that's life!

MEDIA KIT

2019

Pacific

that's life! is Australia's **No.1** Real Life magazine brand

that's life! is a **proven sales driver** with a **highly engaged and responsive audience** who **completely trust** both the content and the advertising.

that's life! publishes the perfect mix of amazing real life stories, user generated content from everyday Australians and entertaining puzzles.

To our audience, *that's life!* is **a beacon of credibility**.

that's life! Pacific

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.**

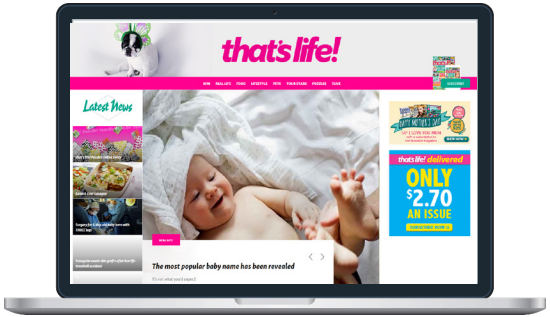
The *that's life!* audience is highly trusting of and **highly responsive to our content.**

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

Linda Smith
Editor

RESPONSIVE
40,000
entries to competitions every week!

Print
Top 3 seller in Australia



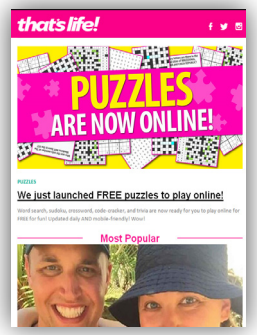
Digital presence
PODCAST – 50,000 downloads

Facebook
Top 3 engagement in Australia

that's life!

Brand Extension, cover booklets & one shots

Custom Content and competitions
40,000 entries a week



That's Life Gold Club EDM
91000 subscribers

that's life!

Brand reach

2.3 M TOTAL TOUCHPOINTS	THAT'S LIFE! IS SOLD IN AUSTRALIA EVERY **2.21** SECONDS	**907,721** TOTAL SOCIAL AUDIENCE
1.21 M READERSHIP (MONTHLY)	**87,543** SUBS EDM	**86,769** UNIQUE AUDIENCE

Source: emma CMV Jan'18; Nielsen DCR Mar'19; Nielsen Market Intelligence Mar'19; Social media stats updated as at Mar'19

Our audience

Australian's No.1 Real Life magazine brand

One of Australia's top 3 selling weekly magazines

Loyal readerships with 60% of buyers reading 4 out of 4 issues

AUDIENCE PROFILE

- 775,000 readers are grocery buyers
- 81% are women
- 46% of readers are aged between 25-54 years
- 87% of them are Pet lovers
- Over 58% of them love their DIY
- With 64 % into physical exercise

Source: social channels Nov 2014 - Nov 2016 duplicated fans and followers

One of Australia's top 3 highest most engaged Facebook pages

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

They **VALUE practical, quality products that work** and they look to that's life! for product info and advice from food & health to beauty, fashion and home.

They SPEND **$92,700,000** in the supermarket every week!

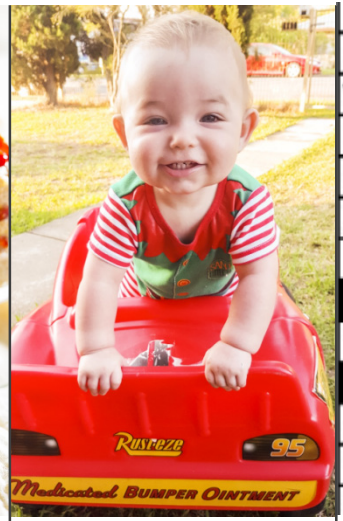
Content pillars

Family

is 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

We receive 50,000 entries a week! 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.

Calendar

FAMILY DENTAL SPECIAL

- Pasta

GREAT HOLIDAY IDEAS

- Halloween

CHRISTMAS SPECIAL

- Party Fashion
- Celebration Food

VALENTINES DAY

- Easy Weekday Meals
- Sensation Sandwiches

EASTER

- School Holidays
- Autumn/ Winter Fashion

COSY WINTER MEALS

- Knitting Special
- School Holidays

JUL | AUG | SEP | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN

HEALTHY HEART SPECIAL

- Cough, Colds And Flu
- Winter Escapes

FATHERS DAY

- Spring Salads
- Footy Fever

SWIMWEAR

- Get Fit Fast
- Sun Care Awareness

BACK TO SCHOOL

- Australia Day
- Diet- New Year New You
- Your Destiny

PET STAR

- Travel
- Celebration Cakes

MOTHER'S DAY

- BBQ Special
- Reader To Reader Product Awards

Print rates – FY 19

PAGE RATES	CASUAL	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5	LEVEL 6
FULL PAGE	13,840	13,495	13,140	12,800	12,450	11,760	11,065
HALF PAGE	8,300	8,095	7,885	7,680	7,470	7,055	6,640
THIRD PAGE	6,230	6,070	5,915	5,760	5,600	5,290	4,980
DOUBLE PAGE SPREAD	27,680	26,990	26,280	25,600	24,900	23,520	22,130
INSIDE FRONT COVER*	16,605	16,190	15,770	15,360	14,935	14,110	13,280
INSIDE BACK COVER	15,915	15,515	15,110	14,720	14,315	13,525	12,725
OUTSIDE BACK COVER	17,990	17,540	17,085	16,640	16,180	15,290	14,385

INSERTS	2 PAGES	4 PAGES	6 PAGES	8 PAGES	12 PAGES	16 PAGES	24 PAGES
$/000	53	58	69	79	79	90	110

All guaranteed positioning attracts a 15% loading. * Inside Front Cover subject to editorial approval. Mono and state rates are available on request.
Inserts are limited and specific instructions apply. Maximum insert weights apply and samples are required prior to final confirmation. Special Pacific Weekly Duo incentives apply to deals also involving New Idea.

Digital Rates & Deadlines

RATES (EX GST)	DISPLAY MEDIA	VIDEO	SOCIAL & PAID CONTENT
Homepage buyout – Med Rec with Skins (1 week)	$3,000		
Run of Site – Med Rec	$40 CPM		
Run of site – Med Rec with Leaderboard Roadblock	$60 CPM		
Run of Site – Rich Media	From $60 CPM		
15" In Feed Video		$60 CPM	
30" In Feed Video		$70 CPM	
Pac Video Ad – Med Rec		$60 CPM	
Shoppable Video		$100 CPM	
Commissioned Content			From $4,650
Advertorial Content			From $3,150
Social Integration			From $1,200
Social Video			From $3,120

DEADLINES

- Standard display/simple rich media: 5 business days prior to live date
- Complex rich media: 10 business days prior to live date
- Paid Content: 4-6 weeks prior to live date
- Integration: 4 weeks prior to live date
- For anything outside of the above, contact your Client Services Manager

AD SPECIFICATIONS

- Click here for our creative specifications .
- Ads must conform to specifications outlined.
- Elements not meeting specifications will need to be revised, which may delay the launch date.