

BRAND
OVERVIEW
2021

that's life!

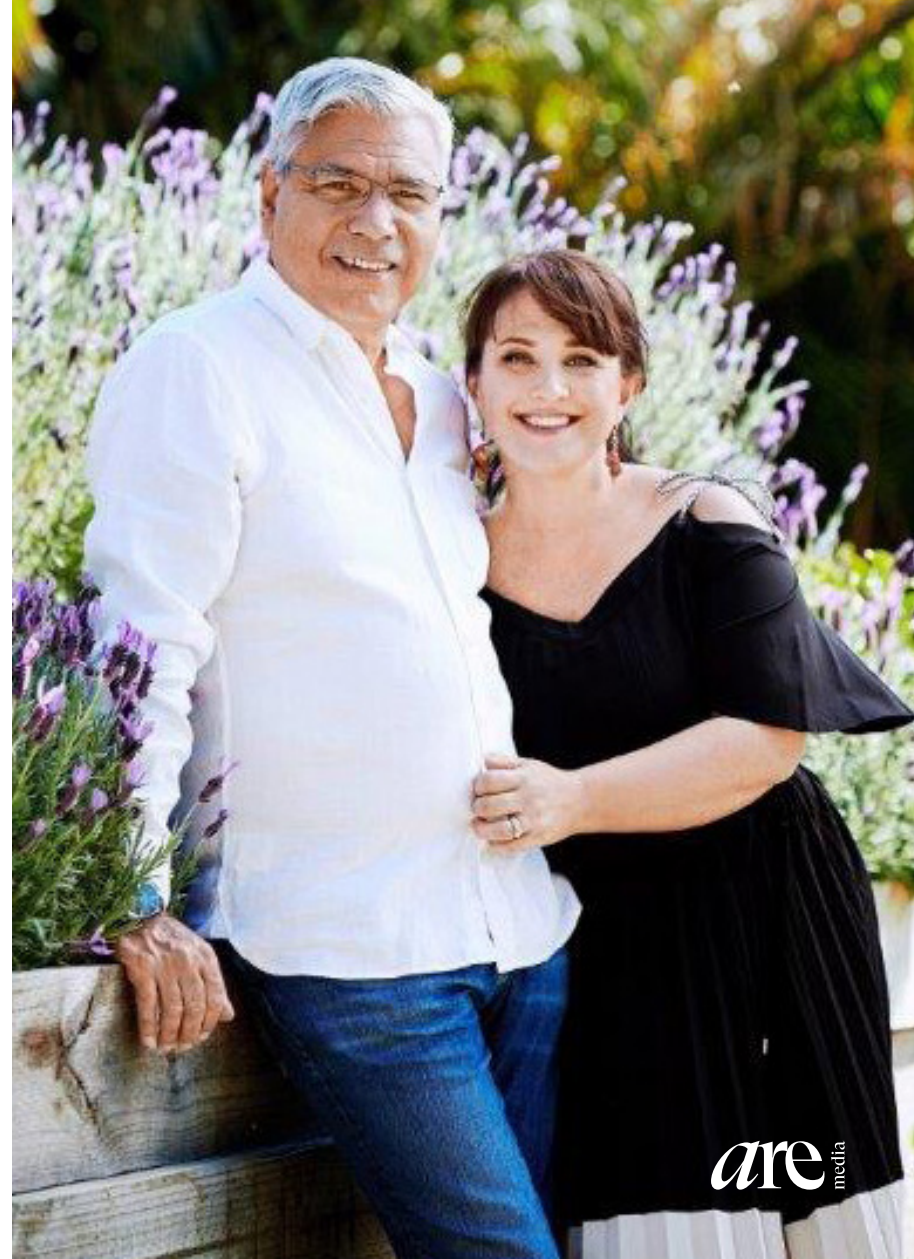
are
media

that's life!

***is one of Australia's favourite
Real Life magazine brands***

that's life! publishes 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.





A note from the Editor

“that’s life! Is a brand with heart that holds a unique place in the lives of heartland Australian women. Our dedicated audience love that’s life! and engage with it as a friend.

They come to us to share, they tell us their stories, and they actively participate in the brand.

To them *that’s life!* is an extension of their community. They strongly connect with us because we share stories about everyday people just like them.

The that’s life! audience is highly trusting of and highly responsive to our content.

They trust us to deliver the best real life stories, the best puzzles and the best lifestyle Advice and product information.”

LINDA SMITH EDITOR

are
media

Editorial Pillars



FAMILY

It's at the core of our audience's priority list. Their health and happiness is paramount. Family includes the kids AND the family pet!



FOOD

Our audience cook and eat at home and seek simple, tasty recipes that the whole family will eat and love. PLUS that's life! produce 4 user generated recipe books every year



REAL LIFE

Readers love that's life! because it is a magazine with stories about people just like them. They love sharing with others and engaging in the every day Australian community at large.



PUZZLES

Doing the puzzles offers our audience an opportunity to have fun, exercise their mind and enjoy a sense of triumph when they are completed.



FASHION & BEAUTY

Our lifestyle informs and inspires with practical, stylish tips and tricks for the every day woman at an affordable price point.



HEALTH

We dedicate 2 pages every week to health because our audience want easy to understand tips and information about health for themselves and their whole family.

Signature Properties



TRADIE WANTS A LADY

Tradie Wants A Lady is a fun group campaign that will run across all weekly brands, with the aim of connecting eligible tradies with potential love matches. The brands will follow their dating journey, and allow readers to engage and vote for a reader's choice for each tradie to go on a date with. The tradie will also get to choose one candidate to go on a date with- will the reader's choice or tradie's choice be the love match?

The collage shows several pages from a magazine. The main feature is 'Meet our MUM in a MILLION' with a photo of a woman and child. Other sections include 'Meet our OTHER MUMS' with photos of various women and their families. Text snippets from the pages are visible, such as 'Thank you to everyone who entered our Mum in a Million competition...' and 'Meet our OTHER MUMS These other inspiring mums were highly commended, winning a Nato Stickers pack each'.

MUM IN A MILLION

This signature competition seeks to find some of Australia's worthiest mums, where readers are encouraged to submit entries on behalf of those who go the extra mile for their families and others. One lucky winner plus runners up receive a range of prizes, from hampers to the holiday of a lifetime!

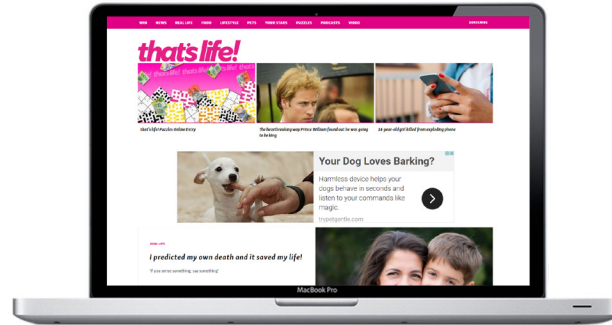


READERSHIP
491,000

FREQUENCY
WEEKLY

Source: Roy Morgan June 2021

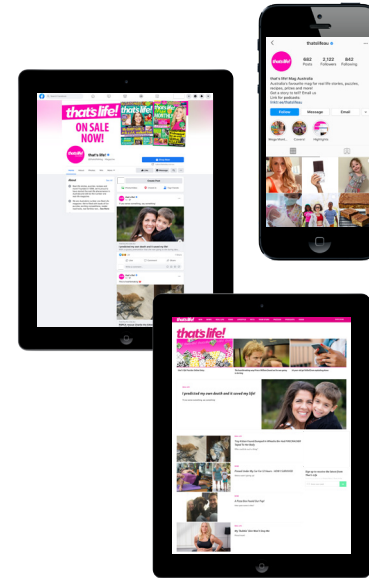
that's life! focuses on real, everyday lives, taking our audience through a gamut of emotions from laughter, to tears, to excitement, shock, hope and inspiration. With fashion, beauty, health, puzzles, competitions, pets, not to mention cooking, family and community – that's life! reaches a loyal and growing audience across print, a dedicated website with newsletter and social platforms



THATSLIFE.COM.AU

PAGE VIEWS
229,771
UNIQUE AUDIENCE
34,820

Source: Roy Morgan August 2021



INSTAGRAM
2,467



FACEBOOK
868,886



TWITTER
1,892

Updated as at August 2021

SOLUS SUBSCRIBERS
26,334

As of 03/09/21

that's life!



Print extensions and monthly magazine

The That's Life reader base is made up of 21% males and 79% females!

Roy Morgan Single Source Australia, Jun 21 – Print and digital readership, AP 14+



The That's Life' website is a dedicated brand destination, for readers who want exciting real life stories, beauty, health & fashion content, as well as plenty of opportunities to win prizes!

Calendar 2021



PRINT

Australia Day
Back to School
New Year New
You Your Destiny

JAN

DIGITAL
Back to School
Summer
Entertainment



DIGITAL
Valentines Day
(Real Life)
Easy Weekend
meals

FEB

PRINT
Valentines Day
Easy weekend
meals
Sensation
Sandwiches

DIGITAL

Autumn Health
Easter crafting

MAR

PRINT
Pet Star
Travel
Celebration
Cakes



DIGITAL
Easter Cooking
Hayfever Season

APR

PRINT
Easter
School Holidays
Winter/Autumn
Fashion

DIGITAL

Mothers Day
Autumn Fashion

MAY

PRINT
Mother's Day
BBQ Special
Reader to Reader
product awards

DIGITAL
Weightloss for
Wellness
Knitting Special



JUN

PRINT
Cosy Winter
Meals
Knitting special
School Holidays

DIGITAL
Coughs, Cold
Flu Winter
Entertainment



PRINT
Healthy Heart
Special
Coughs, Colds
& Flu
Winter Escapes

JUL

DIGITAL
Family Dental
Special
Hot DVD
Releases



PRINT
Family Dental
Special Pasta

AUG

DIGITAL
Fathers Day
Footy Fever



PRINT
Fathers Day
Spring Salads
Footy Fever

SEP

DIGITAL
Halloween
Spring Racing
Fashion



PRINT
Great Holiday
Ideas Spring
Racing Fashion
Halloween

OCT

DIGITAL
Sun Safe
Awareness
Christmas
Gifting



PRINT
Swimwear
Get Fit Fast
Fashion
Halloween

NOV

DIGITAL
Christmas
Entertainment
Blockbuster
Movie Guide



PRINT
Christmas
Special
Party Fashion
Celebration Food

DEC

*Subjected to editorial change



Audience

AUDIENCE

- The *that's life* audience have an average HHI of \$91k
- Almost 9 in 10 *that's life* readers are the main grocery buyers in their household
- 22% of *that's life* readers have kids in the home

ATTITUDES

- *that's life* love their magazines, skewing 3.9x more likely to be a heavy magazine reader (4+ issues read)
- *that's life* readers skew an impressive 2.1x more likely to be heavy TV viewers (3+ hours per day)
- 75% of *that's life* readers bought from a shopping centre in the last 4 weeks, with more than half agreeing that they like grocery shopping
- 86% of *that's life* readers agree that helping others is an important part of who they are
- 6 in 10 *that's life* readers have bought from a discount store in the last 4 weeks
- 41% of readers often enter competitions run by newspapers, magazines or radio stations

Contacts

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