



FOCUS-DIABETES – LIFE, LIKE I WANT IT TO BE

WHY FOCUS-DIABETES?

- ✓ FOCUS-DIABETES offers the unique mixture of being a medical adviser and a lifestyle magazine.
- ✓ FOCUS-DIABETES stands for intelligent journalism which is of real practical use. The basis for this is the expertise of the FOCUS media brand in health issues.
- ✓ FOCUS-DIABETES narrates exciting stories both of "normal" people and celebrities and shows examples of a good, enjoyable life despite or with diabetes.
- ✓ In every issue FOCUS-DIABETES offers advertisers a receptive environment for a targeted approach to a highly involved target group.

USP

FOCUS-DIABETES offers knowledge of diabetes that those concerned need to combine health and pleasure properly. The magazine stands for intelligent and useful journalism. The foundation is provided by the expertise and great experience of the FOCUS media brand in health topics.

KEYFACTS

Frequency: 4 x/year

Day of publication: Tuesday

Copyprice: 3.90 €

Basic rate (1/1 page 4c): 13,520 €^{1.)}

Sold circulation: 100,000^{2.)}

Source: ¹⁾ Prices valid from 01.01.2017., ²⁾ Printed circulation = publisher's statement