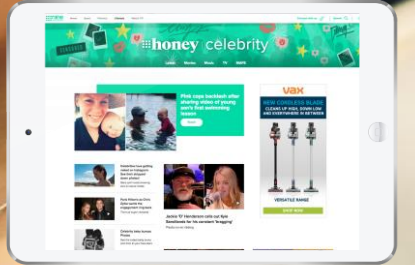
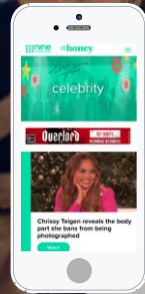
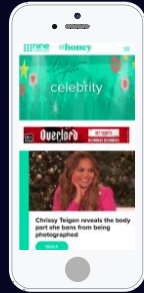


MUSIC LOVERS

— DAY IN THE LIFE OF

7am - Gets ready for work whilst listening to the latest Taylor Swift and Zayn 50 Shades Darker duet.



Travelling to work - Browses 9Honey Music section to check the latest on Grammy Nominations.

Lunchtime - Visits 9Honey to see what new music Kendrick Lamar is working on.

Afternoon Coffee Break - Researches new and upcoming music concerts on 9Honey.

Evening - Relaxes after a long day at work whilst listening to their night-time playlist and catching up on Billboard Awards on 9Honey.

Our music-loving audience is interested in all things related to music and celebrities. They are interested in the latest concerts and music celebrity news, and listen to all music genres. They typically start their day watching Today and the Richard Wilkins Entertainment and Music report, and keep up-to-date throughout the day with the 9Honey Music section.

DEMOGRAPHICS

50k+

HH INCOME

18+

YEARS OLD



LOCATION

National

LIFE STAGE

All Stages

CAR OWNERSHIP



Passenger



SUV

POWERED BY



NINE AUDIENCE SITES



9NOW SHOWS



NINE AUDIENCE

8%