



RISING WEALTH

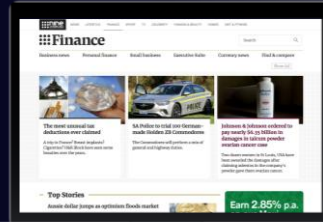
DAY IN THE LIFE OF



7am - Catches Ross Greenwood's financial update on *TODAY*.



Travelling to work - Browses *9Finance* Home Loans to compare rates.



Lunchtime - Researches *9Finance* for better credit card deals and insurance products, whilst eating lunch at their desk.



Journey home - Checks *9Finance* for the latest articles on building wealth.



Evening - Is catching up on *A Current Affair* 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

CAR OWNERSHIP



Sports



Premium

POWERED BY



NINE AUDIENCE SITES



9NOW SHOWS



NINE AUDIENCE

4%