

ESTABLISHED RENOVATORS

— DAY IN THE LIFE OF



7am *Today* plays in the background as they have breakfast and get ready for work



Travelling to work Catch-up on the latest news on *Nine.com.au*



Lunchtime Eat lunch at their desks whilst they browse *9Homes*, planning their next room improvement



Afternoon Quick look at the *9Homes* DIY section to plan out their renovation



Evening Relax with their partner while watching *The Block* on Channel 9.

Established Renovators represent empty nesters whose kids have moved out and they are either renovating their current properties or in the market to downsize. They watch DIY shows like *The Block* as well as looking for inspiration on *9Homes*.

DEMOGRAPHICS

80k+

HH INCOME

45+

YEARS OLD



LOCATION Capital Cities

LIFE STAGE Established Families, Older Couples & Mature Singles

NINE AUDIENCE SITES



9NOW SHOWS



NINE AUDIENCE 7%