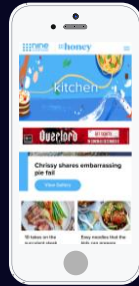


# FIT NATION

— DAY IN THE LIFE OF

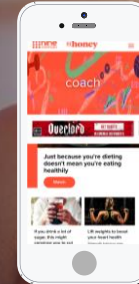


**5am** - A quick yoga session before the kids wake up with *TODAY* playing in the background.



**Preparing breakfast** - Checks *9Honey* for healthy recipes.

**Midday** - Enjoys a quinoa salad for lunch then off to Thomas Dux to buy groceries.



**Afternoon** - Checks *9Honey* for the latest on diet & fitness whilst prepping for dinner.



**Evening** - Catches up on the latest episode of *Married at First Sight* after dinner.

These fitness fanatics are heavily into their wellbeing and they love a good hot yoga session. They are true believers in exercising, healthy eating and mindfulness to lead stress-free lives. These affluent women live in prestigious suburbs with their family. Their ultimate getaway is visiting a high-end health retreat in Ubud, where they can fully detox their mind and body, and share their experience with other like-minded women. As the main Grocery Buyer they are typically buying organic, gluten-free, dairy-free products. They want to know where their food has come from, so it's important to tell the food story about the items they buy.

DEMOGRAPHICS

100k+

HH INCOME

35+

YEARS OLD



LOCATION

Capital Cities – Suburban/Regional

LIFE STAGE

Mature Singles, Older Couples, Established Couples & Established

CAR OWNERSHIP



Passenger



SUV

POWERED BY



NINE AUDIENCE SITES



9NOW SHOWS



NINE AUDIENCE

7%