

That's Life Overview

No2 in the real Life Market, Take a Break's cheekier little sister!



Aged 47-48 with kids. Maybe a younger gran.

Family is everything and she values close friends e Works part time juggles a busy home and work life e She wants to be part of a community e Her values are respect, empathy, loyalty, humour e She is savvy and streetwise and supports other women e She is interested in puzzles and entering competitions e She engages with social media, particularly Facebook e She cares about what she looks like.

THE MISSION:

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 content 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 mix of humorous and captivating editorial makes it the most engaging magazine in the market.

For further information please contact: bauerpublishingadvertising@bauermedia.co.uk

THE STATS



346K
READERSHIP



103K
CIRCULATION



162K
UK-UU



163K+
IMPRESSIONS



71K+
COMBINED
SOCIAL
FOLLOWERS
(TT, IG, FB, X, YT, P)

