



***that's life!***

**MEDIA KIT**

2018

**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

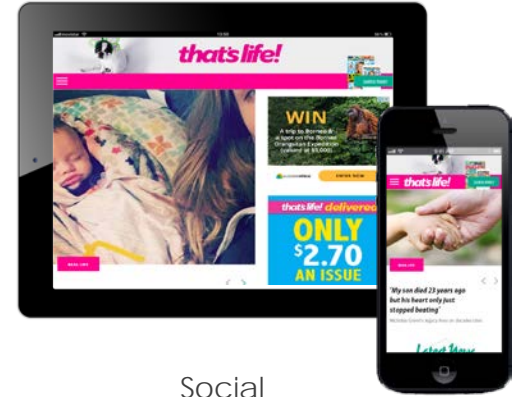




Print



Digital



Social

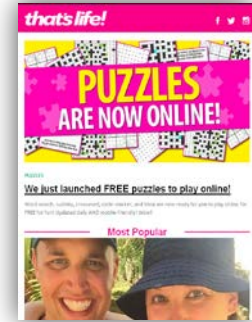
**that's life!**



Brand Extension



Custom Content



That's Life Gold Club EDM



# *that's life!* Brand reach

**2.6 M+**  
TOTAL TOUCHPOINTS

THAT'S LIFE! IS SOLD IN  
AUSTRALIA EVERY

**3.69** SECONDS

**927,131**  
TOTAL SOCIAL  
AUDIENCE

**1,413,000**  
READERSHIP  
(MONTHLY)

**107,133**  
SUBS EDM

**197,000**  
UNIQUE  
AUDIENCE

Source: emmaTM conducted by Ipsos MediaCT, 12 months ending Sep 17; Nielsen Digital Ratings Monthly Sep 17. Social media stats updated as at 151117 Community = Touchpoints

# 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



FAMILY IS AT THE CORE OF OUR AUDIENCE'S PRIORITY LIST

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



## 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



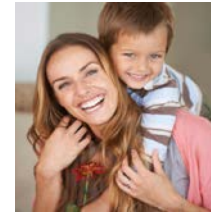
## PET STAR

- Travel
- Celebration Cakes



## MOTHER'S DAY

- BBQ Special
- Reader To Reader Product Awards





# Print rates – FY 18

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	569	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.

# Print deadlines– FY 18

COVER DATE	4 JAN	11 JAN	18 JAN	25 JAN	1 FEB	8 FEB	15 FEB	22 FEB	1 MAR	8 MAR	15 MAR	22 MAR	29 MAR	5 APR	12 APR	19 APR	26 APR	3 MAY	10 MAY	17 MAY	24 MAY	31 MAY	7 JUN	14 JUN	21 JUN	28 JUN
ON SALE DATE	28 DEC	4 JAN	11 JAN	18 JAN	25 JAN	1 FEB	8 FEB	15 FEB	22 FEB	1 MAR	8 MAR	15 MAR	22 MAR	29 MAR	5 APR	12 APR	19 APR	26 APR	3 MAY	10 MAY	17 MAY	24 MAY	31 MAY	7 JUN	14 JUN	21 JUN
BOOKING DEADLINE	5 DEC	12 DEC	12 DEC	19 DEC	19 DEC	9 JAN	16 JAN	23 JAN	30 JAN	6 FEB	13 FEB	20 FEB	27 FEB	6 MAR	13 MAR	20 MAR	27 MAR	3 APR	10 APR	17 APR	24 APR	1 MAY	8 MAY	15 MAY	22 MAY	29 MAY
PDF MATERIAL DEADLINE	12 DEC	12 DEC	12 DEC	19 DEC	9 JAN	16 JAN	23 JAN	30 JAN	6 FEB	13 FEB	20 FEB	27 FEB	6 MAR	13 MAR	20 MAR	27 MAR	3 APR	10 APR	17 APR	24 APR	1 MAY	8 MAY	15 MAY	22 MAY	29 MAY	5 JUN

COVER DATE	5 JUL	12 JUL	19 JUL	26 JUL	2 AUG	9 AUG	16 AUG	23 AUG	30 AUG	6 SEP	13 SEP	20 SEP	27 SEP	4 OCT	11 OCT	18 OCT	25 OCT	01 NOV	8 NOV	15 NOV	22 NOV	29 NOV	6 DEC	13 DEC	20 DEC	27 DEC
ON SALE DATE	28 JUN	5 JUL	12 JUL	19 JUL	26 JUL	2 AUG	9 AUG	16 AUG	23 AUG	30 AUG	6 SEP	13 SEP	20 SEP	27 SEP	4 OCT	11 OCT	18 OCT	25 OCT	1 NOV	8 NOV	15 NOV	22 NOV	29 NOV	6 DEC	13 DEC	20 DEC
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Please note, cancellation deadline is four weeks prior to booking deadlines.

# 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

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## 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

- Please refer to [http://www.pacificmags.com.au/info/information/Pacific\\_Ad\\_Specs.pdf](http://www.pacificmags.com.au/info/information/Pacific_Ad_Specs.pdf) for creative specifications
- Ads must conform to specifications outlined.
- Elements not meeting specifications will need to be revised, which may delay the launch date.