



WEALTH ACCUMULATORS

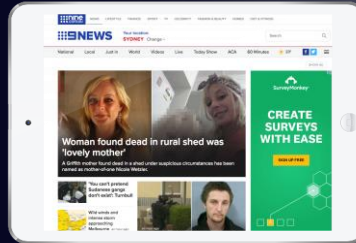
— DAY IN THE LIFE OF



7am - Wakes up with TODAY whilst having breakfast to catch up on the latest news and watches the Ross Greenwood financial update.



Travelling to work - Reads the latest business articles on *9Finance*.



Lunchtime – Eats lunch at their desk, whilst browsing *9News.com.au* & *9Finance* for the latest business news.



Journey home - Bookmarks *nine.com.au* articles to research further when they get home.



Evening - Relaxes after dinner with a glass of wine, whilst catching up on the latest episode 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

CAR OWNERSHIP



Sports



Premium

POWERED BY



NINE AUDIENCE SITES



9NOW SHOWS



NINE AUDIENCE

3%