:::Nine

YOUNG FAMILY TRAVELLERS

DAY IN THE LIFE OF



6am *Today* plays in the background as they pack their children's lunches and prepare to rush to work



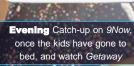
Mid-morning coffee break Check out the latest on *Nine.com.au*



Lunchtime

Spend lunch at desk looking for inspiration for next family holiday on 9Elsewhere

Travelling home Socially share family friendly destinations from *9Elsewhere* for their friends' input



Our Young Family Travellers are well travelled internationally, but with young children prefer to travel closer to home. They seek out traditional family holiday vacations in and around Australia at locations such as the Gold Coast.

DEMOGRAPHICS

80k+

35+



LOCATION Capital Cities – Suburban/Regional

LIFE STAGE Young Families

NINE AUDIENCE SITES

...Now

:::nine

:::Elsewhere

9NOW SHOWS



NINE AUDIENCE 6%