

# URBAN FEMALE

— DAY IN THE LIFE OF



**7.00am** Quick browse on *9Honey* before getting ready for work



**Travelling to work**  
Check *9Elsewhere* for ideas on the next travel destination



**Lunchtime**  
Quick workout session and browse *9Coach* for any new health and wellness tips



**Journey Home**  
Research this weekend's outfit ideas on *9Style*



**Evening** Prep dinner with partner whilst watching *Married At First Sight* on *9Now*

**Urban Females** are married or living with their partner with no kids. They love to go out and socialise with other couples, as well as their single friends. These young professionals are always on the go, but they still like to keep fit and enjoy a good travel adventure.

DEMOGRAPHICS

**100k+** HH INCOME **25-40** YEARS OLD 

**LOCATION** Capital Cities and Inner Urban

**LIFE STAGE** Young Couples

NINE AUDIENCE SITES



9NOW SHOWS



**MARRIED AT FIRST SIGHT**

NINE AUDIENCE 8%