

# WEALTH ACCUMULATORS

— DAY IN THE LIFE OF



**7am** Wake up with *Today* whilst having breakfast to catch up on the latest news and watch the Ross Greenwood financial update



**Travelling to work** Read the latest business articles on *9Finance*



**Lunchtime** Eat lunch at desk whilst browsing *9News.com.au* & *9Finance* for the latest business news



**Journey home** Bookmark Nine articles to research further when they get home



**Evening** Relax after dinner with a glass of wine whilst catching on on the latest ep of *60 Minutes*

Our **Wealth Accumulators** are typically mature households who own their own home and are looking to build a wealth portfolio for their retirement. They are heavily focused on business news. Many have their own business or are senior executives. They lead busy lives and will read financial news across a number of sites.

## DEMOGRAPHICS

**100k+** **40-55** 

HH INCOME YEARS OLD

**LOCATION** Capital Cities

**LIFE STAGE** Established Families, Mature Singles & Mature Couples

## NINE AUDIENCE SITES

 **Now**  
 **Finance**  
 **9NEWS**  
 .com.au

## 9NOW SHOWS

 **9 NEWS**  **60 MINUTES**  
 **Today**  **A CURRENT AFFAIR**

**NINE AUDIENCE 3%**