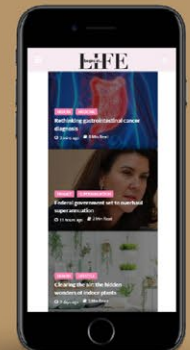
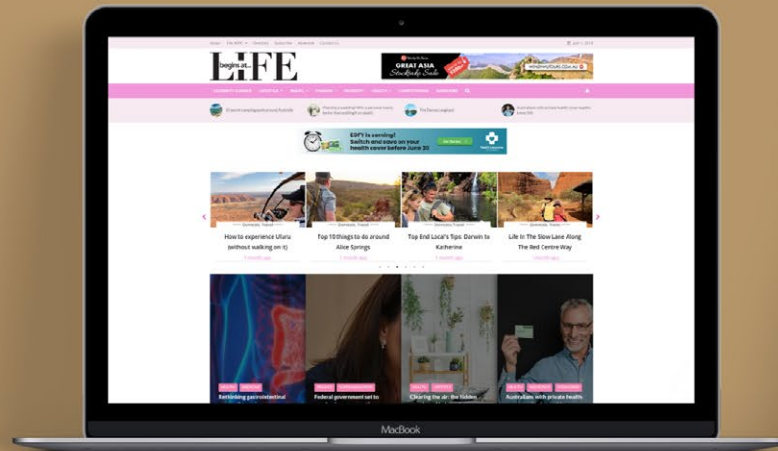


PRINT / DIGITAL / SOCIAL
WWW.LIFEBEGINSAT.COM.AU



CONNECT YOUR BRAND
WITH AFFLUENT &
ACTIVE INDIVIDUALS
WHO ARE LOOKING
FOR BRANDS THEY
CAN TRUST

LIFE

begins at...

FAST FACTS

- Est 1990
- Readership 350,000+
- Direct mailed to **subscribers**
- Retirees have more than **\$3.5bn** of disposable income per week
- **Distribution partnerships** with exclusive member based organisations nationally
- Visit us at national travel & lifestyle **expos**

For those who believe that life really does begin at 50

PRINT EDITION

ESTABLISHED 1990

PRINT READERSHIP OF
100,000 PER QUARTER

PRINT EDITION MAILED TO
SUBSCRIBERS QUARTERLY

DISTRIBUTION PARTNERSHIPS WITH
AUSTRALIA'S MOST EXCLUSIVE
CLUBS & ORGANISATIONS

AWARD WINNING PUBLISHER
2014, 2015 & 2019

SOCIAL MEDIA

FACEBOOK, TWITTER & INSTAGRAM



WEBSITE TRAFFIC

92,000 AVERAGE
USERS PER MONTH

DIGITAL EDITION

DISTRIBUTED **78,000** INDIVIDUALS
& **155,000** VIA PARTNERSHIPS

NEWSLETTER & EDM

52,000 SUBSCRIBERS

EXPOS & CONFERENCES

TRAVEL, LIFESTYLE & RETIREMENT EXPOS

For those who believe that life really does begin at 50

Connecting your brand with affluent & active individuals.

Life Begins At (LBA) established 1990 has a combined print and digital national readership of over 350,000.

The Life Begins At audience come from a professional background, have been in senior management positions or in many cases, have been an owner/operator of their own business. Through display advertising and content marketing in both print and E Mag, Life Begins At provides an unrivalled platform to promote your product or services making it the ultimate lifestyle publication for those who believe that life really does begin at 50. Quite simply, nothing else exists that is as targeted, trusted and effective in getting you connected to those with more than \$3.5bn of disposable income per week.

DISTRIBUTION

- Direct Mailed to Paid Subscribers.
- Qantas Club Lounges
- Virgin Australia Club Lounges
- E Mag, E newsletter Subscribers.
- Selected newsagents nationwide
- Association of Independent Retirees Branches (AIR)
- The Australian Government Commonwealth Superannuation Corporation (CSC)
- Queensland Rail Travel - placed in seat pockets & available in club lounges.
- Caravan Industry Association of Australia (CIAA) - Digital copy
- Retirement Resorts
- Travel & Lifestyle Expos
- Sydney & Brisbane International Cruise Terminals.
- Private Golf Clubs
- Yacht Clubs
- Car Clubs
- Polo Clubs



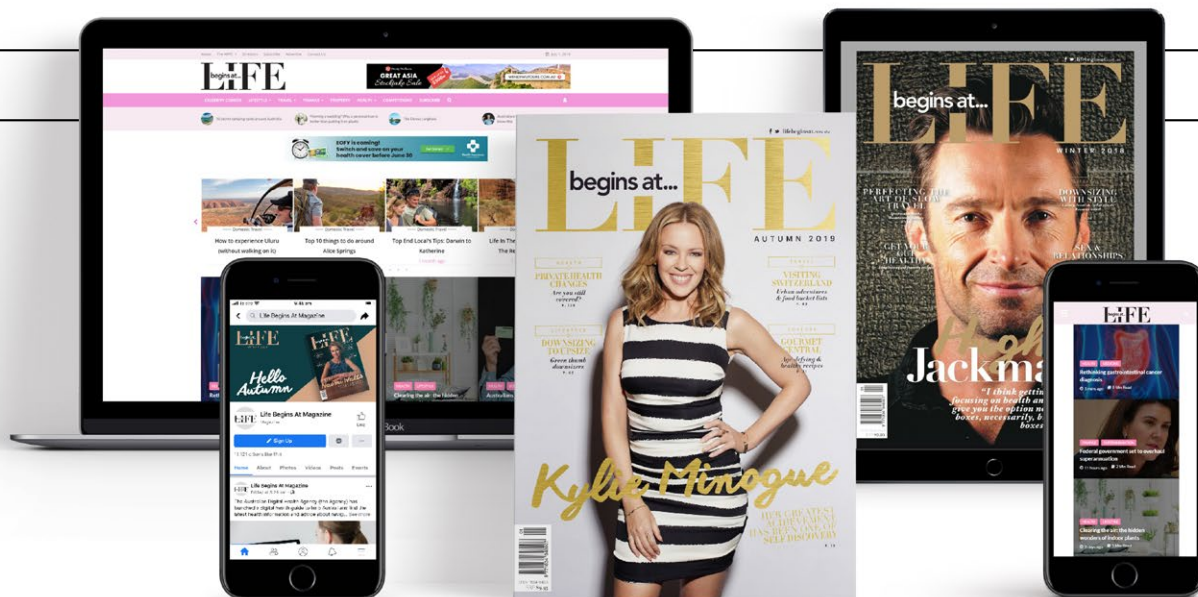
Life Begins At Magazine is the ultimate lifestyle publication for those who are retired, semi-retired or approaching retirement.

But most importantly, those who believe that life really does begin at 50! Life Begins At has loads of features from celebrity interviews, domestic and international travel, home improvements and gardening, health and well-being, as well as financial tips and advice. The magazine is designed to meet the needs of a whole new generation of informed, healthy and active retirees.

For those who believe that life really does begin at 50

What we deliver.

Life Begins At delivers a range of advertising and communication products and service options towards the fast growing affluent retiree lifestyle market.



Print Magazines

Life Begins At is the number 1 Over 50's publication that has over 100,000 readers across the Asia Pacific region each quarter.

Digital Engagement

We engage our audience daily with highly relevant content and news on the latest in finance, travel, health, lifestyle and much more. Our audience connects through:

- Our website - www.lifebeginsat.com.au
- Our electronic mail newsletters
- Our Social Media Platforms - Facebook, Instagram and Twitter
- A range of sponsored content opportunities

Content Writing

Our team of professional writers and journalists can craft your content for maximum impact online or off line. Our team specialises in:

- SEO Writing Services that maximise your online visibility
- Feature interviews
- Case studies
- Specialist reports

Event Promotion & support

We support conference and event programs for event organisers and exhibitors through development and delivery of a range of written and visual communications to support event organisers and exhibitors from conception through to delivery.

For those who believe that life really does begin at 50

Get yourself in print.

Our print edition is released four times per year and features highly engaging 'evergreen' content which means that each edition has longevity in the market. Our print edition aims to provide evocative topical content that can be used as a reference for mining sites within Australia and internationally. Life Begins At Print Subscriptions are up 11% in 2019.

Each edition features key subject areas including:

- **Travel** - Local and international destinations features, reviews and news.
- **Downsizing** - For those into the latest on new apartment developments, resort living or building your own retirement home.
- **Health** - Nutrition and general wellness features, advice and the inclusion of what soon will be the norm for many Over 50's post COVID-19
- **Finance** - Australia's most respected industry spokespeople who deliver only the news that matters to those approaching retirement, semi & fully retired.
- **Culture - Celebrity interviews** from Nicole Kidman, Rod Stewart, Kylie, Hugh Jackman and many more. Along with all the **movie, book, music reviews** and **competitions** galore.
- **Dining** - Great recipes and extracts from local and international chef's cookbooks and all features letting you know the best restaurants to visit.



Adverts & Sponsored Content

DISPLAY ADVERTS	PER ISSUE / +GST
DOUBLE PAGE SPREAD	\$5,930
FULL PAGE	\$3,920
HALF PAGE	\$2,495

COMPLIMENT YOUR DISPLAY AD WITH GREAT STORYTELLING

1200 WORDS & 2 IMAGES = 2 PAGES	\$2,900
600 WORDS & IMAGE = 1 PAGE	\$2,010

FOR MULTIPLE EDITION PACKAGES ENQUIRE WITH OUR TEAM

*THE ABOVE SPONSORED CONTENT RATES ONLY APPLICABLE IF PLACING A PRINT BOOKING. YOUR CONTENT INCLUDES BEING PUBLISHED ON LIFE BEGINS AT WEBSITE AS A MAJOR NEWS ITEM & INCLUDES COMPREHENSIVE SEO, SOCIAL MEDIA & OTHER STRATEGIC MARKETING INITIATIVES.

BOOK YOUR SPACE TODAY



For those who believe that life really does begin at 50

Get your brand engaging on our website.

Our website engages users more than 90,000 users per month. Connect to our audience through a range of highly effective digital advertising options.

Key website facts

- Users - **92k**
- Sessions - **130k**
- Time on site - **3min 39 sec**
- Pages viewed - **3.3** (per session)

Demographics

- Female - **54%**
- Male - **44%**
- **STATES** Queensland - **30%**
New South Wales - **30%**
Victoria - **22%**
Rest of Australia - **18%**

*Digital performance derived from Google analytics results – March 2020

FULL WEBSITE	FULL CALENDAR MONTH
LEADERBOARD TOP	\$1,800
LEADERBOARD BOTTOM	\$1,500
WINGS (LEFT & RIGHT)	\$5,000
FLOATING AD	\$3,000

*EXPOSURE TO OVER 92K USERS PER MONTH

*ABOVE POSITIONS AVAILABLE AS BOTH 100% ENTIRE WEBSITE (ROS) OR 50% (ROS)

*POA FOR MULTIPLE MONTHS & PAY PER CLICK PRICING

*FOR MULTIPLE MONTHS OR THE COMBINATION OF WEBSITE DISPLAY ADS WITH OTHER PRODUCTS PLEASE ENQUIRE WITH OUR TEAM ABOUT OUR SPECIAL OFFERS

CATEGORIES	FULL CALENDAR MONTH
LEADERBOARD MIDDLE	\$1,500
LEADERBOARD BETWEEN POSTS	\$1,500
SIDEBBOARD MREC	\$1,995
SIDEBBOARD TOWER	\$3,400

*ABOVE POSITIONS AVAILABLE AS FULL 100% ENTIRE WEBSITE SECTION THAT IS MOST RELEVANT TO YOUR BUSINESS

*POA FOR MULTIPLE SECTIONS, MONTHS & PAY PER CLICK PRICING

*FOR MULTIPLE MONTHS OR THE COMBINATION OF WEBSITE DISPLAY ADS WITH OTHER PRODUCTS PLEASE ENQUIRE WITH OUR TEAM ABOUT OUR SPECIAL OFFERS

BOOK YOUR SPACE TODAY



For those who believe that life really does begin at 50

Get your brand engaging with electronic direct mail.

Connect your business directly to >52K newsletter subscribers.

Generate exclusive exposure for your product

- You have 100% control over design and content.
- Distributed 7am Monday's or the day and time of your choice.
- Drive traffic to your landing page whether that be your website, video or to a designated download section for brochures and resources.

Key EDM facts

- Subscribers - **52,730**
- EDM Open rate - **22%**
- CTR (Click thru Rate) - **2.7%**

*Mailchimp Subscribers – March 2020, Open rates can vary according to content of EDM – LBA does not guarantee open rates or click through rates on EDM Newsletters.



Solus EDM

EDM	PER SEND OUT / +GST
EDM	\$2,500
EDM X2	\$2,200 EACH
EDM X4	\$1,950 EACH
EDM X6	\$1,700 EACH
EDM X12	\$1,495 EACH

*FOR DIGITAL COMBINATION CAMPAIGN PACKAGES ENQUIRE WITH OUR TEAM ABOUT OUR SPECIAL OFFERS

BOOK YOUR SPACE TODAY



For those who believe that life really does begin at 50

Get your brand engaging with our newsletter.

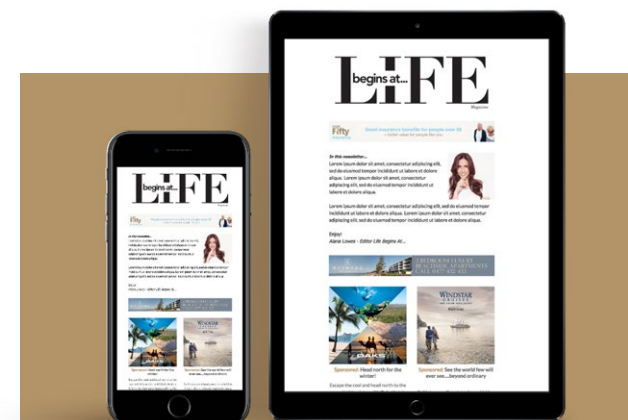
Released twice weekly, LBA e-News is all over the delivering to our readership the very latest on Travel, Finance, Retirement Living, Health & Fitness, what's new, what's hot, what's not and much more.

Key newsletter facts

- Subscribers - **52k**
- EDM Open rate - **22%**
- CTR (Click thru Rate) - **2.7%**

Demographics

- Female - **54%**
- Male - **44%**
- **STATES** Queensland - **30%**
New South Wales - **30%**
Victoria - **22%**
Rest of Australia - **18%**



Adverts

DISPLAY ADVERTS	PER MONTH / +GST
BANNER TOP	\$1,500
BANNER MIDDLE	\$1,200
BANNER BOTTOM	\$980
*SPONSORED CONTENT INCLUDES EXTENSIVE INHOUSE SEO & DIGITAL MARKETING VIA SOCIAL MEDIA	
*FOR MULTIPLE MONTHS OR THE COMBINATION OF eNEWS ADVERTISING WITH OTHER PRODUCTS PLEASE ENQUIRE WITH OUR TEAM ABOUT OUR SPECIAL OFFERS	
SPONSORED CONTENT	\$1,200

*PRICE ON APPLICATION (POA)

BOOK YOUR SPACE TODAY



*Mailchimp Subscribers – March 2020, Open rates can vary according to content of EDM – LBA does not guarantee open rates or click through rates on EDM Newsletters.

For those who believe that life really does begin at 50

Get your brand engaging with sponsored content.

The ability to tell a great story and at the same time present the advertiser subtly as the solution to the article's content. Today's readers aren't so accepting of advertiser driven content.

Whilst it is ok for some, it is not ok for many, as the majority of today's readers are on the quick in picking advertiser driven articles and the move on. What are the benefits of sponsored content as opposed to traditional advertorial?

- Generate 25% more readers
- Retain the reader from start to finish
- Have your story better positioned to be on the first page of Google search results.

Why does sponsored content attract more readership? Recent Industry research concluded that articles with no obvious connection to the advertiser produce an extra 25% in readership. Talented content writers have that 'gift' of turning words, what you do, how you do it into a compelling story. Ultimately, great content first & foremost provides the reader with an enjoyable reading experience with a subtle blend of the advertiser being the solution to the stories content. Great content is an asset for years to come.

We publish your asset in print and upload your story online along with strategic SEO and Social Media Marketing to ensure your asset is well positioned for a highranking return with any Google Search results for years to come. Life Begins At has recently introduced its content creation department. Consisting of a small team of some of the most creative writers in this country. Speak with our team today, to discuss how we can create from your words, a truly compelling story that will engage your audience from start to the end.



What we do

SPONSORED CONTENT CREATION

PRODUCT REVIEWS & VIDEO REVIEWS

SEO WRITING

INFOGRAPHICS

PRODUCT EXPLAINERS

**SPONSORED CONTENT INCLUDES EXTENSIVE
INHOUSE SEO & DIGITAL MARKETING VIA
SOCIAL MEDIA**

BOOK YOUR SPACE TODAY



For those who believe that life really does begin at 50

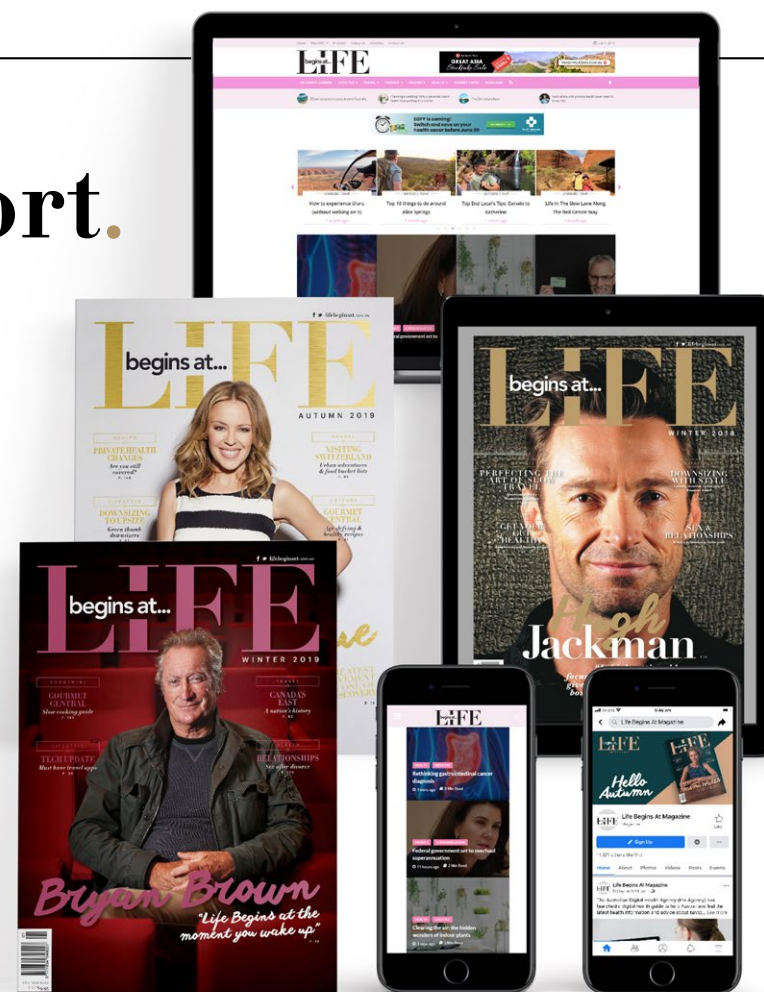
Event promotion & support.

For conference organisers we provide

- Development of event communication strategies
- Media partnerships
- Conference program design and production
- Special edition conference/exhibition print editions
- Press release distribution to leading news agencies
- Event photographic services
- In conference interviews and live uploads to our sites and partner sites
- Content writing pre, during and post event
- Event video production services

For conference exhibitors we provide

- Development of pre-event media releases
- Design and preparation of event materials such as flyers / advertising materials
- Media release distribution within Australia and internationally to leading news agencies
- Video interviews/ product introductions pre, during and post events
- Sponsored content (visual and text) across our media platforms
- 'Shout outs' to prospective visitors prior to and during the event through our media platforms
- Print Magazine advertising for linked events



BOOK YOUR SPACE TODAY



For those who believe that life really does begin at 50

MAKE THE CALL!

/ PRINT & DIGITAL

PRINT

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	DISTRIBUTED
Autumn	First week of February	Second week of February	February
Winter	First week of July	First week of July	July
Spring	First week of September	First week of September	September
Summer	First week of December	First week of December	December

MAGAZINE	CASUAL	2 ISSUE	4 ISSUE
Double Page Spread (DPS)	\$5,920	\$5,620	\$5,030
Full Page	\$3,920	\$3,725	\$3,325
Half Page	\$2,495	\$2,370	\$2,210
Quarter Page	\$1,425	\$1,355	\$1,210
Sponsored Content 1,200 Words & 2 Images = 2 pages	\$2,900		
Sponsored Content 600 Words & Image = 1 page	\$2,010		

* Special add on price only available with print bookings. / * Sponsored content also published as on www.lifebeginsat.com.au / * If booking stand-alone Sponsored Content please apply the print ad pricing. / * Sponsored content & images to be supplied by the advertiser. / * Have our content writing professionals bring your words & story to 'life' (page 9 for more information) / * All rates are GST Exclusive.

LIFE BEGINS AT

SPECIAL OFFER

SPECIAL PRINT & DIGITAL COMBO	CASUAL
Double Page Spread 1200 Word Sponsored Content (2 Pages) Website Leaderboard - 1 Month EDM - One Mailout	\$8,820 = \$4,000 SAVING - <i>best value!</i> *Media Kit Total \$12,820

SPECIAL PRINT & DIGITAL COMBO	CASUAL
Full Page Spread 800 Word Sponsored Content (1 Page) Website Leaderboard - 1 Month EDM - One Mailout	\$6,930 = \$3,000 SAVING *Media Kit Total \$9,930

DIGITAL

WEBSITE	1 MONTH	3 MONTHS	6 MONTHS
Leaderboard Top	\$1,800	\$1,500	\$1,200
Leaderboard Middle	\$1,500	\$1,200	\$995
Leaderboard Bottom	\$1,200	\$995	\$800
Sideboard MREC	\$1,995	\$1,700	\$1,300
Sideboard Tower	\$3,400	\$3,150	\$2,900
Wings (Left & Right)	\$5,000	\$4,000	\$3,000
Floating Ad	\$3,000	\$2,500	\$2,000

* Prices are for full Calendar Month / * All rates are GST Exclusive.

WEBSITE - SPONSORED CONTENT	1 MONTH	3 MONTHS	6 MONTHS
Large Carousel - Home Page	\$1,900	\$1,500	\$1,200
Small Carousel - Home Page	\$1,500	\$1,200	\$995
Industry Section Only	\$1,200	N/A	N/A

*Carousels - your content is also placed within the website section most relevant to your news.

CONTENT CREATION	CASUAL
Have our content writers create your story and increase readership by over 25%	\$1,900

* Have our content writing professionals bring your words & story to life (page 6 for more information)

E NEWS	1 MONTH	3 MONTHS	6 MONTHS
Banner Top	\$1,500	\$1,200	\$995
Banner Middle	\$1,200	\$995	\$800
Banner Bottom	\$800	\$690	\$595

EDMs	CASUAL
EDM	\$2,495

* Exclusive exposure for your product only. / * You have 100% control and ownership over design and content. / * Drive traffic to your landing page whether that be your website, Video or to a designated download section for brochures and resources. / * All rates are GST Exclusive.

For those who believe that life really does begin at 50

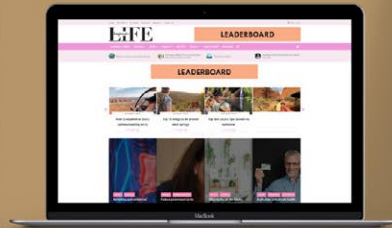
SEE OUR PRODUCT RANGE



PRINT EDITION



DIGITAL EDITION



WEBSITE



NEWSLETTER



SOCIAL MEDIA



EDM

LIFE
begins at...
www.lifebeginsat.com.au

For those who believe that life really does begin at 50