

CELEBRITY GOSSIP

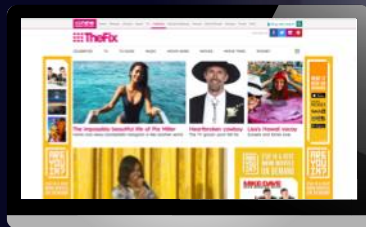
— DAY IN THE LIFE OF



7.00am With *Today* playing in the background as they have breakfast and prepare for work, they typically watch the daily Entertainment report with Richard Wilkins



Travelling to work Catch up on the latest celeb news on *9TheFix*



Lunchtime

Eat lunch at their desks whilst they deep dive into the *9TheFix* – checking out the latest on Kimmy K, Blake Lively and Rihanna



Afternoon Coffee Break Socially share articles from *9TheFix* on the latest updates from Miranda Kerr and Kylie and Kendall Jenner



Evening Relax with friends on the couch watching *Keeping up with Kardashians* on *9Now*

The **Celebrity Gossip** group have an interest in all things celebrity. They are high users of *9TheFix* and enjoy watching reality TV shows. They love keeping up-to-date on A and B list stars and their movements. High users of social media, they are more likely to share articles about the latest celebrity news with their friends.

DEMOGRAPHICS

60k+

HH INCOME

25+

YEARS OLD



LOCATION Capital Cities

LIFE STAGE Independent Youth, Young & Established Couples, Young & Established Families

NINE AUDIENCE SITES



9NOW SHOWS



NINE AUDIENCE 2%