

Nine

RISING WEALTH

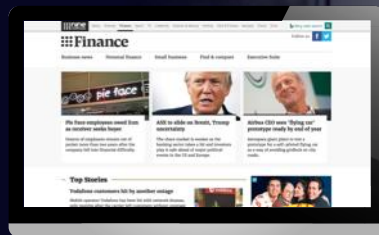
— DAY IN THE LIFE OF



7am Catch Ross Greenwood's financial update on *Today*



Travelling to work Browse *9Finance* Home Loans to compare rates



Lunchtime Research *9Finance* for better credit card deals and insurance products whilst eating lunch at desk



Journey home Check *9Finance* for the latest articles on building wealth



Evening Catching up on *In Conversation with Alex Malley* on *9Now*

Rising Wealth are young couples who have a mortgage or are about to buy a home. They are looking for great deals on their financial products across Home Loans, Credit Cards and Insurance. They are financially aware to ensure they can build a successful investment.

DEMOGRAPHICS

70k+ HH INCOME
30-40 YEARS OLD



LOCATION Capital Cities – Suburban

LIFE STAGE Young Couples & Young Families

NINE AUDIENCE SITES

Now
Finance

9NOW SHOWS

9 NEWS

60 MINUTES

A CURRENT AFFAIR

NEW CELEBRITY APPRENTICE

In Conversation

NINE AUDIENCE 4%