

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



Evening Catch-up on *9Now*, once the kids have gone to bed, and watch *Getaway*

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+

HH INCOME

35+

YEARS OLD



LOCATION Capital Cities – Suburban/Regional

LIFE STAGE Young Families

NINE AUDIENCE SITES

Now

nine.com.au

Elsewhere

9NOW SHOWS



NINE AUDIENCE 6%