

Nine

# FASHION CRED

— DAY IN THE LIFE OF



**7am** Wake up to *9Style* to check the 'What To Wear' section for work outfit inspo



**Travelling to work**  
Check *9Pickle* for the latest viral videos



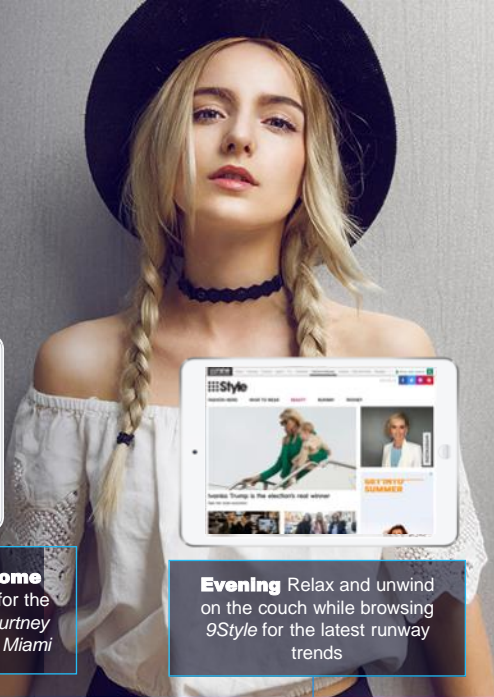
**Lunchtime**  
Browse *9TheFix* to check out Gigi's top outfit picks



**Journey Home**  
Check *9Now* for the next ep of *Kourtney & Khloe Take Miami*



**Evening** Relax and unwind on the couch while browsing *9Style* for the latest runway trends



The **Fashion Cred** group represents young girls who are renting in the Inner City or still live at home with Mum and Dad. They are active on Instagram, Facebook and Twitter, and always love a good Snappy. They follow Aussie bloggers like Harper & Harley and Pepa Mack to get their fashion fix, but they tend to seek out more affordable options. They also love their celeb content, enjoying keeping up with what Gigi Hadid and Kendall Jenner are up to.

## DEMOGRAPHICS

**50k+** HH INCOME  
**20-35** YEARS OLD



**LOCATION** Capital Cities – Suburban

**LIFE STAGE** Youth, Young Singles

## NINE AUDIENCE SITES

Now

Coach

Style

## 9NOW SHOWS

HERE COME THE HABIBS

THE REAL HOUSEWIVES OF BEVERLY HILLS

KOURTNEY & KHLOE TAKE MIAMI

**NINE AUDIENCE 7%**