



lifehacker

Live life better

Media Kit: Q1 FY17

What sets us apart?

DISTINCTLY UNIQUE

HIGH QUALITY, LIFESTYLE AND WORK PRODUCTIVITY COVERAGE LIKE NO OTHER SITE IN THE AUSTRALIAN MEDIA LANDSCAPE.

ADVICE DRIVEN

GIVING PRACTICAL AND USEFUL ADVICE ON GETTING THINGS DONE UNDERPINS EVERY ARTICLE ON LIFEHACKER.

DIVERSE CONTENT

A WIDE RANGE OF CONTENT WRITTEN FOR PEOPLE LOOKING TO BE MORE PRODUCTIVE, EDUCATING READERS ON BEING MORE ORGANISED IN THEIR HOME AND WORK LIVES.

BREAKING NEWS

AS IT HAPPENS, READ IMMEDIATELY AND PASSED ON QUICKLY BY A WELL CONNECTED AUDIENCE.

INVESTED COMMUNITY

AS WELL AS RANKING WELL IN SEARCH ENGINES, LIFEHACKER INSPIRES DEDICATED FOLLOWERS, PROVEN THROUGH A VOCAL AND HELPFUL COMMUNITY.

Our core content pillars

LIFE

MONEY

HOME

ENTERTAINMENT

TRAVEL

HEALTH

DESIGN

WORK

PRODUCTIVITY

COMMUNICATE

ORGANISE

CAREER

BUSINESS TRAVEL

SMALL BUSINESS

IT PRO

CLOUD

IT CAREER

IT SECURITY

DEPLOYMENT

SERVERS





Useful advice for everyday life

Everybody wants to live a better life, Lifehacker provides hundreds of useful and very practical advice driven articles weekly on how to do just that. Six broad sub-categories make up the Life category:

- **Money:** Saving tricks and tips, hot deals and budgeting advice
- **Home:** Organising, automating and improving every aspect of your domestic life, inside & out
- **Entertainment:** Every tech entertainment option, from setting up media servers to the future of digital TV and streaming
- **Travel:** Expert guides for planning your trips, including packing & transport advice as well as getting about day-to-day
- **Health:** Examining ways to stay healthy & fit
- **Design:** Examining photography, art, creativity, computer wallpapers & desktops

63%
visit Lifehacker
every day



Best Personal
Technology
Coverage, IT
Journalism
Awards 2015



Being more efficient at work

Lifehacker readers want to improve all facets of their lives, including work. The Work category focuses on arming readers with knowledge of how to do everything better in their careers; finding the best job, choosing the best tech and maximising productivity.

The content is relevant for all workers, but it's particularly relevant for employees either at a start-up phase or work within small businesses as it's very self taught, which are the typical traits that small companies harvest.

The seven sub-categories are:

Productivity, Communicate, Organise, Career, Business travel, Security, Small Business & Startups.

22%
work in
businesses with
less than 20
employees

22%
are responsible
for tech budgets
at work



IT Professionals

Lifehacker's content has always attracted a tech literate/IT professional crowd to the site. Lifehacker IT Pro helps IT professionals use technology better: develop, deploy and manage effectively.

Lifehacker's tone, voice and style is very much reflected through this content, which readers really connect with, encouraging deep levels of engagement.

More than any other Australian IT site, Lifehacker reports from major IT Pro events around the world, specialising in Cloud, IT Career, IT Security, Developer, Deployment & Servers, which are also all site sub-categories.

76%
work in an
IT field

62%
are responsible
for 1-25 seats

1.5m
monthly UBs

3.6m
monthly PIs


1.3m
monthly UAs


46k
social fans


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key demographics

 **44%** aged 18-44

 **\$102k** average household income

 **47%** are tertiary educated

reader insights

41% access via mobile phone

64% more likely to be an ICT professional

64% attend conferences every few months

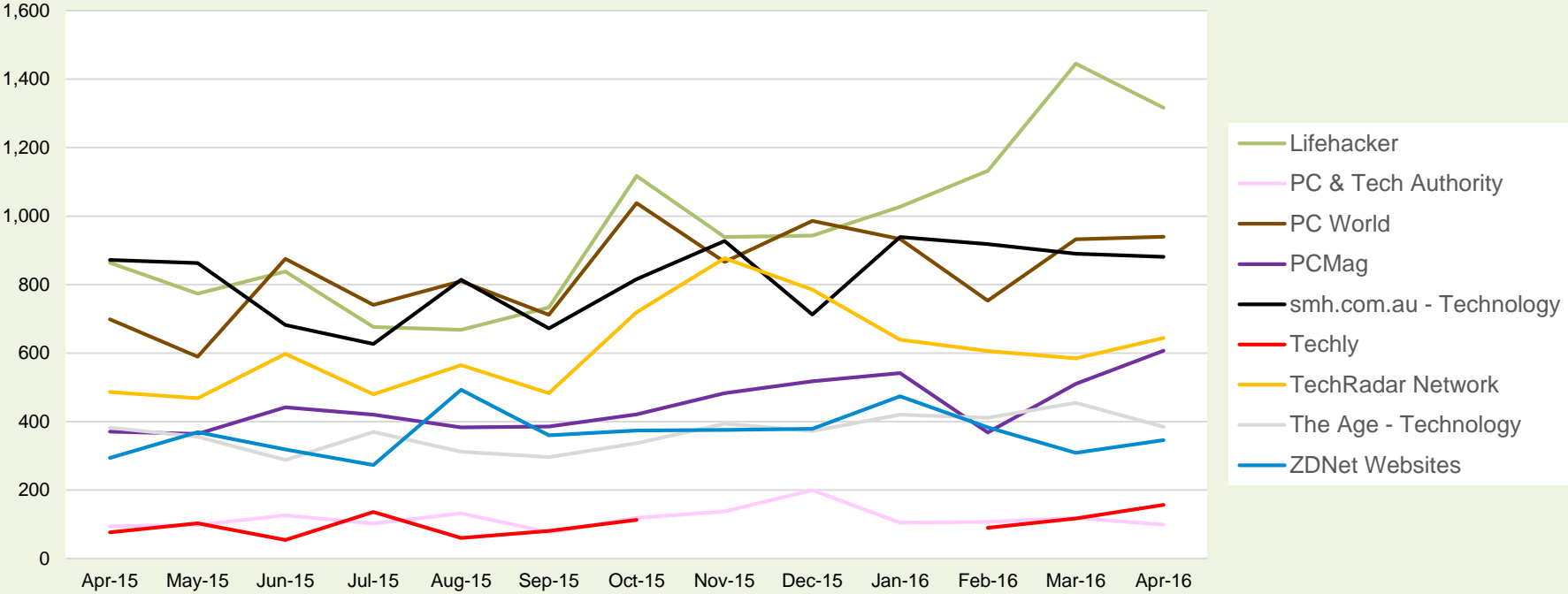
48% are business decisions makers

content trends (Apr-Jun16)

- Saving Money
- Ask Lifehacker (Regular Feature)
- Streaming

Category leading

UA (000s)



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