

CELEBRITY GOSSIP

— DAY IN THE LIFE OF



7am - TODAY plays in the background as they have breakfast and prepares for work, they typically watch the daily Entertainment report with Richard Wilkins



Travelling to work - Sees them catching up on the latest celebrity news on *9Honey*.



Lunchtime - Eats lunch at their desk whilst they deep dive into the *9Honey* - checking out the latest on Kimmy K, Blake Lively and Rihanna.



Afternoon Coffee Break - Socially shares articles from *9Honey* on the latest updates from Miranda Kerr and Kylie and Kendall Jenner.



Evening - Relaxes with friends on the couch watching *Married at First Sight* on *9Now*.

The **Celebrity Gossip** group have an interest in all things celebrity. They are high users of *9Honey* 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

CAR OWNERSHIP



Passenger

POWERED BY



NINE AUDIENCE SITES



9NOW SHOWS



NINE AUDIENCE

2%