

# ADWEEK

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By Mae Anderson

## It's 'dLife' for Diabetics

New show pushes branded entertainment into health front



**TALKING HEALTH:** A mix of guests will star on 'dLife.'

"We have lifestyle segments for home enthusiasts, auto buyers, golfers, Hispanics, but diabetes represents at least 30, 40, 50 million people—a huge segment, and there's no programming dedicated to it," says Howard Steinberg, CEO of LifeStyle Medical Marketing in Westport, CT. Those are the stats Steinberg hopes will change with *dLife*, a 30-minute weekly program created by LMM that's set to air on CNBC starting in March. Steinberg calls it the "first-ever disease-specific, regularly-scheduled television program." MDC Partners owns a stake in LMM's

*dLife*, which will include expert personalities, authors and celebrity diabetics, discussing health and lifestyle issues. Relevant products will also be placed in-show. "*dLife* will give advertisers a more direct link to an audience they're trying to reach," says Steinberg. "I think it's going to be the start of a new TV genre."