

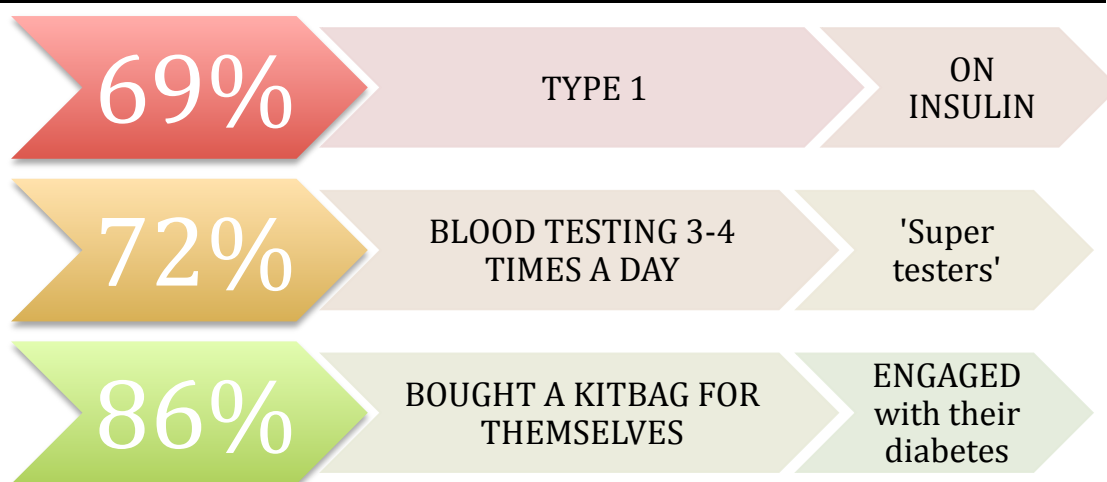


The online newsletter is a monthly round up of news and views, interviews and articles for people living with diabetes.

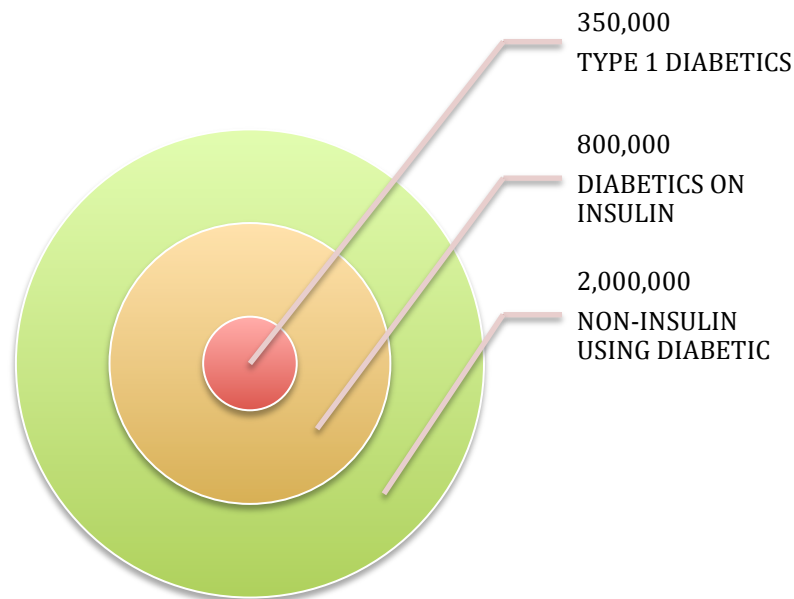
In a 'flippy' magazine format, the newsletter retains a particular focus on those who take insulin, blood test, count carbs and 'engage' with their diabetes and is sent via email to opt-in database of insulin-dependent diabetics.



## Statistics about Desang kitbag purchasers & Desang newsletter readership:



## TARGET MARKET: UK diabetes demographic



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### ***How does advertising in the Desang Online Newsletter work?***

Advertising with Desang works in two ways. First, using our own in-house systems we email the newsletter out to our opted-in database. This is comprised of an internet-enabled, engaged, knowledgeable 'tribe' of people who have an interest in diabetes in common.

Second, all the content of the newsletter – both editorial and advertising, is deconstructed and keywords are tagged which makes for additional Search Engine Optimisation (SEO). No matter which engine searchers are using -- Ask, Bing, Google, SearchMe, Wikisearch, WebCrawler -- search engine spiders can spot the terms being used and bring those conducting the search direct to your message.

Gooblydegook? Put simply, your advert goes direct to an opted-in subscriber market. It gains further coverage on the internet as it is hosted online (not in an email) therefore aiding the exposure of your brand and product.

**Demos:** We do our own demos that are not up for sale, but you can supply appropriate demos and we will host them inside the magazine on the demos page making the most of what modern technology can give – visual presentations of products.

**Gallery adverts :** Affordable, simple and effective, equivalent to 1/9<sup>th</sup> of a page in a special section, these contain 50 words, plus one picture and a two or three word title. We do the design and there is no proofing stage. Website URLs can be included but not phone numbers. These are ideal to introduce individual products or offers. You can have more than one if you have a range of products.

Advertising in the Desang Online Newsletter	Costs
<b>Sponsorship</b> , per issue, includes company or product logo on front cover, one 200-word editorial news item and a one-page advert.	£1,600
<b>Inside front cover Double page spread</b>	£2,000
<b>Inside front cover page</b>	£1,200
<b>DPS elsewhere in newsletter</b>	£1,500
<b>1 page</b>	£1,200
<b>½ page or one supplied demo</b>	£600
<b>¼ page</b>	£300
<b>Gallery adverts</b> (2 or 3-word title, 50 word text, one pic)	£150

## MECHANICAL SPECIFICATIONS

### Double page spread (DPS)

Size: 297 x 420mm: (height x width)

### Single page

A4 portrait

Size: 297 x 210mm: (height x width)

### Half page A4

1/2 vertical: 297 x 105 mm (height x width)

1/2 horizontal: 148.5 x 210mm (height x width)

### 1/4 page

1/4 vertical: 297 x 52.5mm (height x width)

1/4 horizontal: 74.5 x 210mm (height x width)

### IMPORTANT INFO:

We can only accept HIGH RESOLUTION PDF's or HIGH RESOLUTION 300dpi jpgs.

Please ensure PDF's:

- DO NOT have any security settings
- All fonts are embedded
- RGB colour format

***Please contact us if you would like us to create your online adverts: 0870-300-2063 newsletter@desang.net***

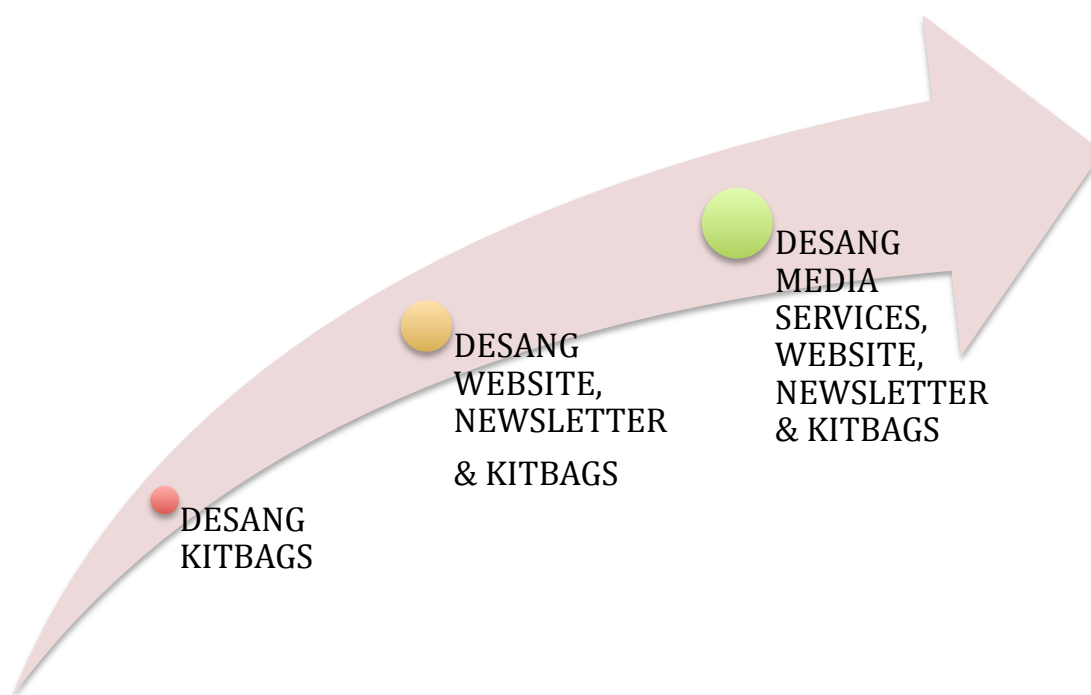
## **Desang Diabetes Media Services**

Desang is run by Sue Marshall, who is an expert in the diabetes market in the UK. She has had type 1 diabetes since 1972 and in 2008 has published a book on the condition, *Diabetes: The Essential Guide*. A member of the Guild of Health Writers, she writes on various aspects of living with the condition and has a broad overview and knowledge of what products are available and is available to assist with marketing products into the diabetes sector.

**Independent editorial supply:** including product reviews, interviews, articles, research, press releases. Clients include Accu-Chek (Roche), Bayer Diabetes Care, Diabetes UK (*Balance* magazine), JDRF (*Discovery* magazine), Sitefinders ([www.diabetes.co.uk](http://www.diabetes.co.uk)).

**PR, Marketing, Market Research:** for clients such as Arctic Medical, Roche Diabetes Care and Sitefinders ([www.diabetes.co.uk](http://www.diabetes.co.uk)).

**Additional services:** kitbag design and supply, online product demos.



## **CONTACT TIME!**

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