

YOUNG FAMILY TRAVELLERS

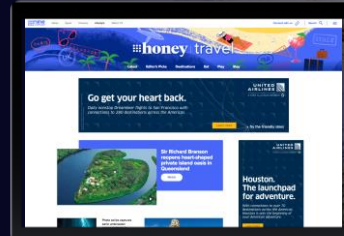
DAY IN THE LIFE OF



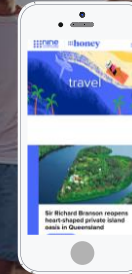
6am - *TODAY* plays in the background as they pack their children's lunches and prepares to rush to work.



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



Lunchtime - Spends lunch at their desk looking for inspiration for the next family holiday on *9Honey*.



Travelling home - Socially shares family friendly destinations from *9Honey* for their friends' input.



Evening - Catches up on *9Now*, once the kids have gone to bed, and watches *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

CAR OWNERSHIP



Passenger



SUV

POWERED BY



NINE AUDIENCE SITES



9NOW SHOWS



NINE AUDIENCE

6%