



Allocation of Sponsorship revenue for the running of Glycosmedia

Glycosmedia is an independent diabetes news service that offers a free daily bulletin by email to a large number of professional subscribers and a number of interested patients.

The fact that these busy professionals choose to receive Glycosmedia by email to their Inbox every weekday attests to the value they place on the information that we present.

The wide variety of subscriber's professional interests means that the daily trawl for material must be extensive and eclectic. To ensure the pertinence (to all subscribers) of the material the online searching is done by hand which explains the large number of hours involved. At least **15 hours per week** are needed for information research. The relevance of the material is ensured by the "oversight" of the rest of the editorial team.

Networking is an important component of optimising content for Glycosmedia and costs of answering emails, telephone conversations etc., must be factored in.

- **We need sponsorship money to pay for editorial time.**

The number of subscribers to our daily news bulletin is remarkable when one considers that the promotion of Glycosmedia since its launch in June 2008 has been via "cold" emails from the editorial team and by word of mouth. We need to expand the circulation of Glycosmedia.

- **We need sponsorship money for formal / professional promotion.**

Busy professionals tell us that they want a weekly synopsis which will involve more editorial time. Such further developments of Glycosmedia will be dependent on sponsorship and will be considered as funding allows.

We need to engage the web designer on a contract for IT support.
There are concomitant hardware costs.

- **We need sponsorship money to pay for future development of the website**

We do hope that you that you will be able to offer financial support to Glycosmedia via your preferred funding paradigm.

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