



GLOBE TROTTERS

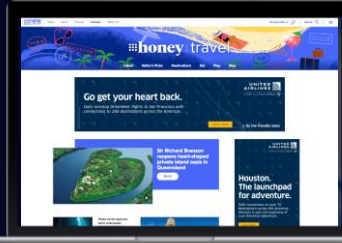
— DAY IN THE LIFE OF



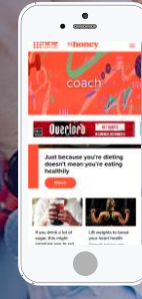
6am - TODAY plays in the background as they have breakfast and prepare for work.



Travelling to work – Catches up on the latest news on *Nine.com.au*.



Lunchtime - Always on the lookout for their next destination, they do some research on *9Honey*.



Journey home – Has a quick look at *9Honey* to plan a fitness regime to look great for their next holiday



Evening – Catches up on travel shows like *Getaway* on *9Now*.

Globe Trotters are typically the more affluent audience who like to travel internationally every year. They are constantly looking for inspiration for their next holiday destination. They love travel shows and are frequent visitors to our travel sites.

DEMOGRAPHICS

100k+

HH INCOME

35+

YEARS OLD



LOCATION

Capital Cities –
Suburban/Regional

LIFE STAGE

Mature Singles, Older Couples

CAR OWNERSHIP



Sports



Premium

POWERED BY



NINE AUDIENCE SITES



9NOW SHOWS



NINE AUDIENCE

4%