



# AGING GRACEFULLY

— DAY IN THE LIFE OF



**6am** - Wakes up with *TODAY* and starts the morning with a 6-step routine beauty regime.

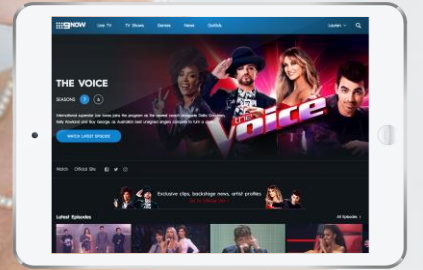


**Breakfast** - Prepares a breakfast smoothie whilst checking *9Honey* for the latest beauty trends.

**Lunchtime** - Visits the David Jones counter to get the most recent anti-wrinkle treatment.



**Afternoon** - Checks *9Honey* for tips on how to stay young.



**Evening** - Relaxes after dinner with a glass of wine and catches up on the latest episode of *The Voice* on *9Now*.

These women like to go to the Myer and David Jones counters for makeup and skin care advice. The **Ageing Gracefully** women want to age gracefully and are willing to buy premium eye cream if it promises results. They are conscious of the effects of ageing, and are interested in reversing the ageing process via cosmetics, skin care and potentially cosmetic surgery. This Ageing Gracefully group consists of older and affluent females, who have money to spend on luxuries for themselves.

## DEMOGRAPHICS

**100k+**

HH INCOME

**40+**

YEARS OLD



LOCATION

Capital Cities – Suburban/Inner Urban

LIFE STAGE

Older Couples, Mature Singles & Elderly Singles

## CAR OWNERSHIP



Passenger



SUV



Premium

POWERED BY



## NINE AUDIENCE SITES



## 9NOW SHOWS



NINE AUDIENCE

8%