

BRAND
OVERVIEW
2023

that's life!

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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.



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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

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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!



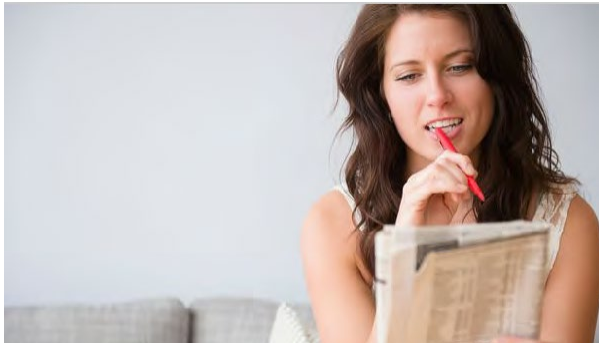
FOOD

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.



READERSHIP
485,000

FREQUENCY
WEEKLY

Source: Roy Morgan Readership June 2022

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 a cross print, a dedicated website with newsletter and social platforms



THATSLIFE.COM.AU

PAGE VIEWS
196,247
UNIQUE AUDIENCE
29,021

Source: Roy Morgan Audiences, Digital Monthly Tagged, September 2022



INSTAGRAM
2,673



FACEBOOK
856,698



TWITTER
1,873

Updated as at October 2022

SOLUS SUBSCRIBERS
25,400

Updated as at Jun 2022

that's life!



Print extensions and monthly magazine



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 2023



Australia Day
Back to School

JAN

Back to School
Summer
Entertainment

Valentines Day
Easy weekend
meals

FEB

Valentines Day
(Real Life)
Easy Weekend
meals



Travel
Celebration
Cakes

MAR

Autumn Health
Easter Entertaining

Easter
School Holidays
Winter/Autumn
Fashion

APR

Easter Cooking
Hayfever Season



Mother's Day
BBQ Special

MAY

Mothers Day
Autumn Fashion

Cosy Winter
Meals
Knitting special
School Holidays

JUN

Weightloss for
Wellness
Knitting Special



PRINT



Healthy Heart
Special
Coughs, Colds
& Flu
Winter Escapes

JUL

Coughs, Cold
Flu Winter
Entertainment

Family Dental

AUG

Family Dental
Special
Hot DVD
Releases



Fathers Day
Spring Salads
Footy Fever

SEP

Fathers Day
Footy Fever

Great Holiday
Ideas
Racing Fashion
Halloween
Spring

OCT

Halloween
Spring Racing
Fashion



Swimwear
Get Fit Fast
Fashion
Halloween

NOV

Sun Safe
Awareness
Christmas
Gifting

Christmas
Special
Party Fashion
Celebration Food
Your Stars for
2023
Cover Wrap

DEC

Christmas
Entertainment
Blockbuster
Movie Guide



DIGITAL

*Subjected to editorial change



Audience

- 0 84% of that's life readers are the main grocery buyers in their household
- 0 74% of that's life readers bought from a shopping centre in the last 4 weeks, with 59% agreeing that they enjoy grocery shopping
- 0 87% of that's life readers agree that helping others is an important part of who they are
- 0 60% of that's life readers have shopped at a discount store in the last 4 weeks
- 0 38% of readers often enter competitions run by newspapers, magazines or radio stations

Contacts

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