



SOCIAL NEWS INFLUENCERS

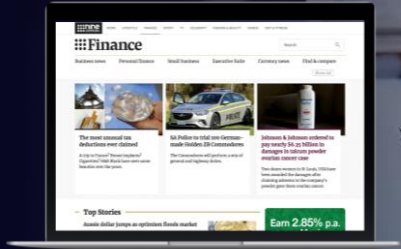
— DAY IN THE LIFE OF



7am - Watches the news bulletin on *TODAY* while eating breakfast.



Travelling to work - Checks *9News.com.au* on the train to see what is going on in the world.



Lunchtime - Grabs a bite to eat and researches the share market on *9Finance*.



Journey home - Checks *9News.com.au* for any new updates on the train.



Evening - Relaxes after dinner while watching *Nine News* on *9Now*.

Our **Social News Influencers** are politically aware news junkies who have an interest in politics and current affairs. They're frequent visitors to Nine's news websites and video on-demand service, *9Now*, focusing on all things relating to news. They like to stay abreast of news to shape their friends' opinions on what's happening in the world.

DEMOGRAPHICS

70k+

HH INCOME

25-55

YEARS OLD



LOCATION

Capital Cities

LIFE STAGE

Young singles, Young Families, Established Families, Mature Singles & Mature Couples

CAR OWNERSHIP



Passenger



SUV

POWERED BY



NINE AUDIENCE SITES



9NOW SHOWS



NINE AUDIENCE

7%