

A woman wearing a large, fringed pink hat and dark sunglasses is laughing joyfully. She is wearing a pink and orange halter top. A light-colored dog with floppy ears is sitting next to her, also looking happy. The background is a white wooden wall with shadows from a window.

that's life!

MEDIA KIT

2020

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! 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

that's life!
receives over
30,000
competition entries
each week!





that's life!

Brand reach

2.2m

TOTAL AUDIENCE
TOUCHPOINTS

THAT'S LIFE! IS SOLD IN
AUSTRALIA EVERY

3.69 SECONDS

894,914

TOTAL SOCIAL
AUDIENCE

1.08m

MONTHLY
READERSHIP

374,684

AVERAGE MONTHLY
IMPRESSIONS

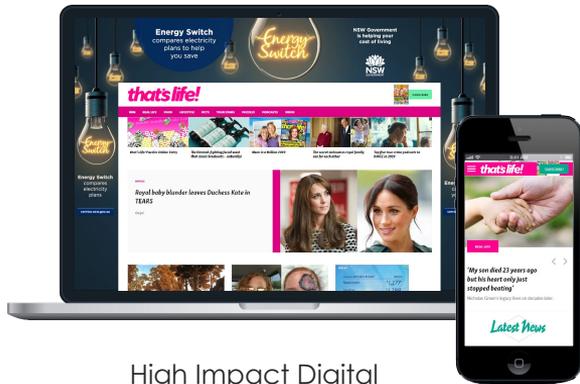
80,703

NEWSLETTER
SUBSCRIBERS

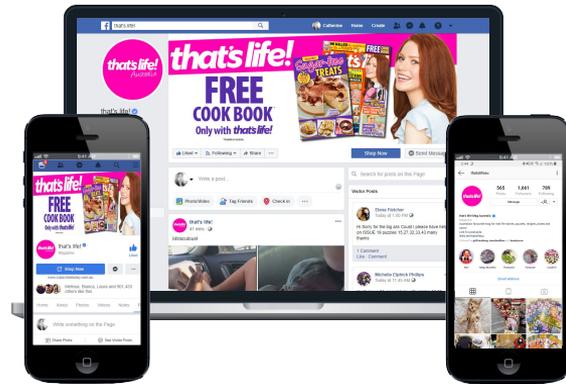
Source: emma CMV Nov'19; Nielsen DCR Jan'20; Nielsen Market Intelligence Jan'20; Social media stats updated as at Dec'19
Nielsen Digital Ratings Monthly is the an external report endorsed by the IAB. It is a combination of panel and web traffic data and is a
measure of people rather than browsers.



Immersive Print



High Impact Digital



Engaging Social

that's life!



Successful Brand Integration



Podcast Integration

that's life! TRADIE OF THE YEAR

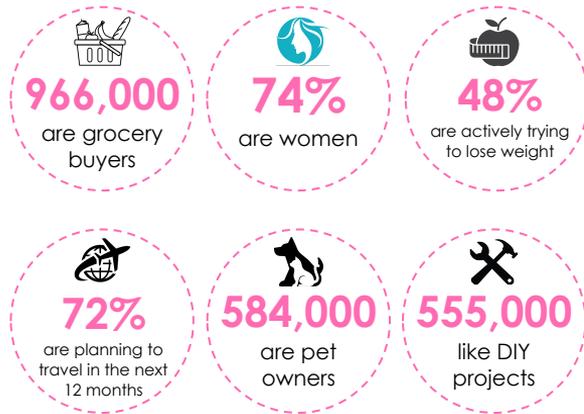


Signature Content

Our audience

Australia's **No.1** Real Life magazine brand

AUDIENCE PROFILE



One of Australia's 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.

Family is at the **core** of our audience's **priority list**

They **SPEND** on average over **\$8.4 BILLION** on groceries each year!

Source: Pacific Magazine's social channels Dec'19, emma CMV Nov'19; Social media stats updated as at Dec'19

Target audience

We know her

Increased willingness to spend

Community driven

Concerned for those she loves

Concerned about her own wellbeing

Health and happiness of her family is paramount

Down to earth

Honest & Approachable

Fiercely loyal

Listens to like-minded women

She values practical, quality products that work and looks to *that's life!* for product information and advice to keep themselves and their household happy and healthy.

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 over 30,000 puzzle 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 for themselves and their whole family.

Calendar



FAMILY DENTAL SPECIAL

•Pasta



GREAT HOLIDAY IDEAS

•Spring Racing Fashion
•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
•Health - New Year New You
•Your Destiny

PET STAR

•Travel
•Celebration Cakes

MOTHER'S DAY

•BBQ Special
•Reader To Reader
•Product Awards



Print rates – FY20

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

BY
eclair

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.

that's life!

*For more information, please
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