



SOCIAL NEWS INFLUENCERS

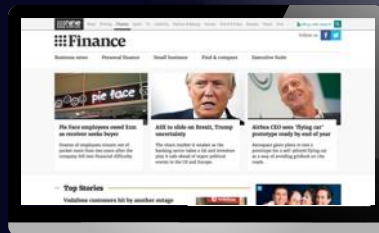
— DAY IN THE LIFE OF



7am Watch the news bulletin on *Today* while eating breakfast



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



Lunchtime Grab a bite to eat and research the share market on *9Finance*



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



Evening Relax 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 are 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

NINE AUDIENCE SITES

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Finance
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NINE AUDIENCE 7%