



***that's
life!***

MEDIA PACK

INTRODUCTION

that's life! combines real-life stories with classic women's weekly editorial and a sense of humour.

Its unique mix of sassy, gritty and involving editorial talks to its readers in their own language. This ensures it has one of the strongest reader relationships of any magazine in the UK and is incredibly thoroughly read, with readers devouring every last page.

that's life! is an empowering magazine, bursting with character. Its perfect combination of humorous and captivating editorial makes it the most engaging magazine in the market.

DID YOU KNOW?

We once asked readers to send in their bras for a charity to send to women in Africa, and we received so many they completely filled the local sorting office!



THE MISSION

that's life! is the third biggest-selling women's weekly on the news stand. It's a magazine with a heart, a slice of reality for women who want a little more out of life and aren't afraid to get it. Our readers are busy mums and workers, the backbone of the family who see *that's life!* as a friend and an inspiration when things turn tough. *that's life!* is for the younger women's weekly reader and the content holds a mirror up to their lives. Its attention-grabbing coverlines and light-hearted tone attract a sassy and witty audience with a real sense of humour.

Our true-life stories are empowering, warm, full of humour and reality. *that's life!* has a unique mix of sassy, gritty and involving editorial which ensures that the magazine has an extremely high reader loyalty and is the most thoroughly read magazine in the UK.

In short, *that's life!* is a gripping read. Original, thought-provoking, brave and above all entertaining. One read and you're hooked. *that's life!* is bursting with life and character. It's the weekly real-life magazine that women just can't put down.

that's life! also publishes a number of brand extensions including Seasonal Specials and our Crime Scene specials.



THE READER

that's life! readers are savvy, streetwise and have a real sense of humour. Many of our readers have faced adversity in their own lives and turn to *that's life!* to share their experiences and learn from the life stories of others. Our readers know from experience that life can be a rollercoaster but despite that, they are amazing – they still reach out to others, offer support and charity to those in need, share their stories and make friends. More than 116,000 mums read the title every week.*

She is a C2DE female who is head of the household and is the decision-maker on what brands make it into the house. *that's life!* readers are mostly mothers of younger children aged 0-15. They put their friends and family first and enjoy nothing more than spending time surrounded by those they love.

that's life! is written for, and by, the reader. Readers enjoy submitting stories, photos and competition entries, allowing them to be part of the magazine.





REAL-LIFE STORIES

Our stories are attention-grabbing and not afraid to be gritty and shocking. However, *that's life!* has a real sense of humour that comes through its stories, and sometimes even hard-hitting content can be witty and more light-hearted. The magazine wants to shock, entertain and be thought-provoking.

THAT'S LIFE COMMUNITY

that's life! readers love to share their lives and are extremely interactive with the magazine – every week we receive over 80,000 reader communications. It's Your Life is the place for readers to share photos and memories, Baby Talk and our highly popular Cuties of the Month competition are where readers submit pictures and captions of their babies. Aren't Men Daft is their platform for sharing funny stories and pics of the men in their lives. Readers also engage with our beauty pages, sending in Q&A requests for beauty advice, and our You're a Star feature displays what activities and support our readers have been involved in for charities. The community created by *that's life!* is incredibly powerful and extends off the page. The magazine tackles some harrowing content and in encouraging readers to come forward and share their stories, has broken down the taboos of subjects such as rape and domestic violence. Readers see the stories of others in the community and are then empowered to share their own stories and support.

PUZZLES AND COMPETITIONS

Offering twice as many prizes as its nearest rival and six pages per week of puzzles, *that's life!*'s puzzles and competitions receive thousands of correspondences a week, both online and through the print product.

BRAND EXTENSIONS

As well as *that's life!* magazine, we also publish a number of brand extensions (Seasonal Specials, Crime Scene special etc) that sell over 350,000 extra copies a year. These bring additional *that's life!* content and community to even more readers. In addition to this, our Facebook page has more than 67k followers – and growing – who are responsive and engaged with the brand.

HUMOUR

Our readers have hectic lives full of ups and downs yet they still have a strong sense of humour that laughs at the lighter side of life. Every week we publish jokes and letters from readers and they contribute to our light-hearted features such as Aren't Men Daft, which allows them to share the silliness of the men in their lives. Our weekly mum blogger, Mum's the Word, shares her often funny accounts of life as a mum, and receives endless correspondence from readers sharing their own experiences.

LIFESTYLE: COOKERY, HEALTH, AND BEAUTY

Our readers want to look and feel good so they are interested in beauty and make-up and easy-to-understand health advice. *that's life!*'s in-house beauty expert Matilda receives more than 200 requests a week for beauty advice and our in-house GP offers practical advice on a host of health issues, particularly around relationships and raising children. Readers love the cookery section and can make something delicious every week for the family from simple ingredients.



AD RATES

DISPLAY

Full page: £10,900

IBC: £11,445

OBC: £12,500

DPS: £21,800

ADVERTORIALS

Full page: £13,625

DPS: £27,250

PRODUCTION

For production rates, please contact your Creative Solutions Sales person.

INSERTS

Bound-in: On Application

Tip-on: On Application

Loose insert: £32 CP

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