



MUSIC LOVERS

— DAY IN THE LIFE OF

7.00am Get ready for work whilst listening to the latest Taylor Swift and Zayn 50 Shades Darker duet

Travelling to work
Browse *9TheFix* Music section to check the latest on Grammy nominations

Lunchtime
Visit *9TheFix* to see what new music Kendrick Lamar is working on

Afternoon Coffee Break Research new and upcoming music concerts on *9TheFix*

Evening Relax after a long day at work whilst listening to their night-time playlist and catching up on Billboard Awards on *9TheFix*

DEMOGRAPHICS

50k+ HH INCOME
18+ YEARS OLD



LOCATION National

LIFE STAGE All Stages

NINE AUDIENCE SITES



9NOW SHOWS



NINE AUDIENCE 8%

