



that's life!

*Media Kit
2025*



that's life!

Connecting **everyday Australians** with incredible, heartfelt *true stories*, *expert advice* plus *puzzles* and *prizes galore*.

As Australia's first and top-selling real life brand, that's life! is loved for being the mag with heart. Delivering an engaging, interactive mix of uplifting, shocking and inspiring content in print, online and on socials, that's life! feels like a chat with your best friend – someone who's always there to share a great story, wise advice and a genius life hack or two.

Together with its' 24-page pull-out puzzle mag full of big cash wins and other life-changing prizes, it's a brand that's all about community, connection, hope and heart.

that's life! is
one of
Australia's
favourite Real
Life magazine
brands

1.4M
TOUCH-
POINTS

145K
UAs

841K
SOCIAL
FOLLOWERS



Our Audience Spent

\$37M

in the last 4 weeks on beauty,
fashion, health,
entertainment, lifestyle and
travel





She's....

RESPONSIBLE

89% of readers are main grocery buyers.

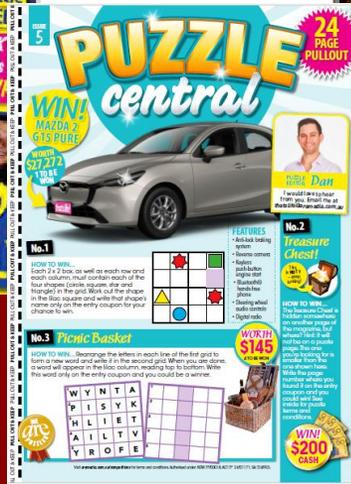
THOUGHTFUL

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

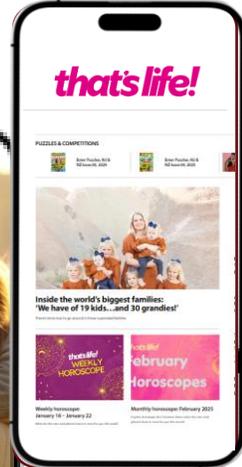
FRUGAL

77% of readers have cut down on their spending.

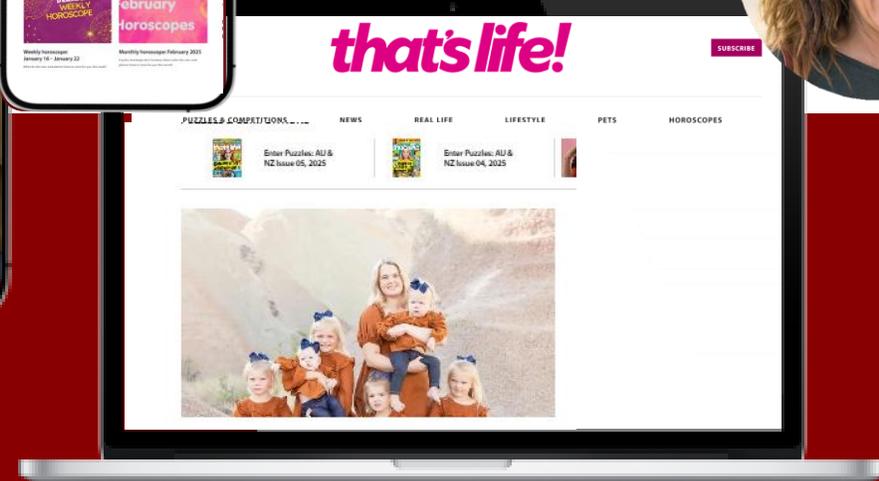
FROM a print-led brand...



SOCIALS



DEDICATED DIGITAL DESTINATION



TO an omnichannel brand

DRIVING INFLUENCE IN ENTERTAINMENT AT SCALE
Via our Dotdash Meredith Partnership



2.9M

ADDITIONAL
ENTERTAINMENT
AUDIENCE

People

People EN ESPAÑOL

Entertainment WEEKLY

PRODUCT OFFERING
VIDEO | IAB DISPLAY FORMATS | SPONSORSHIPS

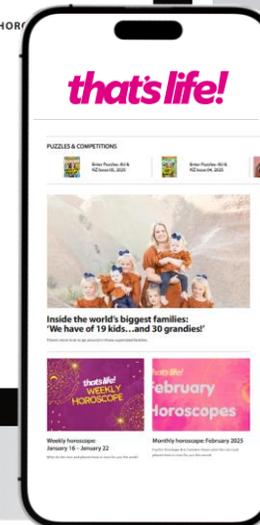
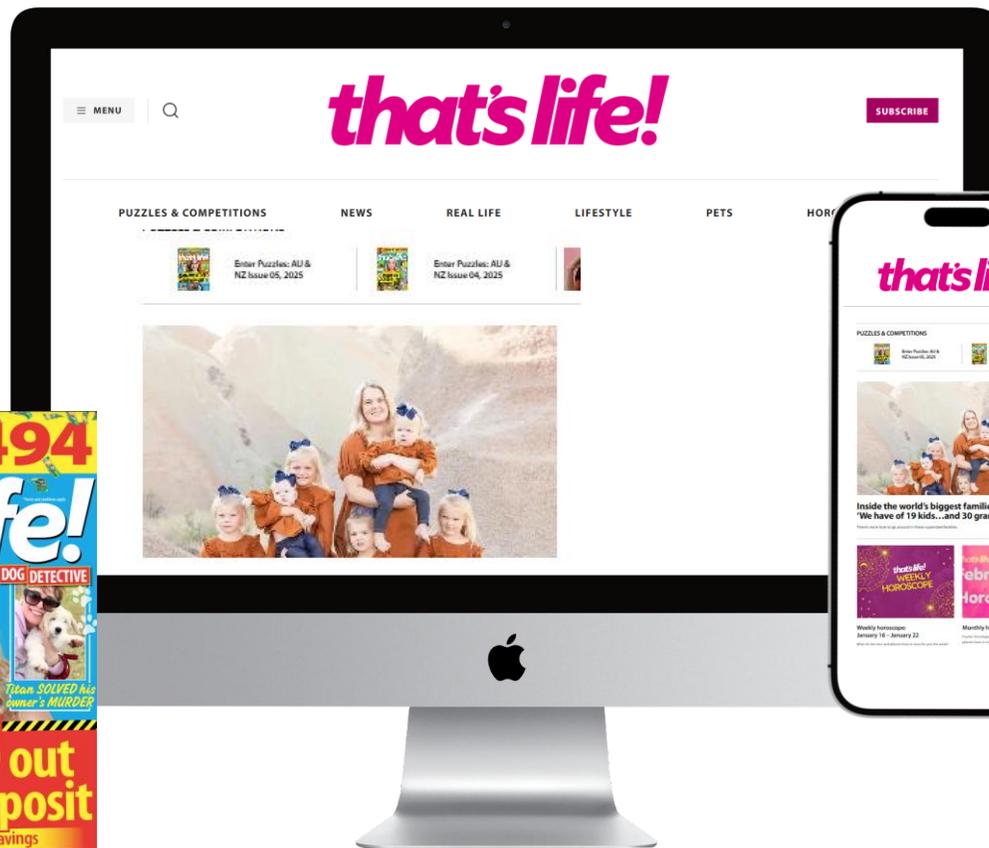
REACHING **515k** AUSTRALIANS EACH WEEK

841K
SOCIAL
FOLLOWERS

26.7K
NEWSLETTER
SUBSCRIBERS

1.4M
TOUCHPOINTS

2.6M PVs
1.4M UAs



Connecting everyday Australians through incredible, heartfelt true stories, expert advice plus puzzles and prizes galore.

REAL LIFE STORIES | RECIPES | HEALTH | PUZZLES | COMPETITIONS

that's life!

*ROY MORGAN DEC 2024

SUPPORTED BY A NETWORK OF OVER
15M touchpoints



Woman's Day



**New
Idea**



Take5



Who



**TV
WEEK**



that's life!

Editorial and Content *Pillars*



Family



Food



Real Life



Fashion & Beauty



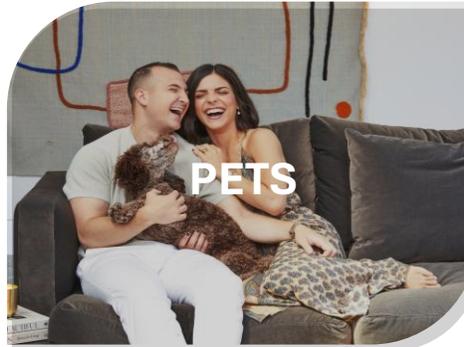
Health



Puzzles

WEBSITE VERTICALS

CENTRED AROUND OUR MOST POPULAR CONTENT CATEGORIES – AVAILABLE FOR SPONSORSHIP AND AUDIENCE TARGETING



If the environment doesn't exist, we can create it

“How would I eat breakfast and lunch without a puzzle to complete? Followed by true stories, then a browse throughout the magazine to make it last the week till the next one arrives.”

THAT'S LIFE! READER

In the words of our experts...

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.

A photograph of three women of different ethnicities smiling and standing outdoors. The woman on the left has her arm around the woman in the middle, and the woman on the right has her arm around the woman in the middle. They are all smiling broadly. The background is a soft-focus green landscape.

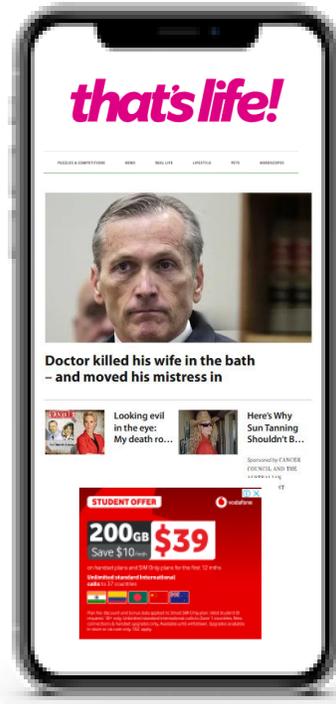
advertising
OPPORTUNITIES

driving intention through connection

DRIVING AWARENESS | *Examples*



SPONSORSHIP



ROADBLOCK

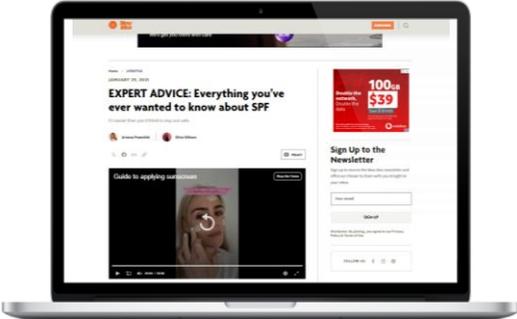


VIDEO AMPLIFICATION

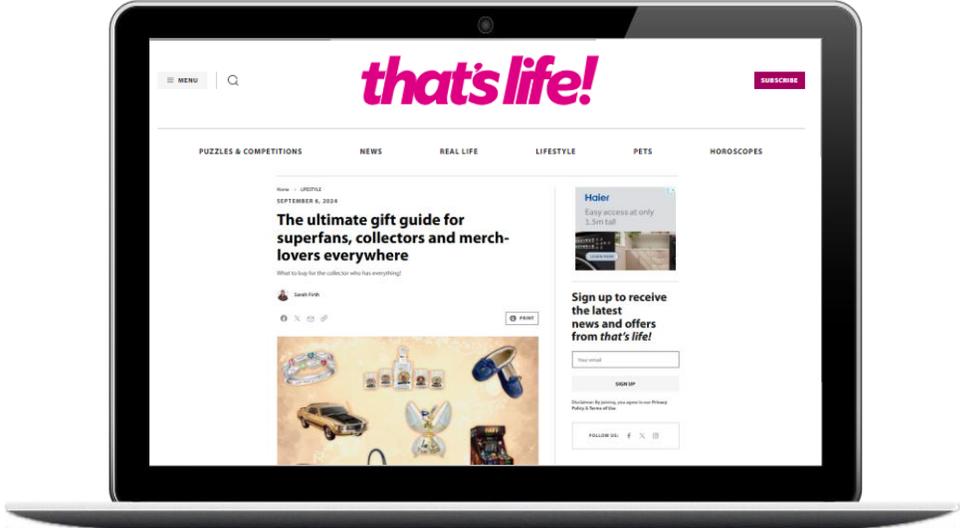
AWARENESS

UNDERSTANDING & BUY-IN | *Examples*

SEO PACKAGES



that's life!



Pregnant to her colleague Dylan, Holly finally decides what she'll do in **Human Error**

"She has to decide what's more important."

[READ MORE](#)

These collectable pieces will make any NRL fan happy come grand final time

A league of their own.

[READ MORE](#)

SOLUS EDM



1. **KEEP A WEEKLY BUDGET** is really you want it to work! and allow for a little personal spending so you don't set yourself up for immediate failure.

2. **SEEK OUT COMPANIES THAT SUIT YOU** Shop around for brands that tailor products to suit your lifestyle and needs so you're not paying for something that doesn't reward you as well as service you. Stella Insurance is a leading wage policies and benefits are designed with women in mind.

For more advice on saving money and other financial matters head to [@stellainsurance](#) and [@stellainsurance.com.au](#)

Women's Weekly by stella

INSTAZINE

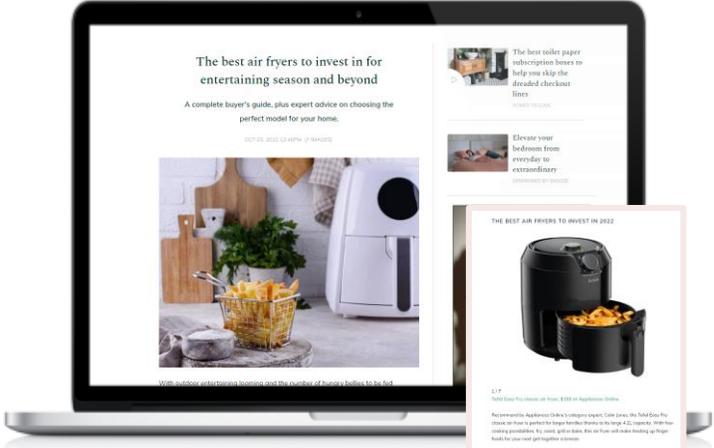
EDITORIAL, ADVERTORIAL & NATIVE ARTICLES

UNDERSTANDING AND BUY-IN

DOWN THE FUNNEL | *Examples*



SHOP THE LOOK



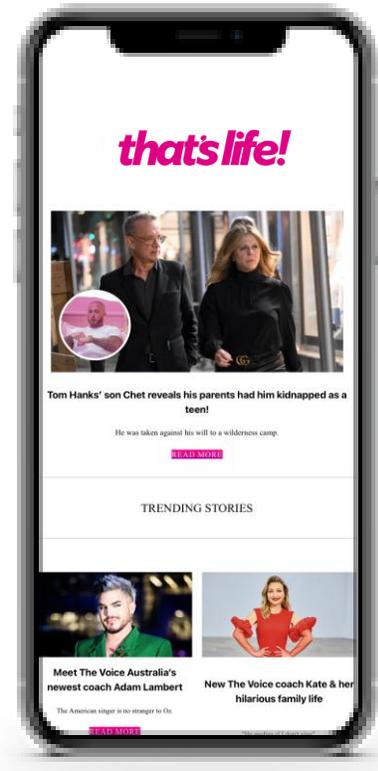
AFFILIATE LINKS



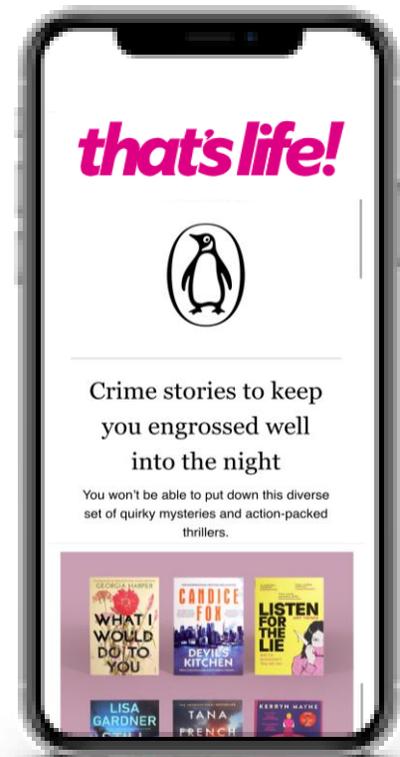
SHOPPABLE SOCIAL

SHOPPABLE FORMATS

DOWN THE FUNNEL | *Examples*



MREC & DRIVERS IN ENEWSLETTER



SOLUS



CUSTOM EDM'S

EMAIL OPPORTUNITIES

PRINT CONTENT CREATION | Examples

THE BUZZ

Mini MEERKATS

What's more adorable than a meerkat? Three mini meerkats Melbourne Zoo welcomed a trio of baby meerkats, bringing the total number born in the last year to 10! While meerkat parents Toto and Miki have their paws full, the way older siblings have stepped up to help raise the young pups. In fact, the entire meerkat mob help rear the young, scooping up the babies into their fur to keep them safe. "They're sure to bring smiles to the faces of all who see them," Melbourne Zoo said in a press release.

SO ROMANTIC!

Some people share their love from the rooftop, others get it in writing! Shaunie Hooper from South Springs, WA, thought her boyfriend, Mitchell Thompson, was feeling a little on their farm when she discovered he had patterned the paddock with the words **WILL I MARRY YOU**. Shortly after saving the field, Shaunie found Mitchell down on one knee. Months in the making, Mitchell had used farming equipment to draw out the words on his paddock before spending hours spraying the area to fill the gaps. "To go to work in the a.m. and see the birds get together to work around farm and wedding and all sorts of fun things," Shaunie told *ABC 11*!

What we're... Watching

Shawnie Mitchell's *Eye of Destruction* - *ABC 11* How two celebs are faced with an imminent disaster, such as a volcanic eruption or meteor about to hit their house, and have to choose two items to save. This results in pleasant chatter and lots of laughs as Shawn picks apart their choices and explores his guests' past. This is a fun and gentle mid-week show that feels like a warm hug.

Pom pom power

Reminding about her years as a cheerleader, Ragone Donohing hoped for the chance to wear her cheer outfit one last time. With the help of the Merrill High School cheer team and coach, Jon Glaser, 27-year-old Ragone was able to give her pom poms another shiny and shabby life.

Eye of Destruction

Eye of a cheater

ADVERTORIAL

SHOP IT

Health & happiness

eat, sleep, mood and medicine

HEALTHY HABITS

How you can look and feel great this Spring

EASE YOURSELF INTO

It's generally best to gradually ease into a healthy lifestyle. Start with small changes that you can stick to, and build on them as you go. For example, if you want to start exercising, begin with a 10-minute walk each day and gradually increase the time and intensity over a few weeks.

BE REALISTIC

Set realistic goals for yourself. Don't try to do everything at once. Focus on one or two changes at a time. For example, if you want to eat healthier, start by adding more fruits and vegetables to your diet, rather than trying to overhaul your entire diet at once.

THINK SHORT-TERM

Focus on short-term goals. It's easier to stay motivated when you have a clear, achievable goal in mind. For example, instead of trying to lose 50 pounds, focus on losing 5 pounds in the next month.

GET OTHERS ON BOARD

Involve friends and family. Having support from others can make a big difference. For example, if you want to exercise, invite a friend to join you. If you want to eat healthier, involve your family in meal planning.

CONSIDER MEAL REPLACEMENT SHAKES

Meal replacement shakes can be a convenient and healthy way to get your daily nutrition. They are often low in calories and high in protein, which can help you feel full and satisfied. However, it's important to choose a high-quality shake that contains all the essential nutrients your body needs.

GET HEALTHY

THE LADY SHAKE

It's time to get healthy! This shake is packed with vitamins, minerals, and antioxidants to help you feel your best. It's the perfect way to start your day and keep you going throughout the day.

FIVE HEALTHY HACKS

1. Drink plenty of water.
2. Eat a variety of fruits and vegetables.
3. Get regular exercise.
4. Get enough sleep.
5. Manage stress.

FEATURE INTEGRATION

The most DETERMINED LITTLE SPITFIRE!

Writer Sue travelled back through Aussie history to unravel the life of a courageous young woman

Writer Sue travelled back through Aussie history to unravel the life of a courageous young woman. The article explores the life of a young woman who defied the odds and became a trailblazer in her field.

Big screen Bounty

There have been many big screen adaptations of the story of the Bounty. This article compares the different versions and explores the impact of the film on popular culture.

It's like travelling through time

Experiencing the past through film and television is like travelling through time. It allows us to see the world from a different perspective and gain a deeper understanding of our history.

Five Healthy Habits

1. Drink plenty of water.
2. Eat a variety of fruits and vegetables.
3. Get regular exercise.
4. Get enough sleep.
5. Manage stress.

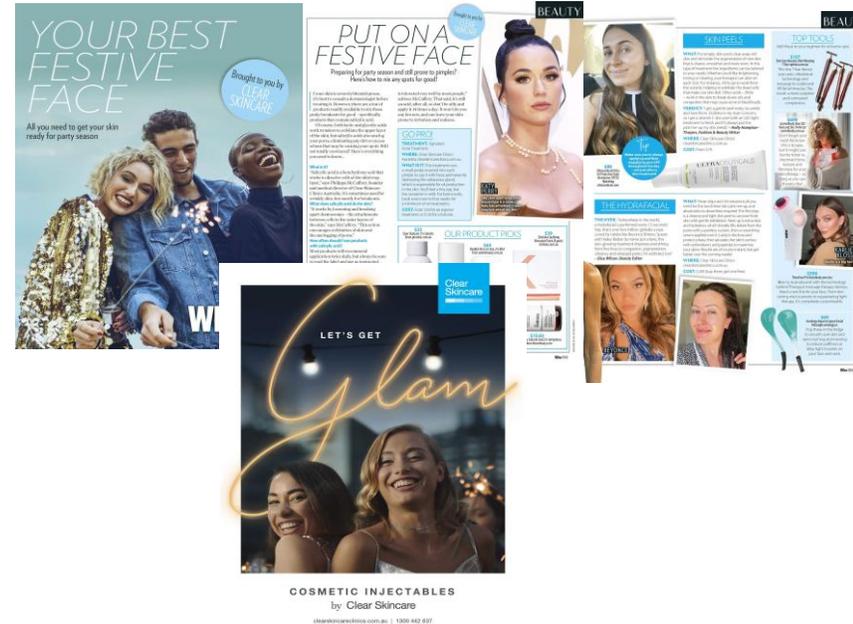
BESPOKE BRANDED SPONSORED CONTENT

CUSTOM CONTENT

PRINT CONTENT CREATION | *Examples*



CUSTOM PUZZLES



FLIPBOOK



CUSTOM EDITORIAL MINI-MAG

CUSTOM CONTENT

Content Calendar 2025

JAN

*Summer Reads
Summer Saver
Recipe Collections*

FEB

*Back to School
Sun Health Special
Skin Care*

MAR

*Easter Feasting
School Holiday
Guide
Easter Craft*

APR

*Real Life
Transformations
NT Travel*

MAY

Mother's Day
Beauty Dupes

JUNE

School Holidays
*Winter Wellness
Winter Style*

JULY

*Box Office
Blockbusters
Spotlight on Carers*

AUG

*Travel Tips for the
Ultimate Family
Getaway
Winter Eats*

SEPT

Father's Day
Craft Central

OCT

*Super Savers'
Special
Winter Health
Check*

NOV

*Best Beach Reads
Ultimate Family
Gifting*

DEC

*Beach Bag
Essentials
Beach Reads
Summer Style*

Driving connection and intention through the **purchase funnel**

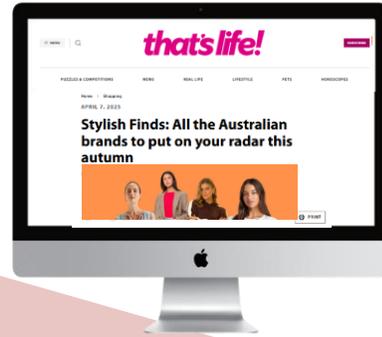
From inspiration



High Impact Display



Native Articles



Competitions



EDMs

AWARENESS

CONSIDERATION

INTENT & EVALUATION

PURCHASE

ADVOCACY

Brand Ads



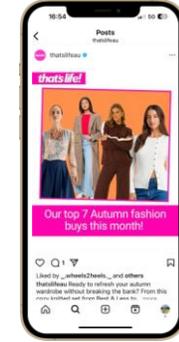
Social



Affiliate Links



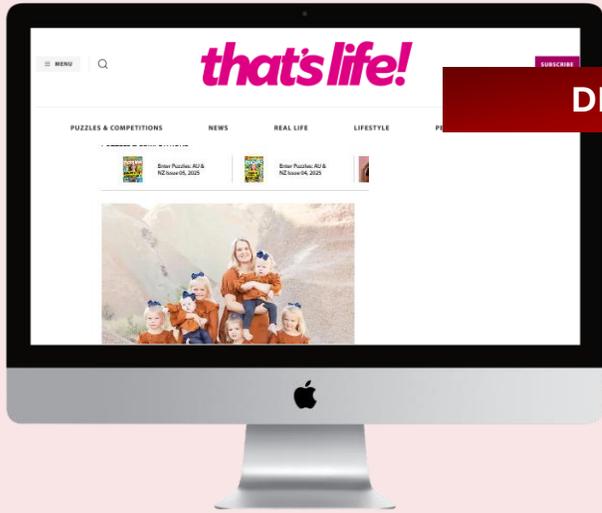
Shop



Editorial Integration



To making it happen



DIGITAL

Unique Audience: 145,544
Page Views: 261,299
Average Dwell Time: 3.18 minutes



DDM DIGITAL EXTENSION*

VIA Dotdash Meredith Partnership



8.807M
MONTHLY
UAs



that's life!
1.4M
TOUCHPOINTS
**Ex-Dotdash Meredith*

Cross-Platform Reach:
515,000



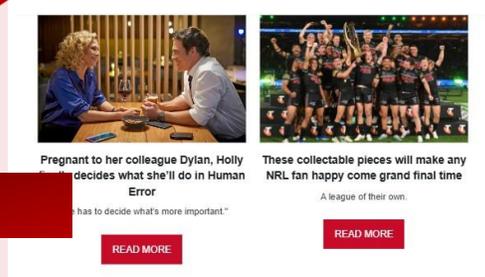
PRINT

Weekly Reach: 461,000



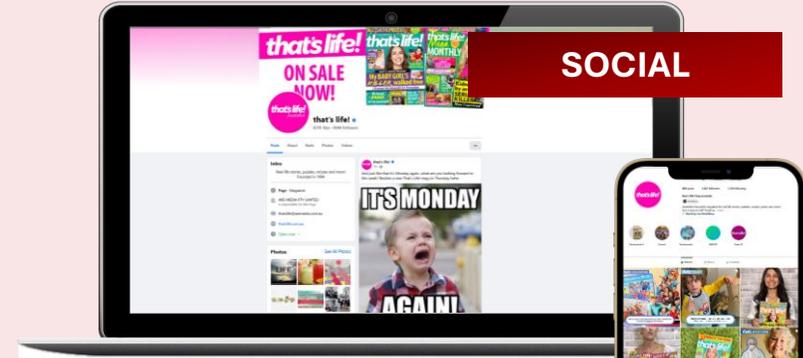
Weekly Reach: 528,000

EDMS



Newsletter: 26,700 subscribers

Solus: 25,900 subscribers



SOCIAL

Facebook: 838,237 likes
Instagram: 3,056 followers

Roy Morgan Single Source Australia, DEC24 - print readership, cross-platform audience (L7D)
Ipsos Iris Online Audience, March25
Dash Hudson, Are Media socials followers/ likes, as of Jan25
Are Media Internal Solus & Newsletter subscribers as of Feb25
Source: Ipsos iris Online Audience Measurement Service, March 2024 - February 2025, Age 14+



Where connection ignites intention

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