



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

*Media Kit  
2025*



***that's life!***

Connecting **everyday Australians** 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

**154K**  
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.*

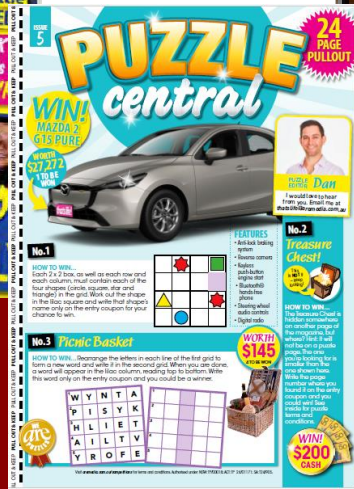
**THOUGHTFUL**

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

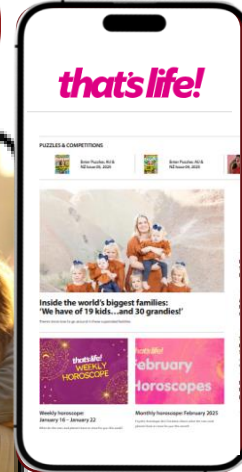
**FRUGAL**

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

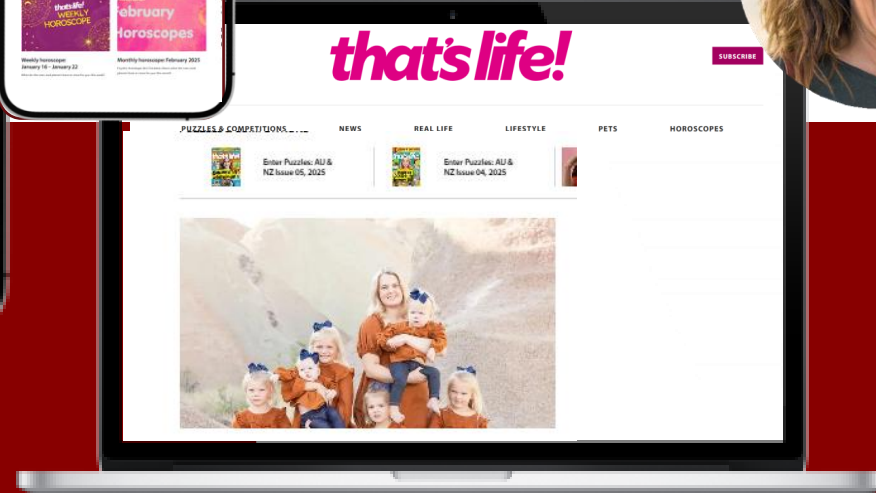
FROM a print-led brand...



SOCIALS



DEDICATED DIGITAL DESTINATION



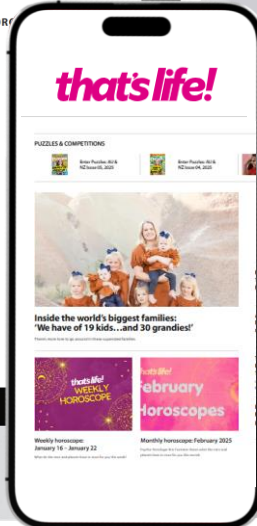
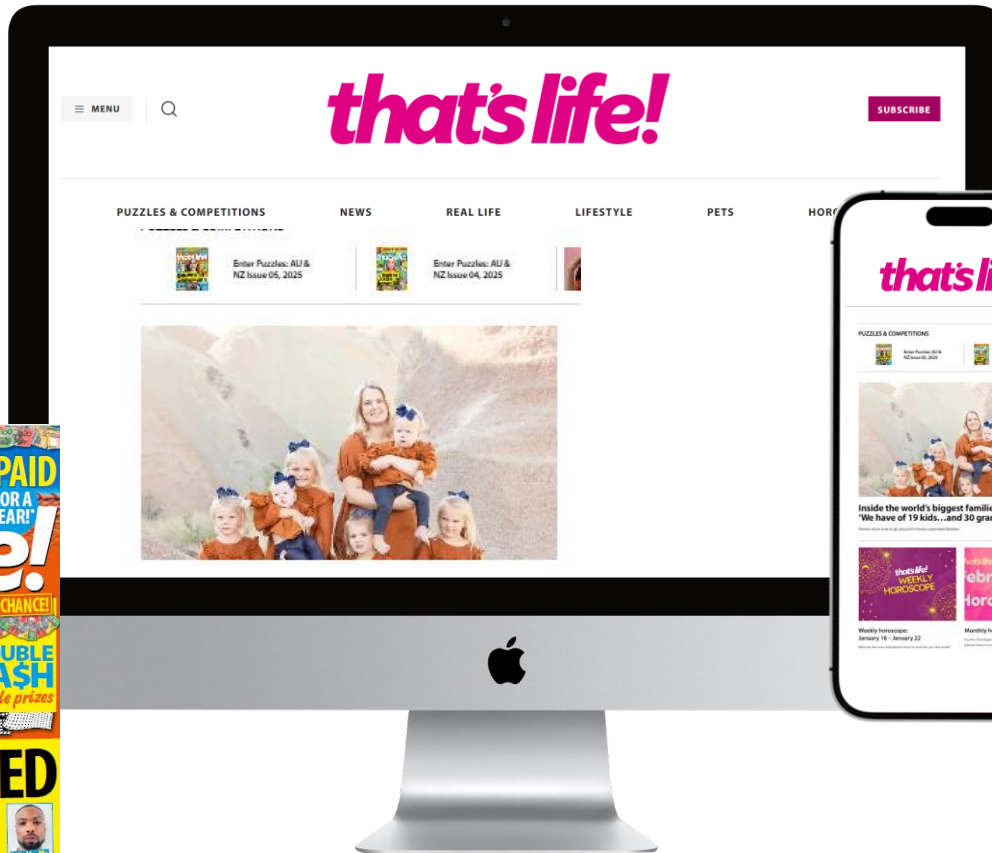
TO an omnichannel brand

# REACHING 515k AUSTRALIANS EACH WEEK



RESPONSIBLE

69% of readers feel confident in managing their finances.



THOUGHTFUL



FRUGAL

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

70% of readers shopped at a discount store in the last 4 weeks.

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

FASHION | BEAUTY | HEALTH | PUZZLES | COMPETITIONS

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**



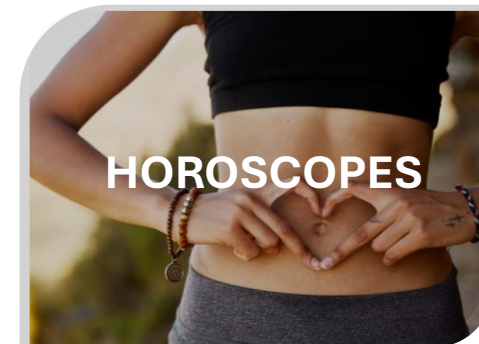
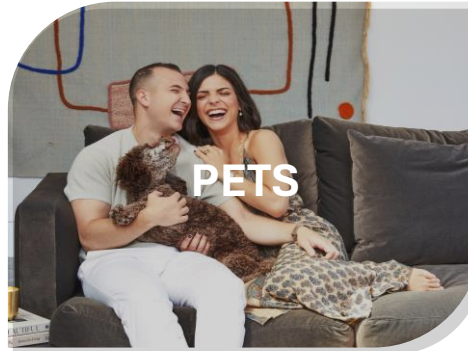
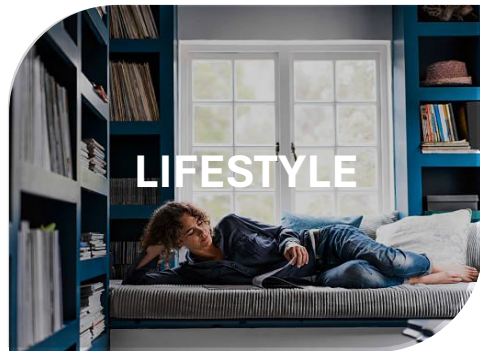
**Health**



**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.

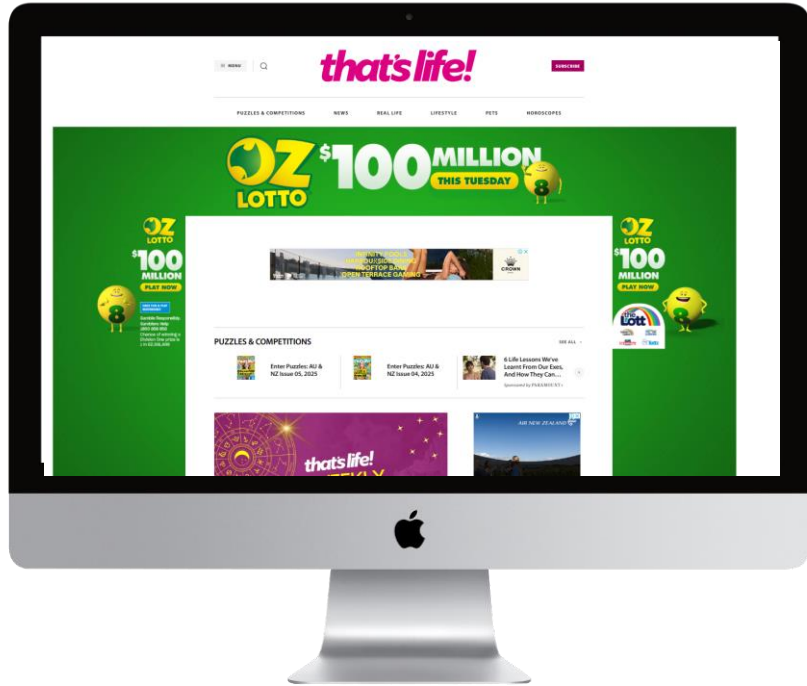
When they pick up our magazine or find us online, they know they are getting the strongest real-life stories, the best puzzles, and trusted lifestyle and product advice relevant to them and their families while they take a break from their busy lives.

A photograph of three women of different ages smiling and standing outdoors. The woman on the left is wearing a light blue and white striped shirt. The woman in the middle is wearing a light blue cardigan over a white top. The woman on the right is wearing a light pink top. They are all smiling warmly at the camera.

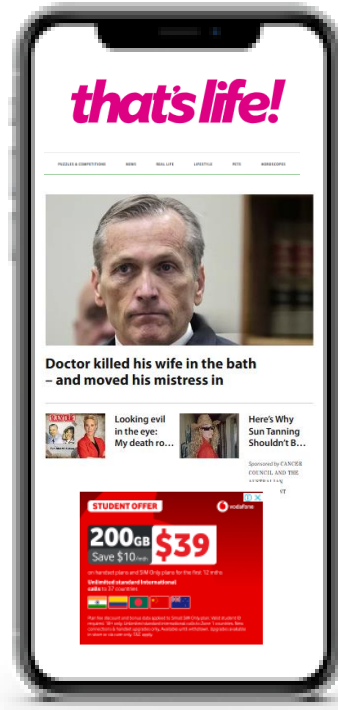
*advertising*  
**OPPORTUNITIES**

*driving intention through connection*

# DRIVING AWARENESS | *Examples*



SPONSORSHIP



ROADBLOCK

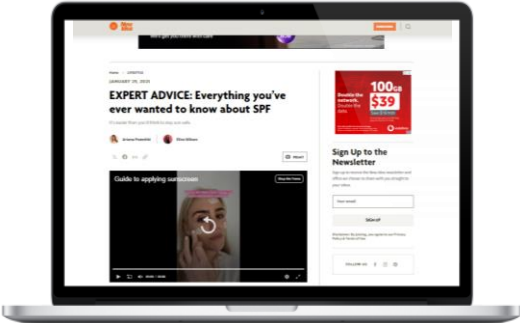


VIDEO AMPLIFICATION

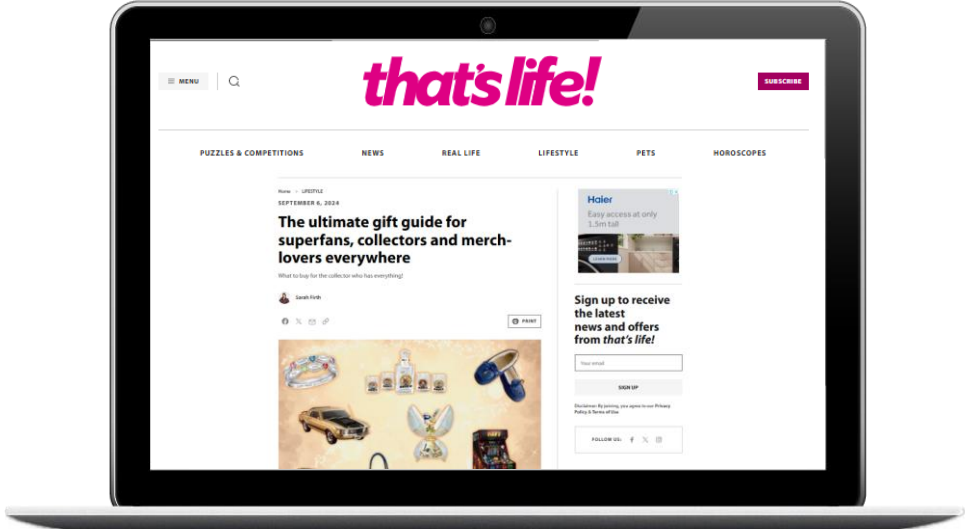
AWARENESS

# 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."

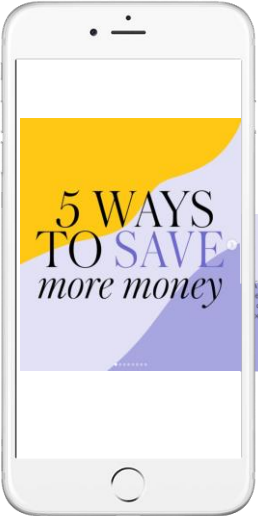
READ MORE

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

A league of their own.

READ MORE

## SOLUS EDM



A graphic with two columns of text. The first column is titled "1. KEEP A WEEKLY BUDGET" and the second is "2. SEEK OUT COMPANIES THAT SUIT YOU". The text provides advice on budgeting and finding suitable companies. At the bottom right, there is a logo for "Women's Weekly by stella".

## INSTAZINE

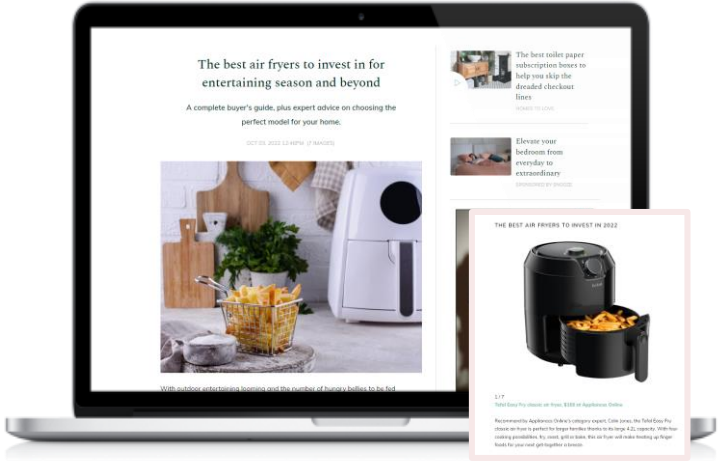
## EDITORIAL, ADVERTORIAL & NATIVE ARTICLES

# UNDERSTANDING AND BUY-IN

# DOWN THE FUNNEL | *Examples*



SHOP THE LOOK



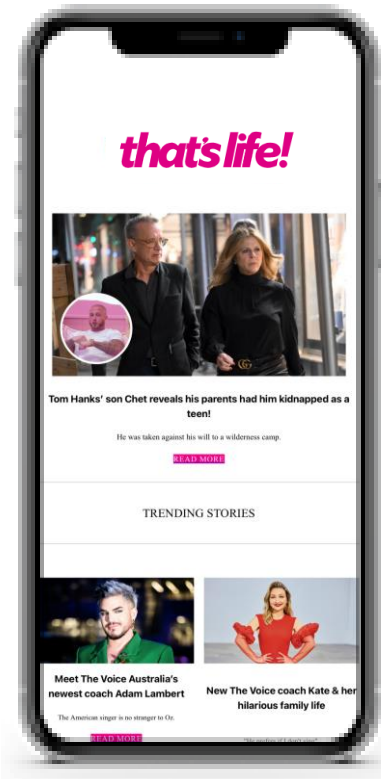
AFFILIATE LINKS



SHOPPABLE SOCIAL

## SHOPPABLE FORMATS

# DOWN THE FUNNEL | *Examples*



MREC & DRIVERS IN ENEWSLETTER



SOLUS



CUSTOM EDM'S

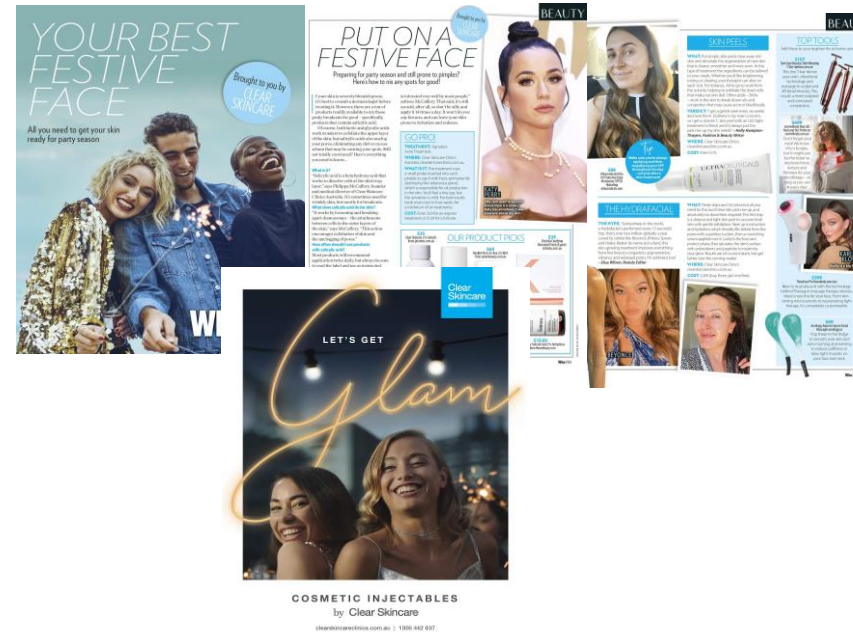
EMAIL OPPORTUNITIES



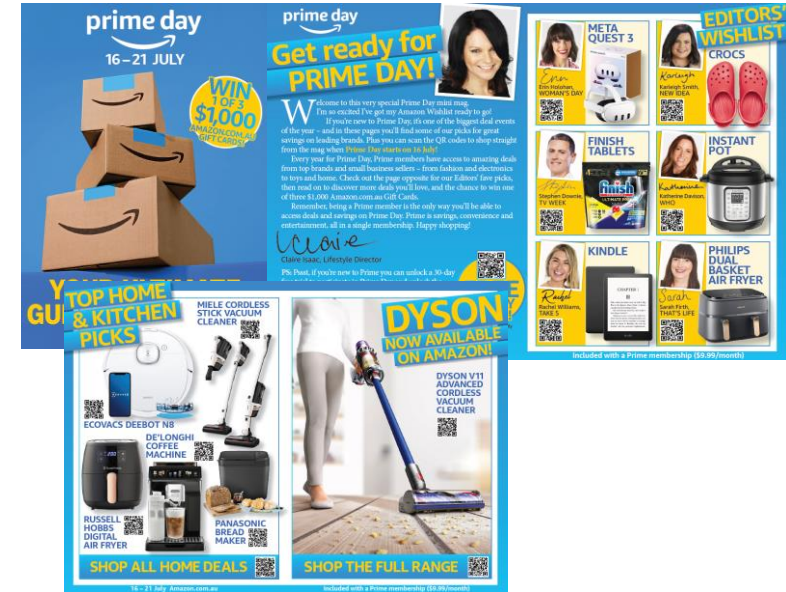
# PRINT CONTENT CREATION | *Examples*



CUSTOM PUZZLES



FLIPBOOK



CUSTOM EDITORIAL MINI-MAG

CUSTOM CONTENT

# *Editorial* 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**

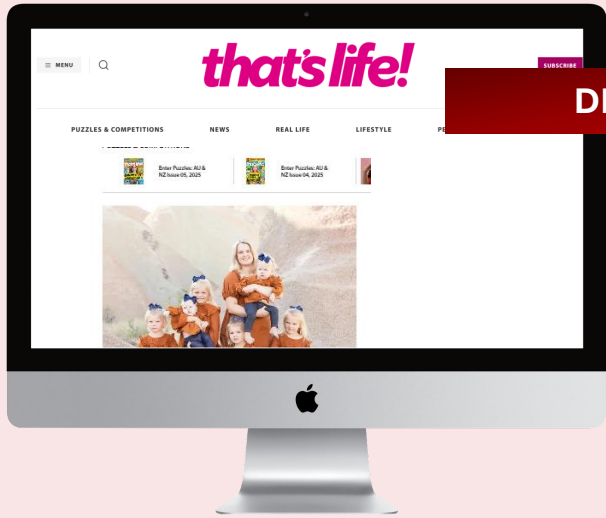
*Super Savers'  
Special  
Winter Health  
Check*

**NOV**

*Best Beach Reads  
Ultimate Family  
Gifting*

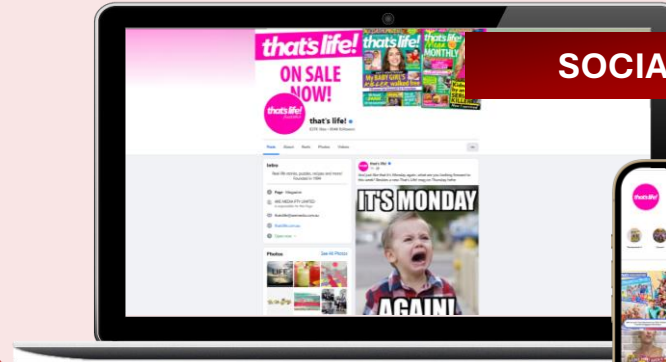
**DEC**

*Beach Bag  
Essentials  
Beach Reads  
Summer Style*



**DIGITAL**

Unique Audience: 154,692  
Page Views: 299,444  
Average Dwell Time: 2.87 minutes

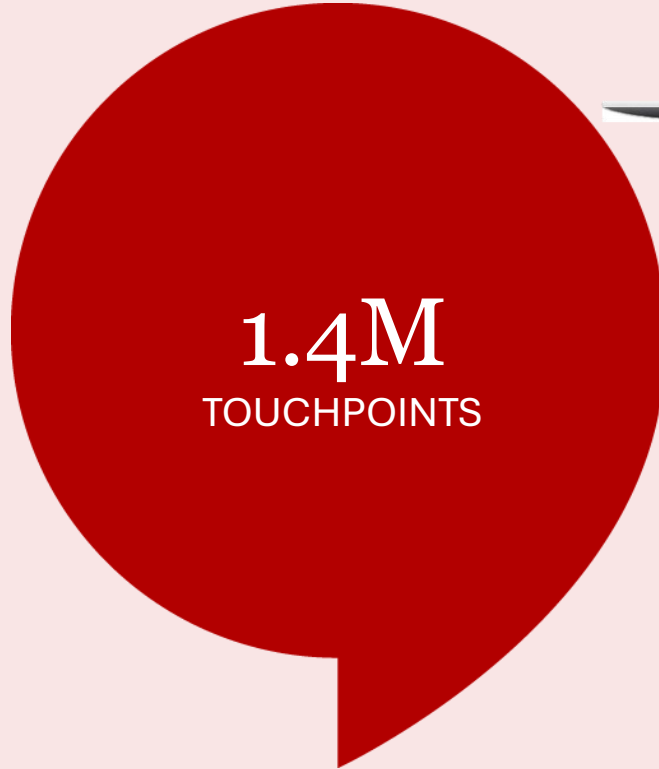


**SOCIAL**

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



Cross-Platform Reach:  
515,000

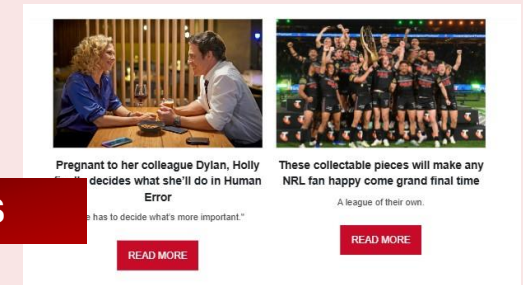


**PRINT**

Weekly Reach: 461,000



Weekly Reach: 528,000



**EDMS**

Newsletter: 26,700 subscribers  
Solus: 25,900 subscribers

Roy Morgan Single Source Australia, DEC24 - print readership, cross-platform audience (L7D)  
Ipsos Iris Online Audience, Jan25  
Dash Hudson, Are Media socials followers/ likes, as of Jan25  
Are Media Internal Solus & Newsletter subscribers as of Feb25



*Where connection ignites intention*

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