

The Lifestyle Department Media Kit

Our Vision

The home of accessible, inspiring and beautiful lifestyle elements.

Who Are We?

The Lifestyle Department is all about the lovely things in life. It is the home for delectable fashion, enviable interiors, inspired music and memorable travel experiences to name just a few.

Most of all however, it's about these things being accessible to everyone.

That means that as beautiful as the photos look, we know most people can't really live with all-white interiors. Or walk down the street wearing a nude tulle skirt.

That said, there's no reason practicality means boring or ugly.

Of course, like real lives, wardrobes, diets and MP3 players, at The Lifestyle Department Louboutin lives happily alongside Zara, you'll see superfoods as well as sundaes and hear Lady Gaga on the same playlist as Vanilla Ice.

The Lifestyle Department is based in Melbourne, Australia and takes submissions and content from all over the world. With everything we do we always consider the fact that we live in an age where people see, read, hear and experience things that might be happening in the next street or on the other side of the world.

This means that everything that appears in The Lifestyle Department is meaningful no matter where you live, work and play.

The Picture

The Lifestyle Department is very young, but we're growing up fast.

Our readership and reach expands every day.

At a glance...

Up to 3,500 unique visitors each day

Average pages per visit: 7.3

Average time on site: 4.5 minutes

More than half our traffic is made up of first-time visitors

38% of readers come back 3 or more times a month

Our Network

Some of our current and previous advertisers and affiliate partners include: [note to designer - logos may be more powerful, source if necessary - readily available online]

The Outnet

My Wardrobe

Matches Fashion

Cult Beauty

Smythson

Alexander Wang

The Year Ahead

Establishment of contributor network to have daily updates in each major category.

Launch our weekly newsletter.

Develop custom visual content.