lifehacker

LIFE, WORK, IT PRO

lh

What sets us apart?

DISTINCTLY UNIQUE

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

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.

ADVICE DRIVEN

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

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.

Lifehacker Core Content Pillars

LIFE	WORK	IT PRO
MONEY	PRODUCTIVITY	CLOUD
HOME	COMMUNICATE	IT CAREER
ENTERTAINMENT	ORGANISE	IT SECURITY
TRAVEL	CAREER	DEPLOYMENT
HEALTH	BUSINESS TRAVEL	SERVERS
DESIGN	SECURITY	
	SMALL BUSINESS	

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

BEST WEBSITE, IT JOURNALISM AWARDS 2014

64% STATE THAT THEY VISIT LIFEHACKER BECAUSE IT HAS 'INSPIRING IDEAS ON HOW TO SIMPLIFY MY LIFE'

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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.

34%   WORK IN A COMPANY WITH LESS THAN 50 EMPLOYEES

66%   INFLUENCE TECH DECISIONS 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.

48% SPECIFICALLY WORK IN IT

67% ARE RESPONSIBLE FOR TECHNOLOGY BUDGETS

Audience Insight

- Our Readers
- Reach & Demo Snapshot
- Social
- Key Audience Insights

Our Readers

Lifehacker readers embrace technology in all facets of their work and home lives. At their core, Lifehacker readers' mindset is to always improve how they do things, and Lifehacker gives them the know-how to do so.

60% 25-49 YEAR OLDS

63% AGREE THAT LIFEHACKER HELPS THEM MAKE INFORMED DECISIONS ABOUT TECHNOLOGY PURCHASES

70% VISIT LIFEHACKER EVERY DAY

69% WOULD 'FEEL LOST' WITHOUT THE INTERNET

Reach and Demo

1.5m UBs

REACH

Monthly UA

620,000

Monthly PI

3,925,000

ENGAGEMENT

PVs per person

5

Minutes per session

3.5

AGE

18-24…14%

25-34…30%

35-49…30%

50+…25%

INCOME

56%

earn $75,000+

Social

AMPLIFYING AUDIENCE ENGAGEMENT WITH SOCIAL

Lifehacker has a strong local presence with tech savvy, influential Australians.

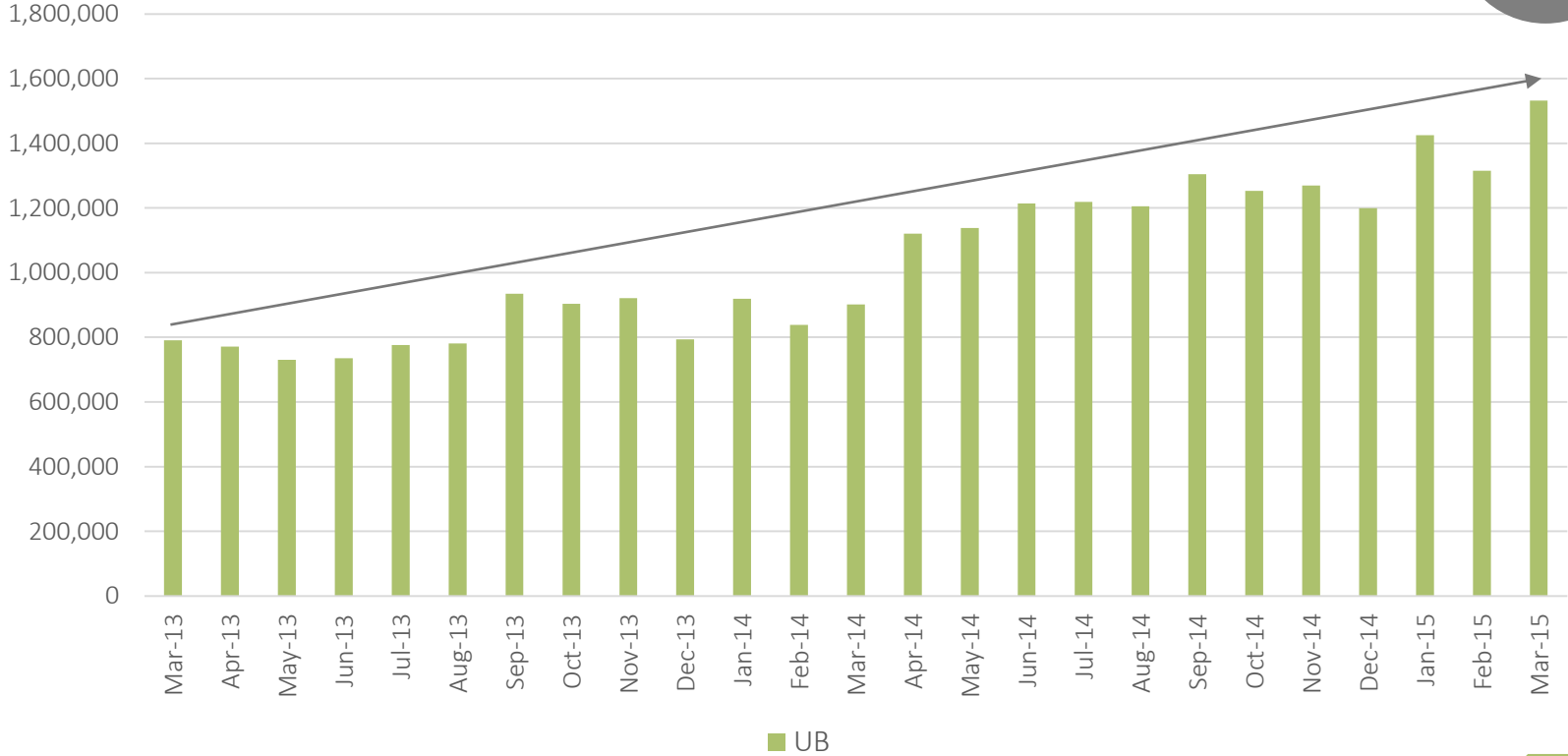**39,000** Followers

70% USE SOCIAL MEDIA EVERYDAY

49% SHARE AT LEAST ONE LIFEHACKER ARTICLE A MONTH

Follow Lifehacker:
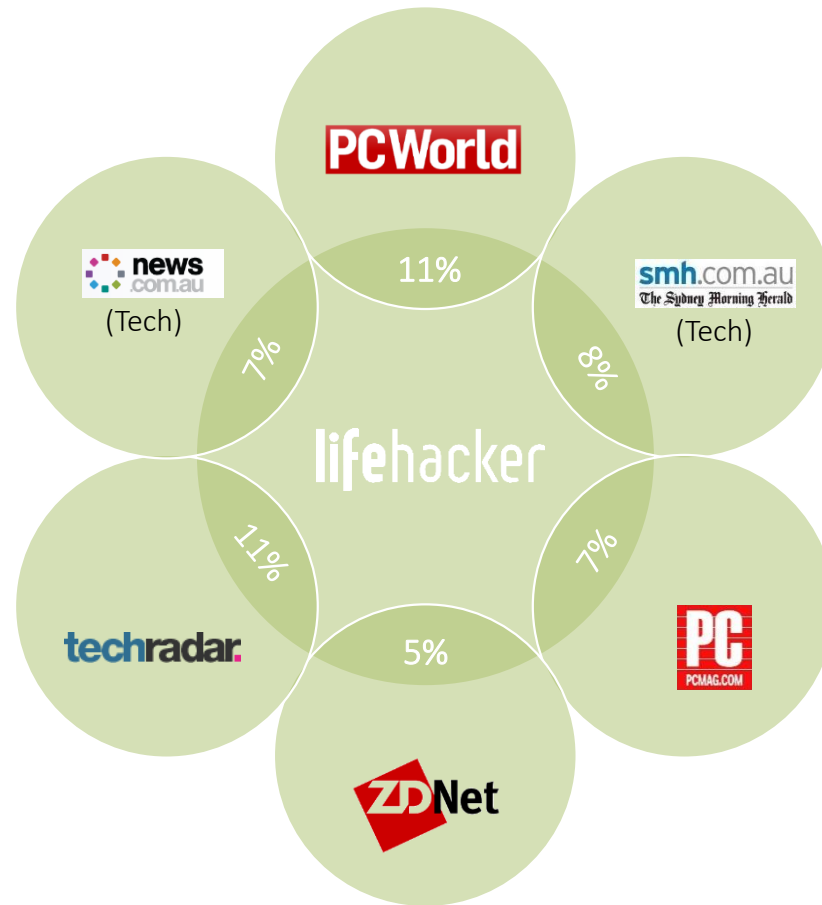
Continued Growth

+70% YOY

1,800,000	
1,600,000	
1,400,000	
1,200,000	
1,000,000	
800,000	
600,000	
400,000	
200,000	
0	

Mar-13 Apr-13 May-13 Jun-13 Jul-13 Aug-13 Sep-13 Oct-13 Nov-13 Dec-13 Jan-14 Feb-14 Mar-14 Apr-14 May-14 Jun-14 Jul-14 Aug-14 Sep-14 Oct-14 Nov-14 Dec-14 Jan-15 Feb-15 Mar-15

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A Unique Audience

Approximately

86%

of Lifehacker readers are unique, not found consuming content in other competitive environments online.

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For any enquiries, please visit:

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