



Media pack

JDRF: The type 1 diabetes charity



jdrf.org.uk

JDRF IMPROVING LIVES. CURING TYPE 1 DIABETES.

Our vision is a world without type 1

JDRF is the leading global type 1 diabetes charity and exists to support anyone affected by type 1 diabetes.

JDRF is committed to making life more manageable for people living with type 1, by working with policy makers to increase availability of treatments and by providing information and resources.

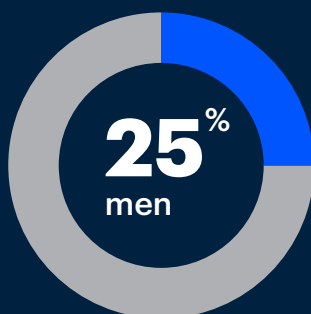
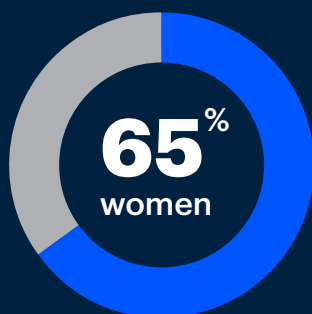
Through our international JDRF network, our funding of UK researchers, our advocacy work and the support we provide to people with type 1, we know that we can push new boundaries and generate unprecedented progress to prevent, treat and ultimately find cures for type 1 diabetes.



Our type 1 publications

The following digital publications and e-newsletters are produced for our supporters and delivered directly to their inbox.

GENDER SPLIT



Healthcare professional e-news

A regular newsletter sent to healthcare providers updating them about current news, research and event updates.

- **5 issues** per year
- **circulation:** 1,708 with a 22% open rate



All supporters e-news

A regular supporter newsletter with updates on current news, research and events.

- **8 issues** per year
- **circulation** 40,292 with a 32% open rate*



Online Discovery magazine

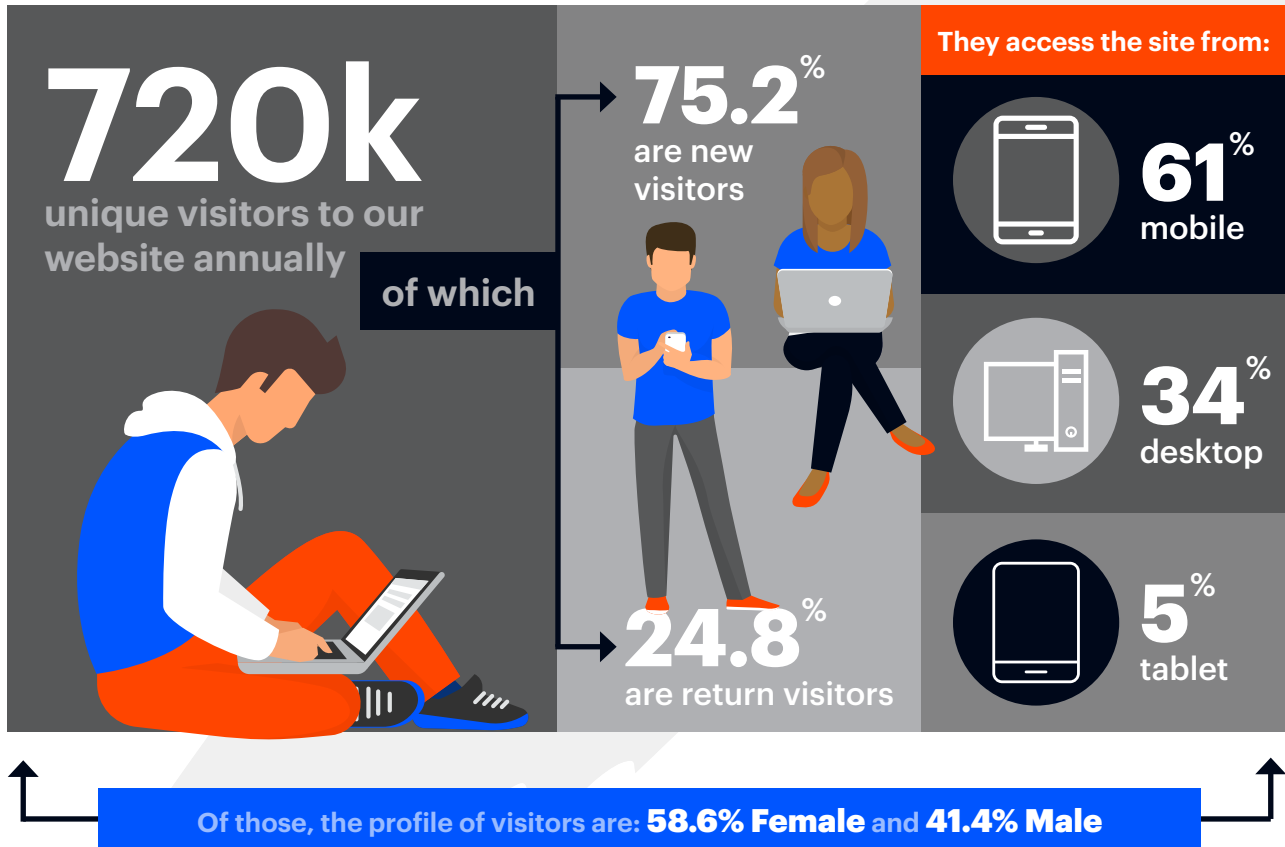
A tri-annual 24-page magazine, packed with information on current news, events, features and type 1 research.

- **3 issues** per year
- **email:** 24,429 with a 22% open rate

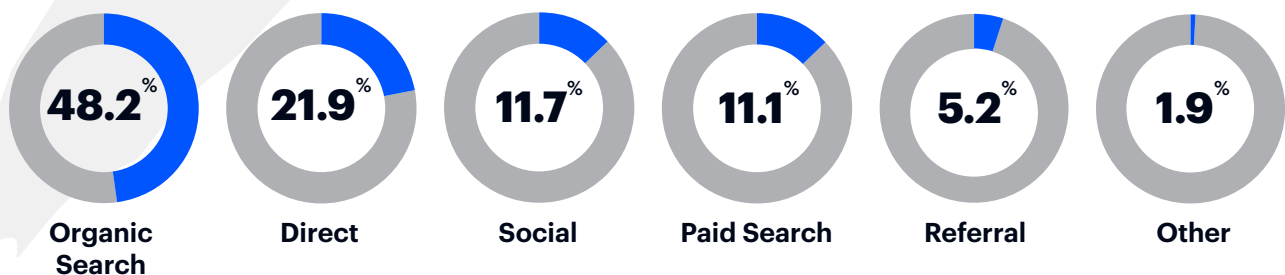
*based on August 2021

JDRF Website

We have...



Most visitors find JDRF through:

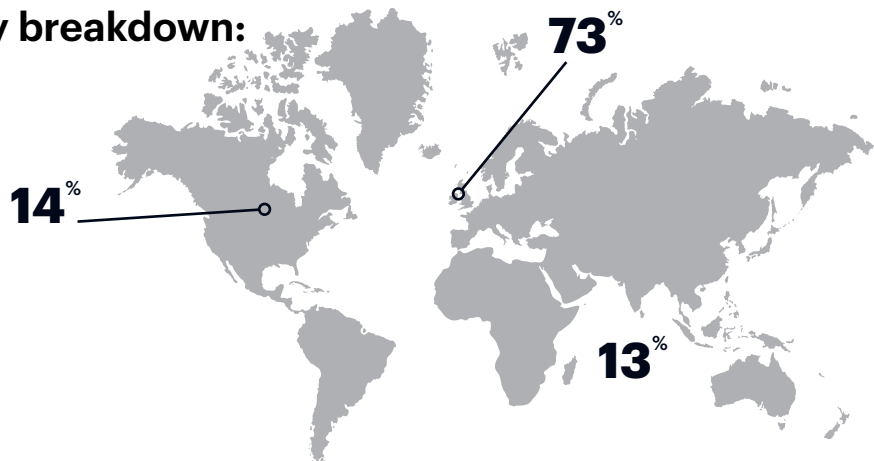


Regional and country breakdown:

73% UK; 14% US and Canada; 13% rest of the world.

UK users

85.81% are from England; 14.19% are from Scotland, Northern Ireland and Wales



Our advertising rates

Advertising	Rate and specifications
Discovery magazine	£2,750 ex VAT, for a full page One of five full page adverts in each issue Specification: A4 PDF with tracking link to the website. 210mm (width) x 297mm (height) with 3mm bleed. Format: High Res (300 dpi) PDF in CMYK with all fonts changed to outlines
All supporters e-news	£750 ex VAT, per banner advert 8 issues per year One of three adverts in each issue Specification: 600px (width) x 100px (height) include url link for click-through
Healthcare professionals e-news	£750 ex VAT, per banner advert 5 issues per year One of three adverts in each issue Specification: 600px (width) x 100px (height) include url link for click-through

All information correct as of: June 2021

Please contact our Corporate Team
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