

# 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](http://ade.adea.com.au). The publication is distributed to a readership of over 2,300 ADEA members, subscribers and authors.

ADE readership is primarily Credentialed Diabetes Educators and multidisciplinary health professionals such as Nurses, Midwives, Dietitians, Pharmacists, Exercise Physiologists, Physiotherapists, Aboriginal and/or Torres strait islander health workers/practitioners, 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.

The ADE Editorial Advisory Group and the Publishing Team work with authors to publish 4 editions each year:

1. March
2. June
3. August
4. November

# Readership Profile

- ▶ 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

The ADE is featured on the ADEA wall of the MyInteract Platform.

[Healthcare Associations & Societies | myINTERACT](#)

Readers include endocrinologists, GPs and nurses, as well as allied health.

Push notifications are sent to health professionals using the MyInteract platform and App each time a new edition of ADE is uploaded.



# Why advertise with ADEA

## Why advertisement is valuable<sup>1</sup>

- ▶ Need to keep updated as **consumers ask questions!**
- ▶ It keeps me up to date as I am a **sole practitioner** and so I need that connection.
- ▶ Can enable awareness of products/services if **do not have regular rep visits.**
- ▶ Makes me aware of new products. Living and working **rurally** I do not always have access to reps or attend the ADEA meetings.
- ▶ To increase my awareness of products and technologies, particularly new ones to the market.

## Connecting brand to an active target audience

- ▶ CDEs consulting people with diabetes on a daily basis
- ▶ Sole practitioner/CDEs in private practice
- ▶ CDEs do not have regular rep visits
- ▶ CDEs in rural and remote areas

# How does ADE work?

## ► Online ADE

Online ADE is a responsive website that publishes content of the **quarterly** ADE, available exclusively to ADEA members via [ade.adea.com.au](http://ade.adea.com.au).

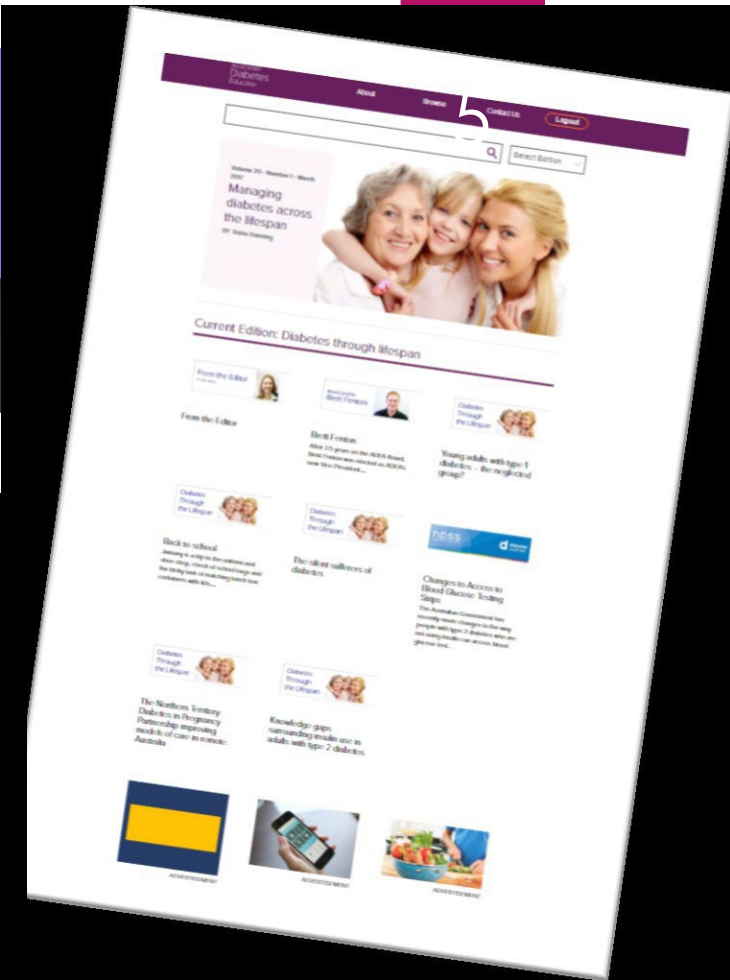
Edition schedule:

1. March
2. June
3. September
4. December

## ► ADE e-newsletter

The e-newsletter is a HTML formatted email that is sent out to readers every **4 weeks** with links directing them to articles of the Online ADE website.

ADE e-newsletter



Online ADE: Home page

# Advertise options with ADEA

Australian Diabetes Educator

About Browse Contact Us

Search Select Edition

Volume 20 - Number 3 - September 2017  
 Conquering complications – a personal perspective  
 BY Rowena Dowling

Living with diabetes

Current Edition: Diabetes and complications

From the Editor

Diabetes-Related Complications

An integrated nurse

homyped® Diabetes

Click here to listen to a new podcast on the ADE September with our Editor Dr Kate Marsh

ADEA 2017 Member Survey

Start survey now

Previous Editions

Diabetes and technology

Diabetes through lifespan

ASM 2016

- ▶ Advertorial
- ▶ Banner ad:
  - ▶ Home page
  - ▶ E-newsletter
- ▶ Sponsored podcast

# Rates and size\*

**Banner ad** and URL  
on the home page  
[ade.adea.con.au](http://ade.adea.con.au)

\$1,500 per edition

500px (w) x 300px (h)



**Advertorial**  
(bonus banner ad on  
home page)

\$2,000 per edition

1067px (w) x 362px (h)

800 words

**Banner ad** and URL in  
the ADE E-newsletter

\$1,000 per edition

500px (w) x 300px (h)

▶ Sponsored podcast: \$1,500 per podcast

\*Discount available for bundled packages and ADEA members.

# Advertisement requirements

Materials are sent to [ade@adea.com.au](mailto: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](mailto: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.