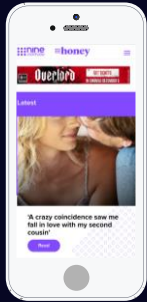
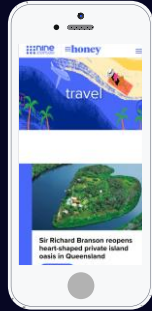


URBAN FEMALE S

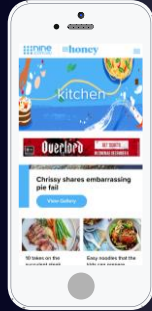
DAY IN THE LIFE OF



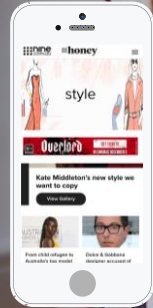
7am – Quickly browses 9Honey before getting ready for work.



Travelling to work - Checks 9Honey for ideas on the next travel destination.



Lunchtime – Gets a quick workout session in and browses 9Honey for any new health and wellness tips.



Journey home – Researches this weekend's outfit ideas on 9Honey.



Evening – Preps dinner with the 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

CAR OWNERSHIP



Passenger



SUV

POWERED BY caradvice

NINE AUDIENCE SITES

- Honey
- honey | Celebrity
- honey | Travel
- honey | Style
- honey | Coach
- 9NOW

9NOW SHOWS



NINE AUDIENCE 8%