age 50-59 – 27%
- Age 60-69 – 16%
- Age 70 or over – 5%

Time elapsed since diagnosis

- Diagnosed less than 1 year – 19%
- Diagnosed 1-5 years – 20%
- Diagnosed 6-10 years – 18%
- Diagnosed 11-20 years – 15%
- Diagnosed over 20 years – 28%

Opportunities for advertisers

Diabetes.co.uk offers clients a wide range of opportunities for integrated online marketing including digital display advertising, product pages, advertorials, rich media, newsletter advertising, competition prize promotions and other bespoke solutions:

Display advertising banners can be placed on contextually relevant pages / sections or run of site. Sizes available include:

- MPU 300 x 250
- Square banner 200 x 200,
- Leaderboard 728 x 90
- Wide skyscraper 160 x 600
- Expandable sky 160-340 x 600
- Horizontal banner 468 x60 pixels



**Get £5 off
Bayer's Contour USB
+ a FREE SKIN**

Use code: **USBDUK135**

10:30 AM 12/21
5.2
Before Meal

Reminder
Notes

Not to be used in conjunction
with any other offer

CLICK HERE

Formats .GIF, .JPG or Flash are accepted and with a maximum file size allowance of 40K. Other banner sizes are available on request and banners in newsletters are available in size 200 x 200 pixels, .GIF or .JPG with a maximum file size of 20k.



WIN 1 of 50 Contour or BREEZE 2 blood glucose meters!

Contour 15.9 12-21 5.2
Contour 15.9 12-21 5.2
Contour 15.9 12-21 5.2

Bayer HealthCare

Advertorial pages can be standard page width or full-width with left hand navigation and right hand columns removed. Full-width pages allow more space for conspicuous branding to match the clients preferred look and feel, more space for product illustrations including rich media (video) and make a bigger impact and. Click on the image or text link below to view example of a full-width promotion:



Diabetes.co.uk
the global diabetes community

Use code **diabetes09** to get **15% off**. [Click here to see our site!](#)

Home Insurance Products Food & Recipes Books Forum Chat myLifestyle Kids Donate Professionals

Search Diabetes.co.uk and the forum:

Bayer HealthCare
Diabetes - Welcome to Bayer's page

Stay up to date with Bayer!

Keep up to date with the latest Bayer products each month including the Contour USB, DIDGE, Inzeo 2 and Contour from Bayer's very own range. This month, Bayer are proud to announce the arrival of the Contour USB, which you can get a discount code for **£5 off** exclusively with Diabetes.co.uk.

Contour USB
Bayer's Contour USB was launched in the UK in early 2010, following great reviews in America. Bayer's Contour USB is a sleek, smart, portable new meter that could help you lower your A1c.

What's more, just plug in the Contour USB to a USB port to use it. It's that easy!

- Buy the Contour USB...and get FREE FREE SHIPPING. Save £3.58 with offer code USBDUKIP
- Discover the Contour USB
- Read the Contour USB review

Read about how **easy** the Contour USB can make managing your diabetes:

- Data management with Bayer's Contour USB
- How and portable - Contour USB
- Pre and post meal testing with Bayer's Contour USB

Bayer's DIDGE
Bayer's DIDGE is the only blood glucose meter that plugs into a Nintendo DS or DS Lite system. This unique meter helps encourage feelings with

<http://www.diabetes.co.uk/promotions/bayer.html>

Product pages are usually designed to fit standard template pages for promotion of diabetes products and services with the option to include embedded rich media (video) as well as still images and a range of calls to action including bespoke enquiry forms for data capture.



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the global diabetes community

Win a **FREE Blood Glucose Meter!**

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Search Diabetes.co.uk and the forum:

Diabetes > Diabetes Products > Index

Diabetes Products
Discover diabetes products, services and accessories.
Diabetes Product Guides
Special Offers
Diabetes Alert ID Wristband
Diet Plate
Desang Kitbags - 10% off
Products
Circulation Booster
Diabetes Books
Diabetes Pharmacy
Medical Shop
Z'sweet
Services
Inspirative Health
London Diabetes Clinic
Obstructive Sleep Apnoea
myLifestyle
See all products

The Diet Plate
The Diet Plate... Just £17.89!
Even small improvements in diet can help fight against diabetes - Tue, 24 May 2011
Common test could offer prediction of early death from diabetes - Tue, 24 May 2011
Diabetes patients at risk from NHS cutbacks - Mon, 23 May 2011

FREE Contour Meter Giveaway
Sponsored by Bayer Diabetes Care
Win a FREE Contour from Bayer!

Diabetes Products
Diabetes Products is an online collection of functional and useful products selected by Diabetes.co.uk for people with diabetes.
To learn more about each product, follow the links or click on the pictures. Wherever possible, Diabetes.co.uk has negotiated a discount with our online suppliers, bringing greater value to the diabetes community.
Visit our [Diabetes Accessories](#) section for new product guides added monthly.

Top Products & Services
Diabetes.co.uk Alert ID Wristbands
A comfortable, affordable Diabetes.co.uk Alert ID wristband with 1 YEARS FREE servicing for instant 24/7 incident response in an emergency. Only £6.
More information

<http://www.diabetes.co.uk/diabetic-products/index.html>



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FREE Bayer Meter Giveaway...

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Search Diabetes.co.uk and the forum:

Diabetes > Diabetes Products > Diet Plate for People with Diabetes

Diabetes Products
Discover diabetes products, services and accessories.
Diabetes Product Guides
Special Offers
Diabetes Alert ID Wristband
Diet Plate
Desang Kitbags - 10% off
Products
Circulation Booster
Diabetes Books
Diabetes Pharmacy
Medical Shop
Z'sweet
Services
Inspirative Health
London Diabetes Clinic
Obstructive Sleep Apnoea
myLifestyle
See all products

Diet Plate for People with Diabetes
With contributions from Diabetes Expert, [Sue Mansford](#)

Kay Illingworth is the inventor of the Diet Plate and a testimony of its success, she first came up with the idea, after she lost 7 stone going from 18 stone and a size 20 to a size 14.

The Diet Plate system is based on the difficulties faced by dieters, including calorie counting and weighing out food. Illingworth discovered through her personal experiences that it was near impossible to accurately guess the weight of the food you are eating.

Clinically proven to help control type 2 diabetes
The Diet Plate which precisely sets out the portion sizes allowed for different food groups.
This is the ultimate portion control diet, which is hassle free and consistent. Clinical trial have been conducted on the Diet Plate concluding it is possible to lose three times the amount of weight compared to dieting alone.

Browse The Diet Plate range of products >>

The Diet Plate was just the first in a series of portion control merchandise designed in this specific way that recognise the importance of scientifically calibrating the food group and the portion size. There are now specialised products aimed at males and females taking into account differences in their nutritional and caloric needs.

Comment from Diabetes Expert

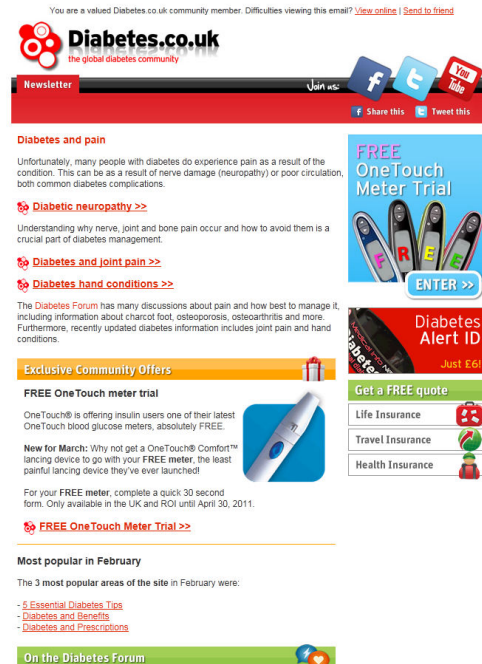
Kay Illingworth had the idea for plates that showed how much food you should have at a meal-time, helping to keep the horrors of 'portion distortion' at bay. Now trading as The Diet Plate Ltd, Kay sells a range of plates for men, women and children, each of which help people to lose weight.

EXCLUSIVE OFFER
£5 off Contour USB + FREE SKIN
£5 off the Contour USB and FREE skin when you use code: USB091K155

<http://www.diabetes.co.uk/diabetic-products/diet-plate.html>

Newsletters offer excellent opportunities for advertisers to reach our core audience and are broadcast twice weekly, usually on Tuesday and Thursday, to over 70,000 registered users. Solus e-mails are also available for clients who need more exclusive product promotion to newsletter recipients. The average unsubscribe rate measured over 13-weeks is less than 0.3% and the unique open and click through rates are well above industry average. A new user survey conducted in April 2011 will provide valuable new insights into this substantial targeted audience.

You are a valued Diabetes.co.uk community member. Difficulties viewing this email? [View online](#) | [Send to friend](#)



Diabetic neuropathy >>
Understanding why nerve, joint and bone pain occur and how to avoid them is a crucial part of diabetes management.

Diabetes and joint pain >>

Diabetes hand conditions >>

The Diabetes Forum has many discussions about pain and how best to manage it, including information about charcot foot, osteoporosis, osteoarthritis and more. Furthermore, recently updated diabetes information includes joint pain and hand conditions.

Exclusive Community Offers

FREE OneTouch meter trial
OneTouch® is offering insulin users one of their latest OneTouch blood glucose meters, absolutely FREE.

New for March: Why not get a OneTouch® Comfort™ lancing device to go with your FREE meter, the least painful lancing device they've ever launched!

For your FREE meter, complete a quick 30 second form. Only available in the UK and ROI until April 30, 2011.

FREE OneTouch Meter Trial >>

Most popular in February
The 3 most popular areas of the site in February were:

- [5 Essential Diabetes Tips](#)
- [Diabetes and Benefits](#)
- [Diabetes and Prescriptions](#)

On the Diabetes Forum

<http://www.diabetes.co.uk/newsletter/forum-update-204>

Rich media including Billboard, Filmstrip and You Tube video advertising formats can be used for extra impact and as an ideal way to enhance product pages and to engage our audience with your sales message. Podcasts can also be included for audio messaging.



Video Guide: How to test your blood glucose levels

0:15 / 2:52 720p

<http://www.diabetes.co.uk/blood-glucose/how-to-test-blood-glucose-levels.html>

Competitions can be promoted using banner advertising run of site or text boxes with text links on the Home page, on other contextually relevant pages including authorised posts promoting competitions in the Forum.

Calls to action and data capture

Banners can drive externally to client websites or internally to dedicated client landing pages on Diabetes.co.uk. Advertorials, product pages and other dedicated landing pages can include enquiry forms for data capture as necessary. Opt-in data can be forwarded securely at agreed intervals or automatically where necessary.



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Use code **diabetes09** to get **15% off**. [Click here to see our site!](#)

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e.g. Low-carb, Ketones, Type 2

FREE Meter Giveaway

Diabetes > Free Bayer Blood Glucose Meter for 2011

FREE Contour and BREEZE 2 Giveaway

Win a FREE Contour or BREEZE 2 blood glucose meter from Bayer Diabetes Care fresh for 2011!

104 tweets
retweet

Bayer Diabetes Care are giving away 50 meters each month - just fill in the form to the right for your chance to win.

BREEZE 2 and Contour uses the latest No Coding technology, so you get accurate results each and every time you test!

NOTE: Please ensure you complete ALL fields on the competition entry form as incomplete entries are not accepted!

Contour® Meter

Updated May 2011: Bayer's CONTOUR meter was designed to make testing simple and trouble-free.

- No Coding technology
- Fast: results in 5 seconds
- Two levels of functionality
- Small blood sample
- 7, 14 and 30 day averages to look at blood glucose trends
- Pre and post meal markers to identify mealtime readings
- Adjust your post-meal alarm to set yourself test reminders
- Personal hi and lo target results: highlight tests that are above and below your target

BREEZE®2 Meter

Updated May 2011: Bayer's

FREE Meter Giveaway

Enter below for your chance to win a FREE Contour blood glucose meter!

Choose your Bayer meter

I would like a: Contour BREEZE 2

Diabetes type: Type 1 Type 2 Other

How often do you test per week: 1-4 5-9 10-14 15+

Currently use:

Send my Bayer meter to...

Full name: Title first name surname

Address: postcode [Find Address](#) Enter postcode & click find address...

Date of birth: DD MM YY

Email:

Contact tel:

I accept the [terms & conditions](#) for this promotion.

I consent to Bayer plc (Bayer House, Newbury RG14 1JA) holding my personal data to provide me with product information relating to this product.

I don't wish for Bayer plc to use my details to provide me with information on product improvements, learning more about diabetes or for statistical purposes.

I don't wish to be added to the Diabetes.co.uk newsletter list.

Submit

<http://www.diabetes.co.uk/promotions/bayer-meters.html>



Sponsorship and other opportunities

Diabetes.co.uk offers clients a wide range of opportunities to reach a targeted audience including sponsorship, patient education, patient recruitment for clinical trials or market research, audience surveys and other bespoke solutions.

Sponsorship of existing web pages or special sections such as Food & Recipes or the Diabetes.co.uk Forum is also possible for terms typically ranging from 1-12 months. We also offer opportunities to sponsor new content pages or special sections commissioned for and on behalf of clients.

Patient education is another option for companies interested in using educational information with or without direct input into page content as a means of communication and raising brand awareness through sponsorship. We are also interested in working with partners to deliver structured education and training to people with diabetes.

Patient recruitment can be conducted quickly using our newsletter and advertising online to drive applicants to a dedicated landing page online with enquiry forms and filters to ensure targeted responses from relevant individuals. Recruitment pages once in place can be activated or deactivated at short notice and messages and enquiry forms are easily updated for different campaigns.

Special surveys offer clients the opportunity to reach a statistically significant representative sample audience for market research and to do so quickly. Audience surveys can include logical programming as necessary to filter participants according to relevance of responses and in order to generate a qualified response from the target audience.

Press releases can be distributed online at Diabetes.co.uk, to our newsletter database and Diabetes.co.uk News which is monitored daily by Google for inclusion in Google Diabetes News with click through back to Diabetes.co.uk.

More accountable than print advertising

Page views, average time on page, extent of customer engagement, banner impressions, advertising banner click rates, news letters sent, received, opened and click through rates are all measurable using independent third party software including Google Analytics. Because digital advertising online is measurable, advertisers can more easily demonstrate advertising effectiveness, calculate Return on Investment (ROI) and invest their marketing budgets more wisely.

Our audience is waiting for your message

For more information about advertising (including advertising rates), sponsorship or to discuss other commercial opportunities please contact:

David Holyoak

Commercial Director

Tel: + 44 (0) 208 741 0741

Mobile: +44 (0) 777 589 4120

Email: david@diabetes.co.uk