

INTERIOR DESIGNERS

— DAY IN THE LIFE OF



Travelling to work

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



Mid-morning coffee break

Check out the latest entertainment news on *9TheFix*



Lunchtime Eat lunch at their desks whilst they browse the Decor and Design section on *9Homes* for inspiration



Travelling home from work

Quick flick through *9Now* to plan nightly viewing



Evening

Catch-up on *The Block* on *9Now* with housemates

Interior Designers are professionals who work in finance, media and technology, and rent in Inner City suburbs. They earn above average incomes and are predominately mobile and *9Now* users. They typically rent apartments and spend to ensure that their place is looking on-trend. They buy furnishings that they can move from one rental to another.

DEMOGRAPHICS

70k+ HH INCOME
25-40 YEARS OLD



LOCATION Capital Cities – Inner Suburban

LIFE STAGE Independent Youth, Young Couples & Mature Singles

NINE AUDIENCE SITES



9NOW SHOWS



NINE AUDIENCE 4%