

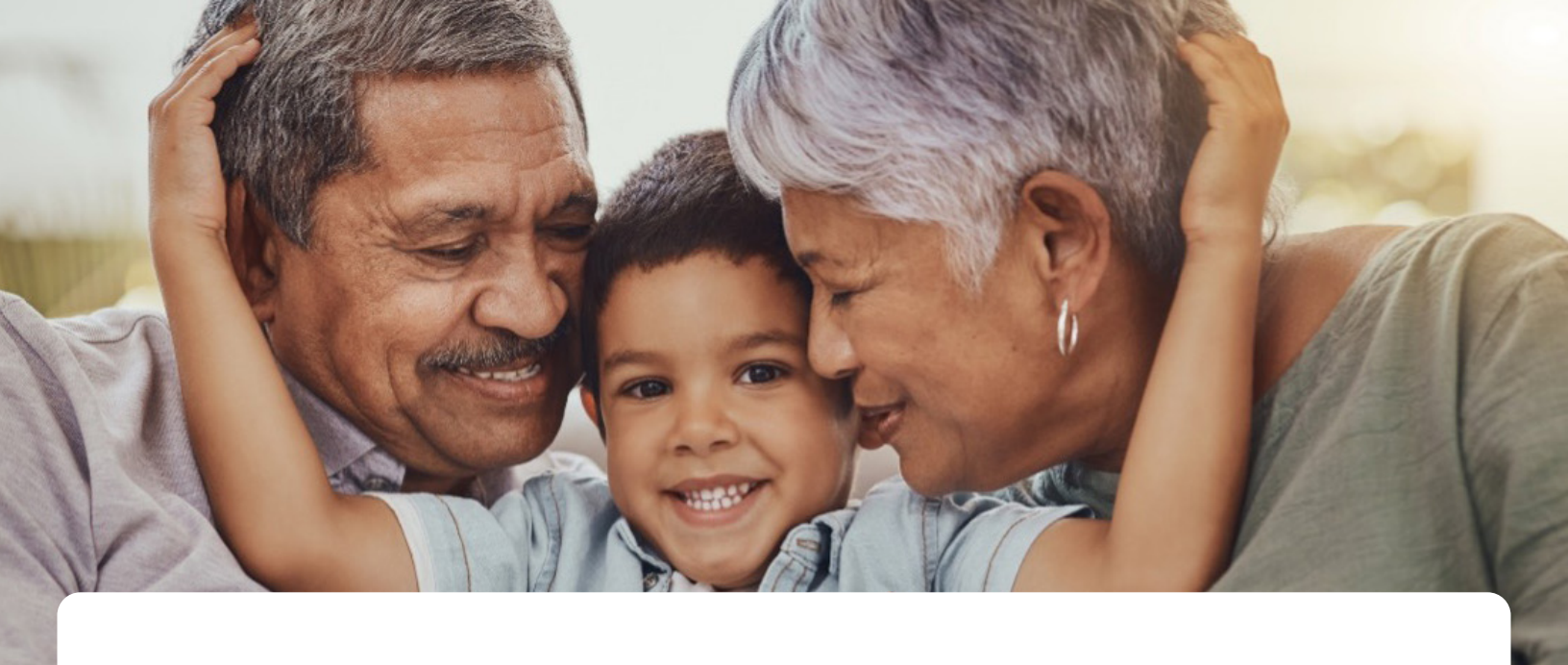
DIABETES
CARE COMMUNITY



2026

**DIABETES CARE
COMMUNITY**

MEDIA KIT



About Diabetes Care Community.

Since 2011, Diabetes Care Community has been dedicated to empowering individuals living with diabetes and prediabetes on their journey to improved health and well-being. Guided by insights from ongoing research into their needs and interests, we have created an extensive collection of expert-driven educational content, tools, and resources tailored to support every step of their journey.

Over the past year alone, our community has welcomed over **1.1 million visitors**, drawn by our commitment to providing comprehensive resources and support.

Our Audience



Annual Traffic*

1,100,000



Annual Page Views*

3,000,000



Annual Sessions*

1,700,000

*Source: Google Analytics: 12 months ending Oct 1 2025



Newsletter Subscribers*

36,000

*MailChimp Sept 29 2025

30% of Canadians live with diabetes or prediabetes!¹

10% of our audience



Type 1 Diabetes

Type 1 diabetes usually occurs during childhood or adolescence, but it can also develop in adults. And while its definitive cause is still unknown, type 1 diabetes is thought to be caused by genetics and exposure to environmental factors that may trigger the disease.

70% of our audience



Type 2 Diabetes

Type 2 diabetes is a chronic condition characterized by high levels of blood sugar (glucose). Different from type 1 diabetes, which is typically diagnosed in childhood, type 2 diabetes is often diagnosed in adulthood and is closely linked to lifestyle factors.

15% of our audience



Prediabetes

Prediabetes is a condition where blood glucose levels are higher than normal, but haven't reached the level required for a diagnosis of type 2 diabetes. Prediabetes can also be part of a condition called 'metabolic syndrome' where you may have a combination of high blood pressure, high cholesterol, elevated blood sugars or excess fat around the waist.

The cornerstones of good diabetes management for all of these groups include following a healthy diet, regular exercise, maintaining a healthy weight, monitoring blood glucose levels daily, adhering to the prescribed medication schedule, monitoring for complications and maintaining your emotional health and well-being.

¹Diabetes Canada Backgrounder 2023

WEBSITE

diabetescarecommunity.ca

Deliver your sponsored message to our highly engaged audience, in multiple platforms.

Diabetes Care Community features information about living with diabetes, healthy diet, body and mind health, blood glucose management, research, treatments, technology and much more.

Monthly page views:
300,000+

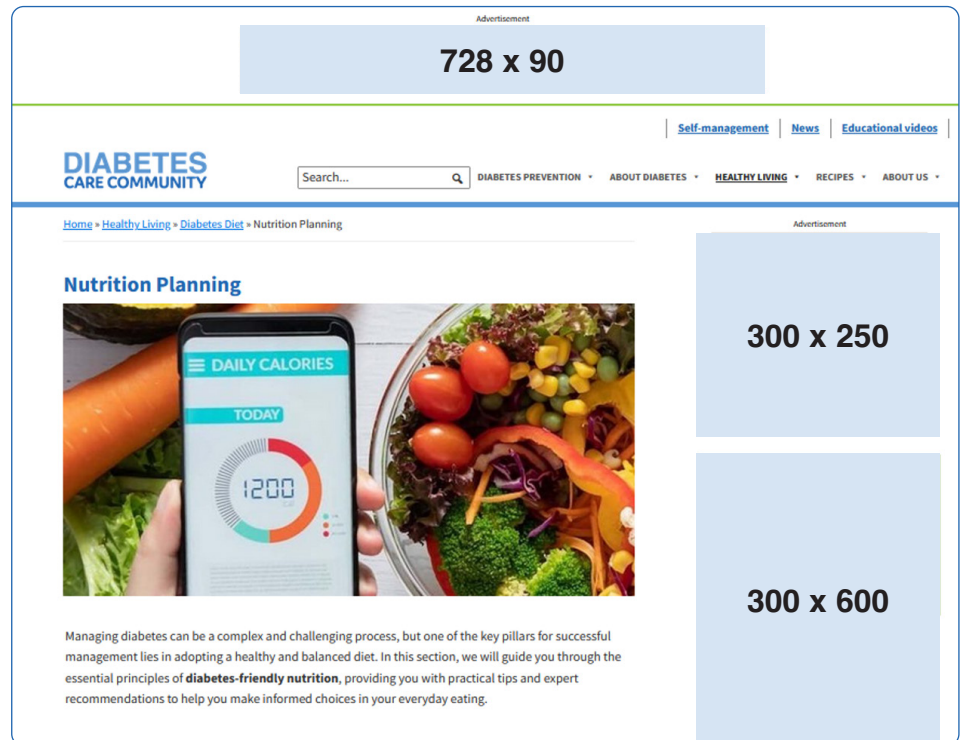
Available ad sizes:

- 300 x 250px
- 300 X 600px
- 336 X 280px
- 728 x 90px
- 320 x 50px
- Pop-up: 480 x 360px

Customized advertising packages are also encouraged.

Campaign metrics are reported monthly and can be customized to meet the client requirements, but at minimum will include trend reporting for impressions, CTR.

Content marketing will also include page views and time-on-page.



NEWSLETTER

Living Well With Diabetes

Engaging information and education sent directly to thousands of in-boxes.

Add *your* sponsored or educational message to our highly successful weekly newsletter².

Circulation:

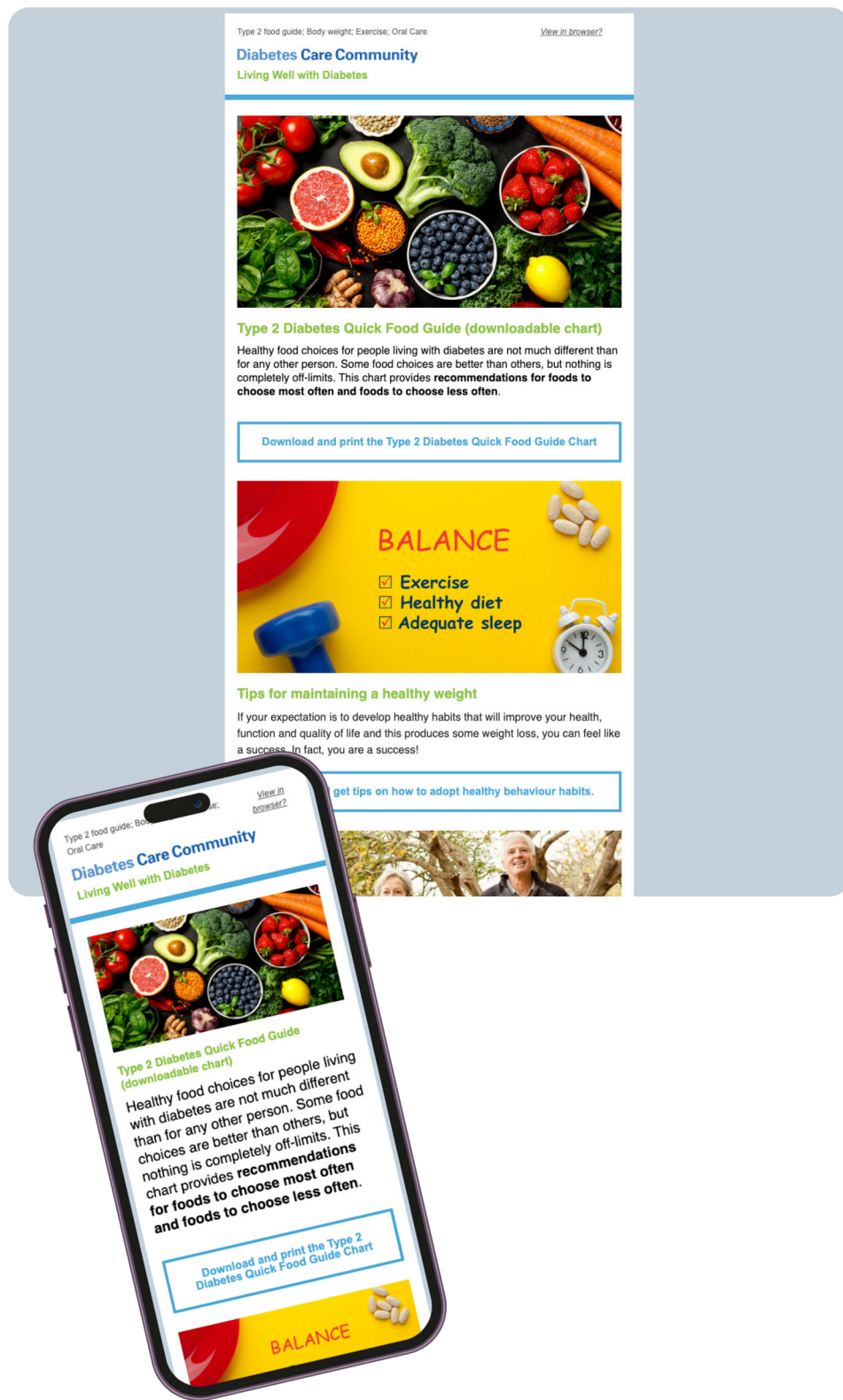
36,000
subscribers

Frequency:

Weekly

Our newsletter features information about living with diabetes, blood glucose management, healthy diet, exercise, monitoring, medications, emotional well-being and more.

²+ 40% average open rate



CASE STUDIES

Blood glucose meter marketing

Objectives:

1. Generate awareness of BGM technology among the type 2 diabetes population
2. Generated traffic to BGM brand site

Tactics:

- Run-of-site brand & offer advertising
- Newsletter brand & offer advertising
- Exclusive BGM sponsor of key management landing pages

Duration:

12 months

Results:

- **3,000,000+** impressions
- Display ad CTR – **average 0.09%**
- Pop-up ad CTR – **average 7%**
- Newsletter CTR - **range 4-8% (12 insertions)**

Pharmacy services marketing³

Objectives:

1. Promote pharmacy products and services
2. Drive traffic to pharmacy website and stores

Tactics:

- Run-of-site advertising
- Newsletter advertising and
- Exclusive sponsor of 15 key landing pages
- New offers every 8 weeks (timing driven by flyer promotion cycle)

Results:

- **6,500,000 impressions** (314,080 monthly avg.)
- Brand ad CTR – **average 0.12%**
- Pharmacy offer – **variable CTR/Conversion**

Pharmacy service	CTR	Conversion
Cooking classes for Blood Glucose control	0.39%	50%
Foot care clinic	0.37%	46%
Diabetes log book	0.26%	36%
Pneumococcal prevention	0.22%	22%
Heart Health cooking	0.14%	46%
Heart Health - <i>Enter to win</i>	0.10%	46%
Shingles	0.10%	26%
Pill packs	0.10%	38%

³National pharmacy chain

CASE STUDIES

Food educational content marketing

Egg Farmers of Canada wanted to raise awareness of the nutritional benefits of eggs.

Utilizing a blend of objective, non-branded articles and content marketing:

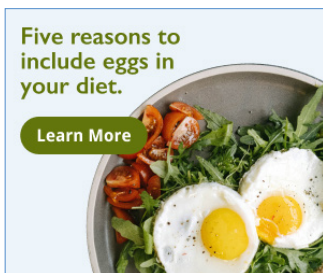
- DCC wrote, published and promoted three (3) original, educational articles.
- The articles were advertised on the website and each article was promoted in the Living Well with Diabetes newsletter.

Duration:

6 Months

Results:

- **3,900,000** impressions
- Content display ad CTR – **average 0.40%**
- Newsletter CTR – **average 70%**
- Educational articles – **39,000 page views**
- Ads created by DCC design team



Kidney disease educational content marketing

Objectives:

1. Generate awareness among people with type 2 diabetes regarding the risk of long-term kidney damage.
2. Call-to-action: ask your doctor about declining kidney function and the need for early intervention

Tactics:

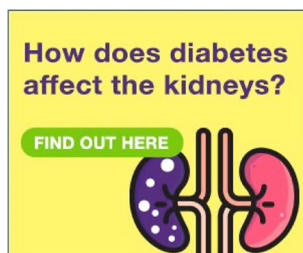
- DCC wrote, published and promoted six (6) original, educational articles
- The articles were promoted on the DCC website and in the Living Well with Diabetes newsletter
- DCC created the content advertising

Duration:

8 Months

Results:

- **850,000+** impressions
- Display ad CTR – **average 0.22%**
- Page views – **14,000**
- Newsletter CTR – **average 38% (6 insertions)**
- Average time-on-article 4:28 min. (range 2:45-7:00)



RECIPE PLATFORM myDCC

myDCC is the recipe platform from Diabetes Care Community, dedicated to providing our visitors with an extensive collection of delectable recipes that prioritize low glycemic index ingredients, smart portioning, and mindful cooking techniques, all without sacrificing taste or satisfaction.

- Search for recipes by meals, ingredients, occasions and cuisines
- Save favourite recipes
- Quickly create grocery lists
- Get updates when new recipes are published

Sponsorship opportunities with myDCC include:

- Run-of-site campaigns
- Recipe ingredient sponsorship
- Coupons & discounts integrated in grocery shopping list
- Meal category sponsorship

Sessions:*

250,000

Page Views*:

550,000

*12 months ending Sept 29 2025



Discover Popular Meal Categories

