



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

*Media Kit  
2026*



***that's life!***

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

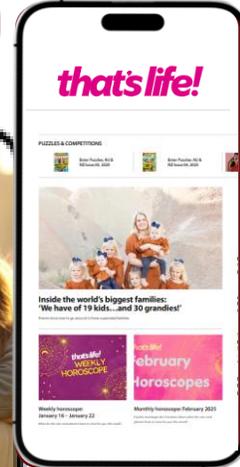
As Australia's first and top-selling real life brand, that's life! is loved for being the mag with heart. Delivering an engaging, interactive mix of uplifting, shocking and inspiring content in print, online and on socials, that's life! feels like a chat with your best friend – someone who's always there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

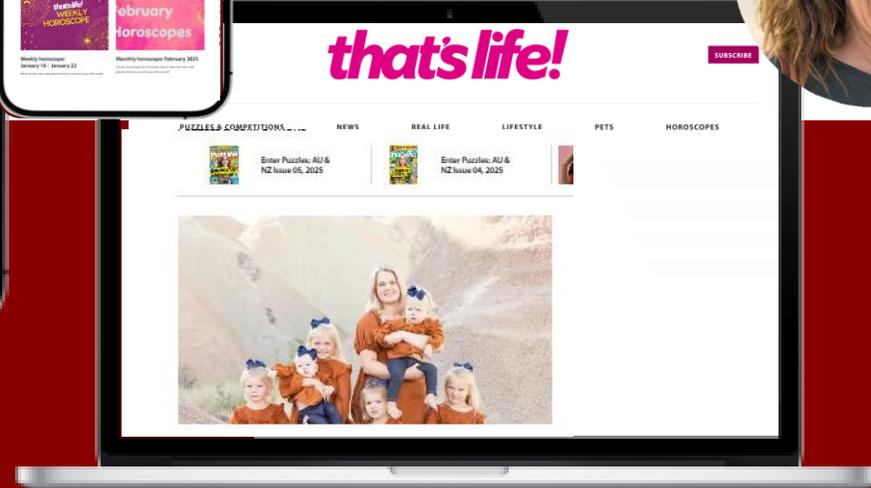
FROM a print-led brand...



SOCIALS



DEDICATED DIGITAL DESTINATION



TO an omnichannel brand

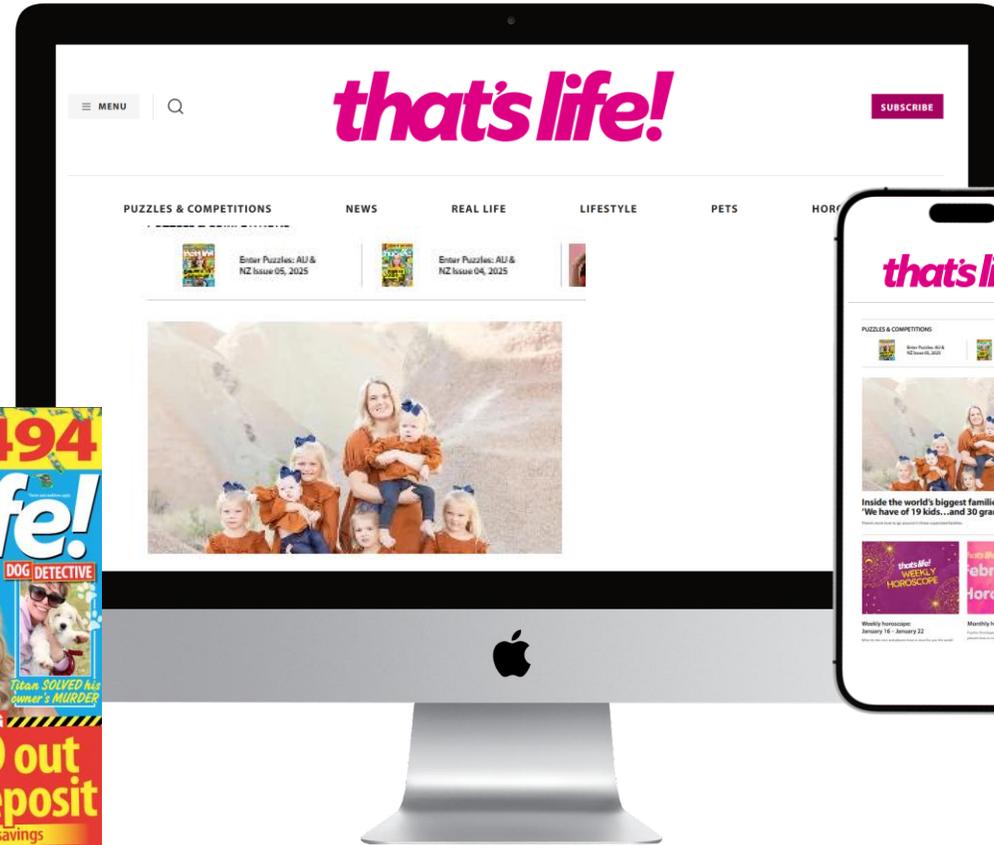
REACHING **482k** AUSTRALIANS EACH WEEK

794K  
SOCIAL  
FOLLOWERS

26.8K  
NEWSLETTER  
SUBSCRIBERS

1.3M  
TOUCHPOINTS

231K PVs  
138K 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!**

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**



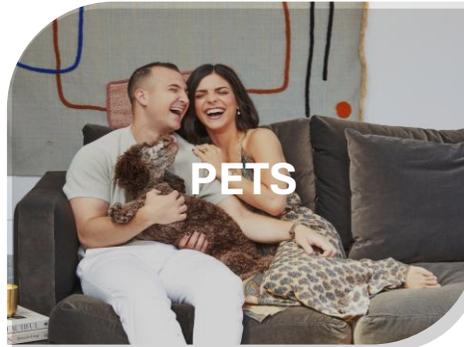
**Health**



**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*

# Content Calendar 2026

**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*

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.*

“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.

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

From inspiration

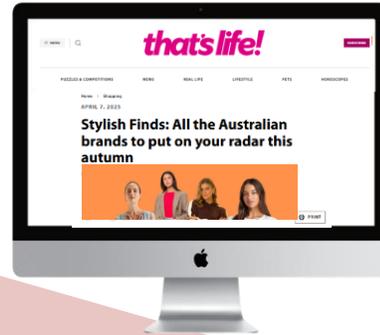
are media  
x  
People Inc.



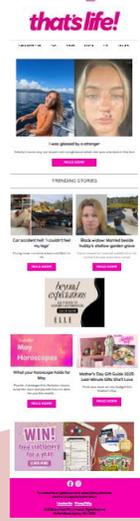
High Impact Display



Native Articles



Competitions



EDMs

AWARENESS

CONSIDERATION

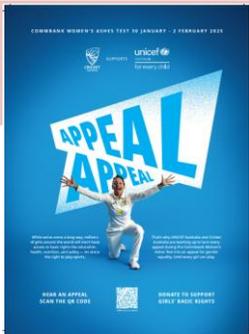
INTENT & EVALUATION

PURCHASE

ADVOCACY

are media  
x  
People Inc.

Brand Ads



Social



Affiliate Links



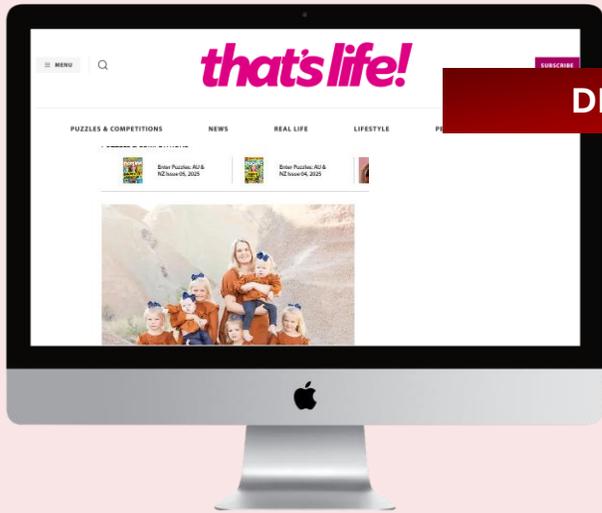
Shop



Editorial Integration



To making it happen



**DIGITAL**

Unique Audience: 138,820  
Page Views: 231,831  
Average Dwell Time: 3.75 minutes

are media x People Inc.

**People inc. DIGITAL EXTENSION\***

VIA People Inc. Partnership



8.807M MONTHLY UAs

People

People EN ESPAÑOL

Entertainment WEEKLY

**that's life!**  
1.3M TOUCHPOINTS  
*\*Ex-People Inc.*

Cross-Platform Reach: 482,000



**PRINT**

Weekly Reach: 438,000

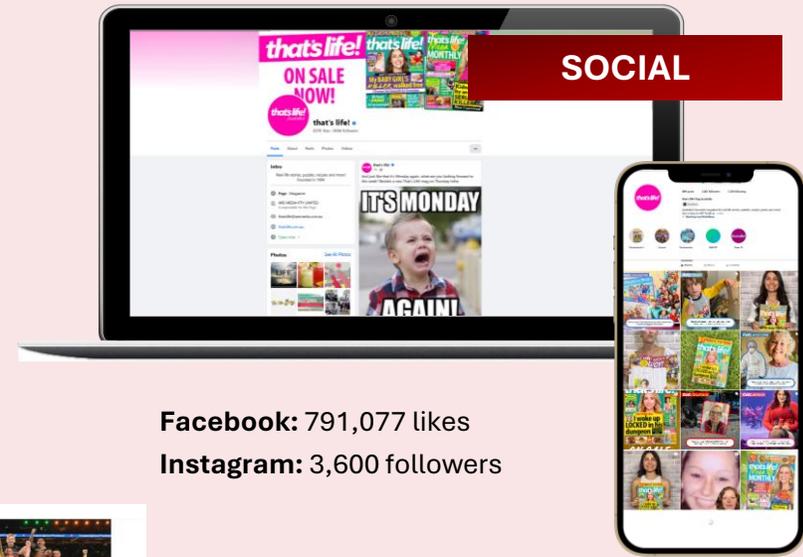
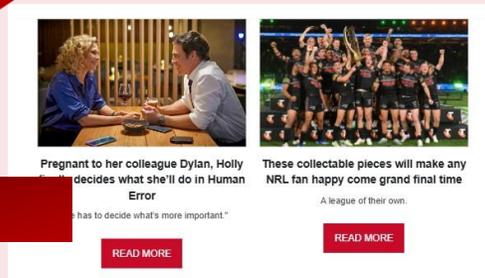


Weekly Reach: 502,000

**EDMS**

Newsletter: 26,800 subscribers

Solus: 27,900 subscribers



**SOCIAL**

Facebook: 791,077 likes  
Instagram: 3,600 followers

Roy Morgan Single Source Australia, JUN25 - print readership, cross-platform audience (L7D)  
Ipsos Iris Online Audience, October25  
Dash Hudson, Are Media socials followers/ likes, as of Jan26  
Are Media Internal Solus & Newsletter subscribers as of Jan26

DRIVING INFLUENCE IN ENTERTAINMENT AT SCALE  
*Via our People Inc. Partnership*



are  
media  
x  
People Inc.  
**2.9M**  
ADDITIONAL  
ENTERTAINMENT  
AUDIENCE

People

People  
EN ESPAÑOL

Entertainment  
WEEKLY

PRODUCT OFFERING  
VIDEO | IAB DISPLAY FORMATS | SPONSORSHIPS



*Where connection ignites intention*

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