

DAILY LIFE



OVERVIEW
JUNE
2015

Daily Life OVERVIEW



Daily Life is a news, opinion and lifestyle site for women. Covering everything from politics to personal style it is best known for its engaging opinion pieces from its community of high profile, female contributors all in a magazine-style pictorial experience.

By placing your brand on *Daily Life* you will be connecting with informed, social, fashion conscious, brand aware and educated professional women who interact with aspirational and engaging brands.

Fashion

'Fashion' is a mecca for stylish and sophisticated women, from catwalk reviews to incisive critiques of trends and beautiful fashion spreads.



Beauty

'Beauty' is blissfully free of the usual jargon, *Daily Life's* Beauty section is full of practical, time-saving tips and tricks for the latest trends and the all-time classics.



WHAT'S ONLINE

People

'People' keeps you up to date on every facet of pop culture, from celebrity news to viral stories – without the usual snark. *Daily Life* not only provide you with the stories you need to know about, they contextualise them so you understand exactly why they matter.





Life & Love

'Life & Love' covers everything from unique features on love, sex and relationships to parenting stories and compelling real life reads. 'Life and Love' is a one-stop destination for inspirational lifestyle tips, featuring the finest in luxury living and more.



News & Views

'News & Views' is the home of engaging opinion pieces from *Daily Life's* community of high profile, female contributors. These are stories that women want to share via social media and on the site. It's tone is conversational, smart and warm and our readers are loving it!

WHAT'S ONLINE

Health & Fitness

'Health & Fitness' is for Australian women who care about their wellbeing. The section features one-off articles from Australia's most prominent female health writers as well as regular fitness and nutrition articles from the immensely popular Michelle Bridges.

Food

'Food' is home to bestselling author Katrina Meynink's food blog 'Kitchen Coquette'. We also cover food trends, interviews with chefs, recipes and content from Australia's leading food website and publisher of the popular *Good Food Guides*, goodfood.com.au.





Candice Chung
Editor

Candice is a Sydney-based writer and editor and has been part of the *Daily Life* team since its launch in 2012. Her work has appeared on *The Sydney Morning Herald*, *The Age*, *Sunday Life* and *The Griffith Review* among others. She was a 2015 Walkley Awards Judge for the freelance journalism category.

EDITORIAL TEAM

Amy McNeilage

After commencing an extremely sought-after traineeship at Fairfax Media in 2012, Amy McNeilage went on to work as an Education Reporter at *The Sydney Morning Herald*, and is now the Deputy Editor of *Daily Life*.



Clementine Ford



Through her twice weekly columns for *Daily Life*, Clementine explores issues of gender inequality and pop culture. Her ability to use both humour and distilled fury to lay bare ongoing issues affecting women has earned her a huge and loyal readership among both women and men. She is a regular guest on ABC *The Drum*, Channel Nine's *Mornings* and a sought after speaker on gender relations in Australia.



Ruby Hamad

Ruby is a Sydney-based writer focussing on feminism, pop culture and race issues. She is a regular contributor to *Daily Life* and ABC's *The Drum* and her articles have appeared in *The Sydney Morning Herald*, *The Age* and *Crikey* among others.

EDITORIAL TEAM

Clem Bastow

Clem is a writer, broadcaster and music critic based in Melbourne, Australia. Her work appears regularly in *The Age*, *The Sydney Morning Herald*, *Sunday Life* and *The Vine*.



Michelle Bridges



Michelle Bridges is a personal trainer on Australia's *Biggest Loser* and a columnist for *Sunday Life & Daily Life*. Michelle makes regular appearances on TV and radio. She has published three books on fitness and health including the *12 Week Body Transformation*.

FURTHER INFORMATION

ADVERTISING CONTACT INFORMATION

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