

New Free Digital Magazine Especially for People with Diabetes who Take Insulin

Insulin Nation, a new digital magazine specifically for people with diabetes who take insulin to manage the blood sugar levels. Free subscriptions are available at www.InsulinNation.com; issues can be read on personal computers, iPhones, tablets, etc. 8 issues pr year.

October 24, 2012 (FPRC) -- Until now, most magazines for people with diabetes focus on diet and exercise needs of older people with Type 2 diabetes. Enter Insulin Nation, a new, free 8x digital magazine specifically for people with diabetes who take insulin to manage the blood sugar levels. Free subscriptions for insulin takers and their families are available at www.InsulinNation.com; issues can be read on personal computers, iPhones, tablets, etc.

Insulin Nation is published by SelfRx. Says SelfRx CEO Martin Hensel, "We have tracked our readers and found they are tremendously interested in articles about living well with insulin, the gold standard of diabetes therapy, plus stories that make it easy to imagine adopting the many technology options that improve glucose control, and serious articles on the science leading to a cure, both biologically and with advanced devices. And because we are electronic, we can show videos and link to supplemental materials that traditional print magazines cannot."

Chris Leach, former editor of Inc. magazine, is Editor-in-Chief of Insulin Nation. Each issue uses lively videos and written material to profile people who are living well with diabetes, many of them not just meeting and conquering the many challenges that the disease presents, but eager to share the secrets – including strength of character and the latest technology – that they employ to take an energetic, spirited and smart approach to those challenges. These people range from athletes, to veterans, to expectant moms, to children who are not only taking charge of but charging ahead of a very challenging condition.

Profile subjects included in the current issue are an educational toy maker whose stuffed bear helps youngsters to understand their diabetes, and scientists who work on the cutting edge of diabetes research in search of a cure and engineers making advances in technology that ease the burden of self care for diabetics. Insulin Nation also includes daily news feeds of stories about diabetes that are curated from many web sources.

SelfRx. SelfRx is a Massachusetts-based corporation, poised to become the premier digital platform for chronic care conditions. Insulin Nation, its lead magazine, is produced by EPS Communications (www.epscomm.com), a marketing, design, and communications firm based in Woburn, MA, that has published Health Matters magazine and also produced the "Extreme Diabetes Makeover".

For further information about SelfRx (selfrx.com), Insulin Nation (insulinnation.com), or to schedule an interview, contact Martin Hensel at martin@insulinnation.com or at 617-993-6605.

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