

Nine

SEX AND THE CITY

— DAY IN THE LIFE OF



7.00am Quick browse on *9Honey* while making a low-fat breakfast smoothie



Travelling to work
Check *9TheFix* to see what Kendall Jenner is up to



Lunchtime
Quick workout session then look for new travel ideas on *9Elsewhere*



Journey Home
Research accessory ideas for tonight on *9Style*



Evening Relax after a girls night out whilst catching up on *The Bachelor* on *9Now*

This group represents single females with no kids living in inner urban areas of capital cities. They work full-time to support their lifestyle. They typically rent and spend most of their money on going out, fashion and travel. They follow celebrities on Instagram to keep up with current trends and regularly get their dose of reality TV.

DEMOGRAPHICS

60k+ HH INCOME
25-40 YEARS OLD



LOCATION Capital Cities and Inner Urban

LIFE STAGE Independent Youth & Mature Singles

NINE AUDIENCE SITES



9NOW SHOWS



NINE AUDIENCE 12%