

***that's life!***  
*Brand Overview*





# ***that's life!***

*that's life!* is one of Australia's favourite Real Life magazine brands publishing the perfect mix of amazing real-life stories, user generated content from everyday Australians and entertaining puzzles.

*that's life!* is a proven sales driver with a highly engaged and responsive audience who completely trust both the content and the advertising.

# *that's life!*

*that's life!* is a brand with heart that holds a special place in the lives of heartland Australian women. Our audience is loyal, highly engaged and they connect strongly with the stories we share about everyday Australians – people just like them. They feel part of our community of hard-working mums, caring grandmothers and compassionate women. When they pick up our magazine, or find us online, they know they are getting the strongest real-life stories, the best puzzles, and trusted lifestyle and product advice relevant to them and their families while they take a break from their busy lives.

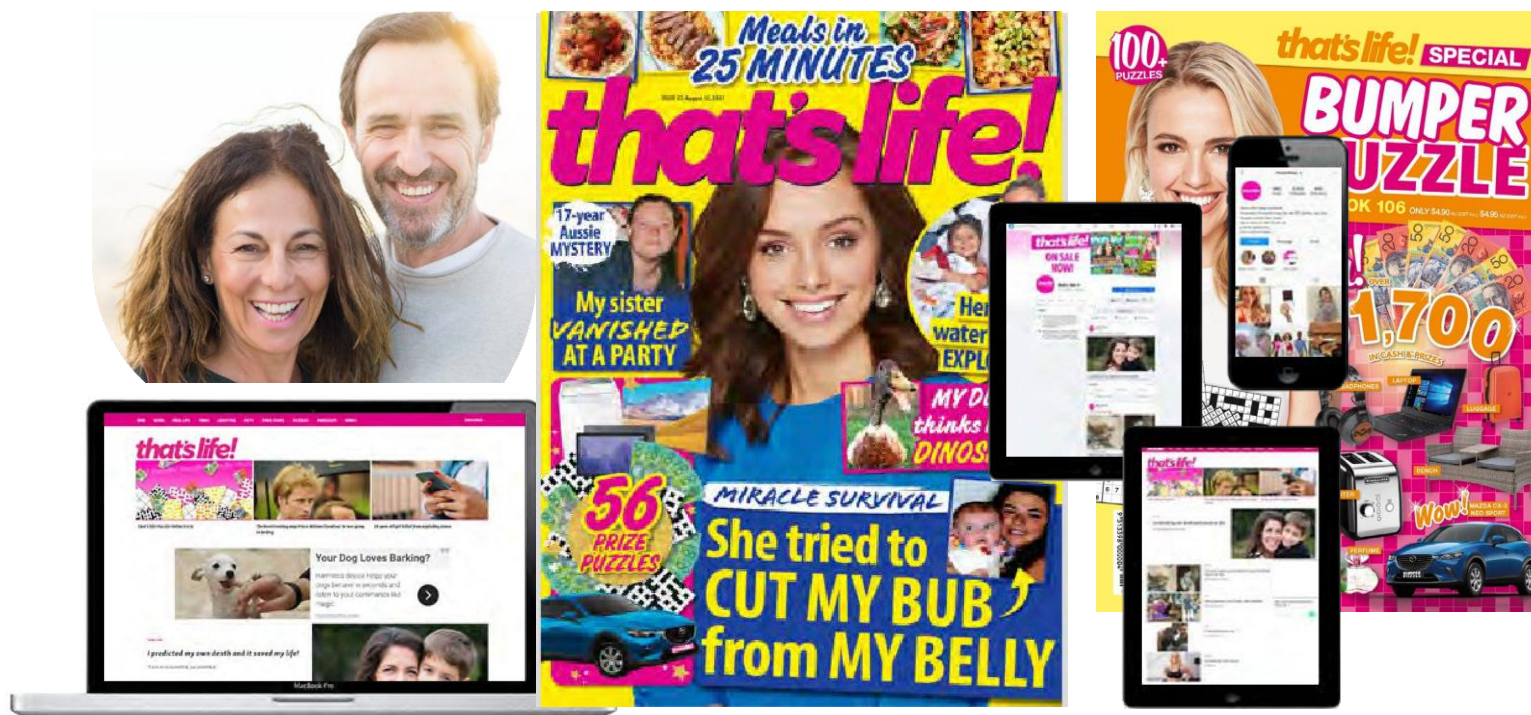


**SARAH FIRTH**

Editor

# Multiple touchpoints

*that's life!* focuses on real, everyday lives of individuals & families sharing content across several categories including fashion, beauty, health and pet content reaching a loyal and growing audience across print, digital and social platforms.



Solus Subscribers: **24,200**

Masthead Readership: **494,000**  
Cross-Platform Readership: **536,000**  
Total Touchpoints: **1,780,167**

Instagram Followers: **2,898**  
Facebook Likes: **852,854**  
Combined Social Following: **855,752**

Page Views: **186,135**  
Unique Audience: **126,016**



Print

Digital

Social

Puzzle Books

PR & Marketing

Brand Extension

# Editorial Pillars



**Family**



**Food**



**Real Life**



**Fashion & Beauty**



**Health**



**Puzzles**

# Key Opportunity



## Magazine Millionaire

This marketing initiative gives magazine readers the chance to win ONE MILLION DOLLARS by simply doing what they love - reading our magazines. The campaign will be run over a 6 month period, in which time we will use the reach of our brands to encourage readers to buy multiple magazines to collect (20) tokens to win the chance to win the big prize. The more tokens they collect, the better the chance they have to win!

# Brand Extension



## that's life! Mega Monthly

When it comes to getting their *that's life!* fix, the brand's devoted readers said just once a week was *not* enough. So *that's life!* launched a large-format Mega Monthly, packed with heartfelt real-life, puzzles with all-cash prizes plus a car, eight pages of simple, delicious budget meal ideas and tips to live well for less. The bigger type makes for easy reading and puzzling, and the stories take readers on a rollercoaster ride, from inspiring tales shared by women aged 40+ to gripping crime dramas that let readers decide who's innocent and who's guilty! It's the perfect companion read to the much-loved weekly edition.

# Our Audience

## Responsible

**89%** of readers are main grocery buyers

**69%** of readers have household insurance

**69%** of readers feel confident in managing their finances

## Thoughtful

**88%** of readers say helping others is a part of who they are

**73%** say there are times they need to disconnect from technology

**78%** of readers know what they say and do matters

## Frugal

**77%** of readers have cut down on their spending

**63%** will go out of their way for a bargain

**70%** shopped at a discount store in the last 4 weeks



# Editorial Calendar

Family. Food. Real Life. Fashion & Beauty. Health. Puzzles

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Summer Reads Summer Saver recipe collections	Back to School Sun Safe health special Skin care	Easter feasting School Holiday Guide Easter Craft	Real Life transformations NT Travel	Mother's Day Gift Guide Beauty Dupes	Winter Wellness School Holiday Guide Winter Style
2024					
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Box office Blockbusters Spotlight on Carers	Travel Tips for the ultimate family getaway Winter eats	Beauty Dupes Father's Day Craft Central	Super Savers Special Winter Health Check	Best Beach reads Ultimate family gifting	Beach Bag essentials Beach reads Summer Style





**Andrew Cook**

National Director of Sales

+61 (02) 9282 8676

[Andrew.Cook@aremedia.com.au](mailto:Andrew.Cook@aremedia.com.au)

**Judy Taylor**

QLD Head of Sales

+61 (07) 3101 6636

[Judy.Taylor@aremedia.com.au](mailto:Judy.Taylor@aremedia.com.au)

**Will Jamison**

Head of Direct Sales (VIC, SA,  
WA)

[Will.Jamison@aremedia.com.au](mailto:Will.Jamison@aremedia.com.au)

**Jessica Ashworth**

Commercial Brand Manager

[Jessica.Ashworth@aremedia.com.au](mailto:Jessica.Ashworth@aremedia.com.au)

**Karen Holmes**

Sales Director Agency & Direct  
(NSW, VIC, SA, WA)

+61 (02) 9282 8733

[Karen.Holmes@aremedia.com.au](mailto:Karen.Holmes@aremedia.com.au)

**Blake Wright**

Head of Sales (NSW)

[Blake.Wright@aremedia.com.au](mailto:Blake.Wright@aremedia.com.au)

**Ben Wiles**

Group Business Director  
(VIC)

+61 (03) 9823 6387

[Ben.Wiles@aremedia.com.au](mailto:Ben.Wiles@aremedia.com.au)