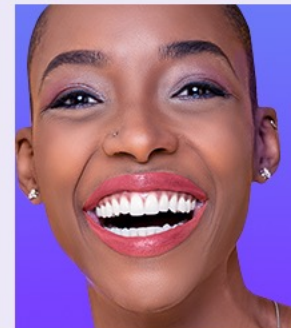
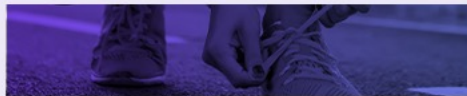
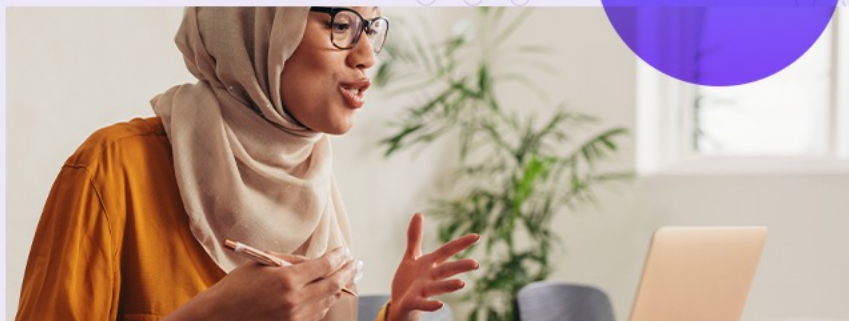
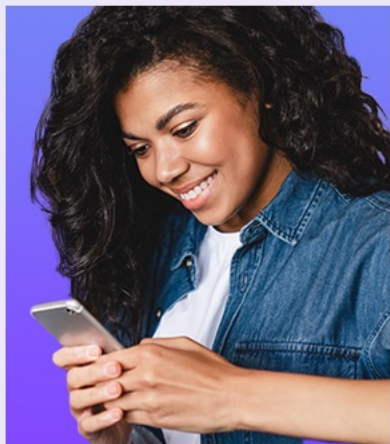
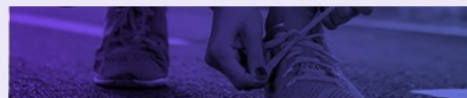


honey



9Nine

“home for the Australian woman”



9Honey is home for the Australian woman. It's the place where they come to be entertained, informed and feel supported.

It's a judgement free zone. A place of trust, inclusivity and inspiration.

We share the stories that matter, the ones that will make you laugh, and strive to make you feel like you've had some "me time" in your day.

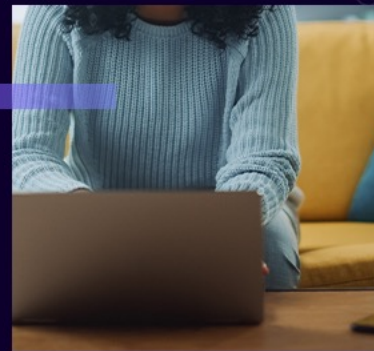
We know what women want and we connect with them every minute of every day.

**9Honey editor –
Shauna Anderson**

☐☐☐Nine

Toolkit

☐☐☐honey

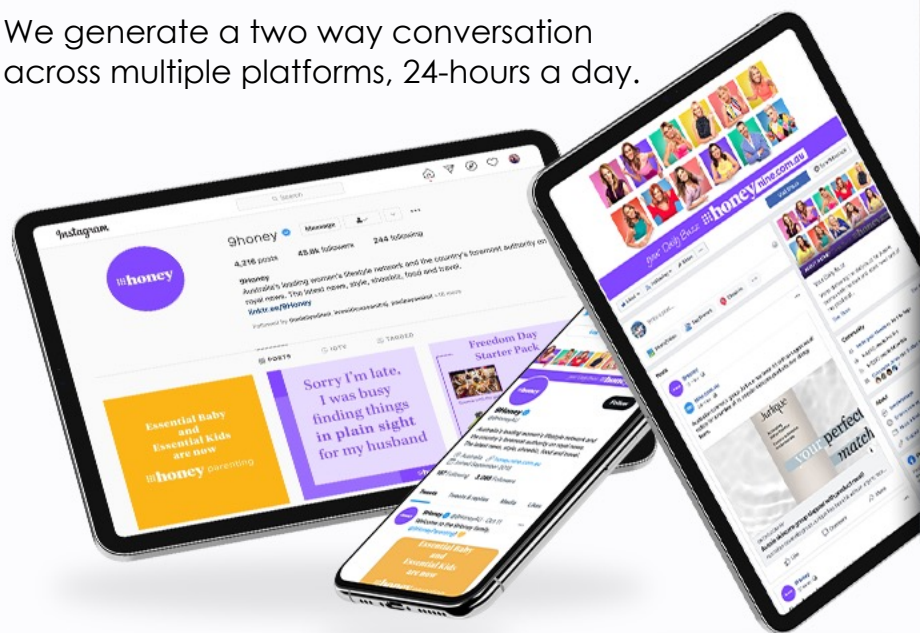


:::Nine

9Honey Ecosystem

9Honey connects with women, **anywhere**, on **any device**, at every interval **across** their day.

We generate a two way conversation across multiple platforms, 24-hours a day.



Socials



Broadcast



Newsletters



Website

honey
honey.nine.com.au

Who are our audience



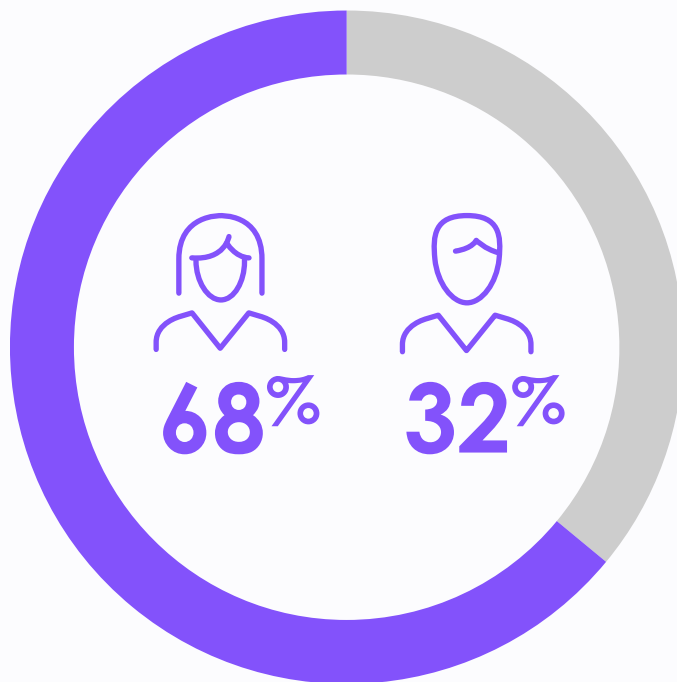
53%
25 - 54yrs



1 in 3
have children
under 18 at
home



62%
main grocery
buyer



2.521M
UAs

46.878M
PVs

5.1
Sessions/Person

10min 58sec
Per Person/Month

Spending Power

85%

Women account for **85%** of all purchases and drive **70-80%** of all consumer spending.

Quality shoppers

74%

Believe quality is more important than price

Conscious shoppers

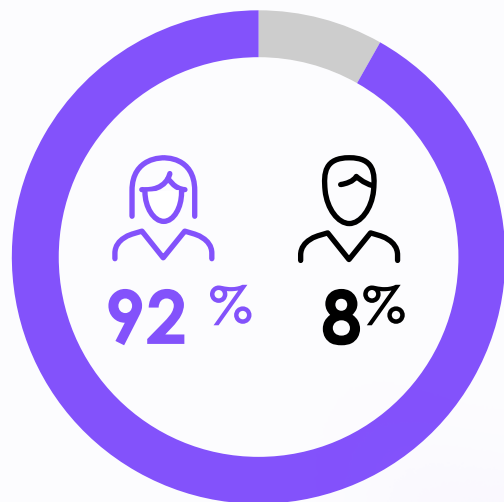
69%

Would spend more for quality

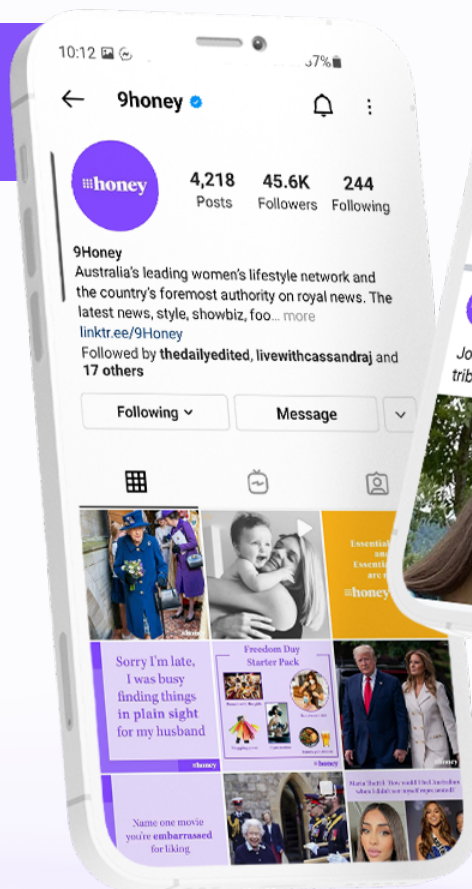
9Nine

Social audience

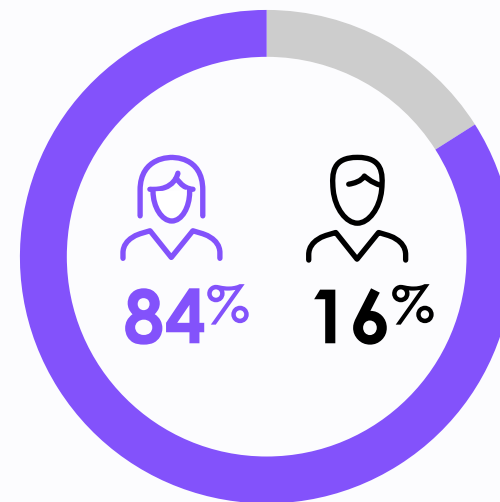
45K
Instagram
followers



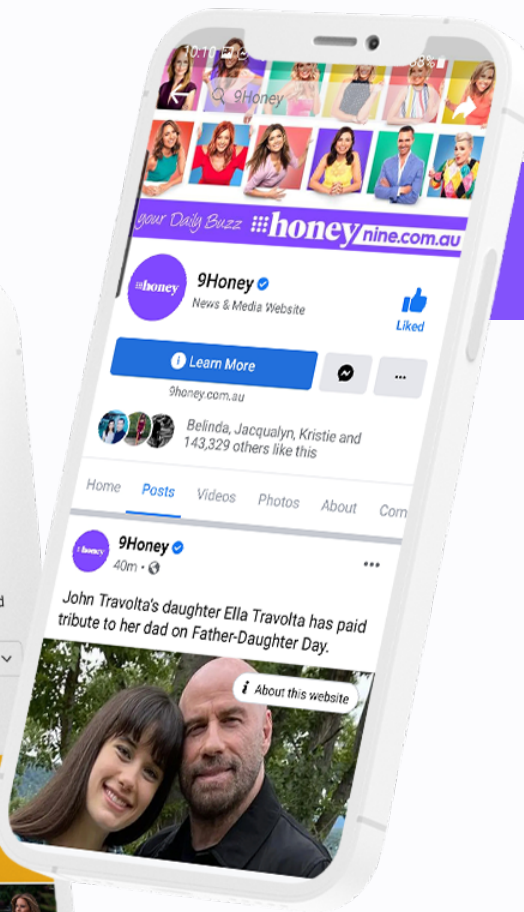
77% of our Instagram audience is women aged 25-54



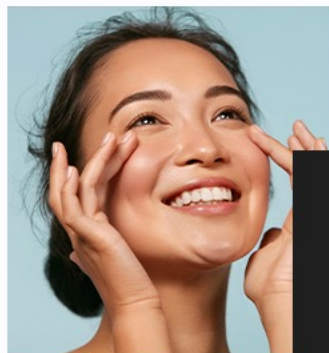
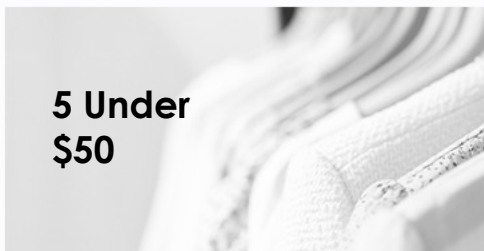
143K
Facebook
likes



58% of our Facebook audience is women aged 25-54



🍯Nine Editorial series



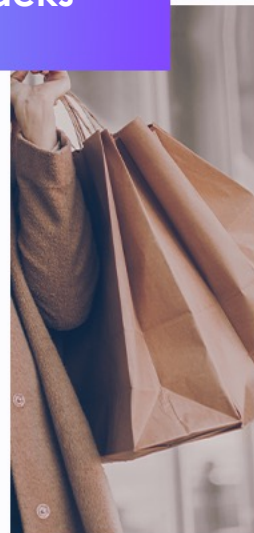
Beauty Basics

🍯honey | Style



\$25 Clothing
Challenge

Consumer
Hacks



John Aiken
Relationship
Advice



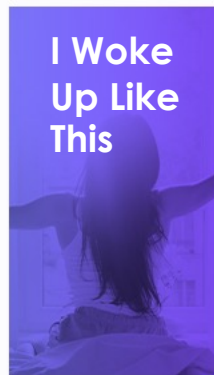
Talking Honey

Simple
Ways to
Save

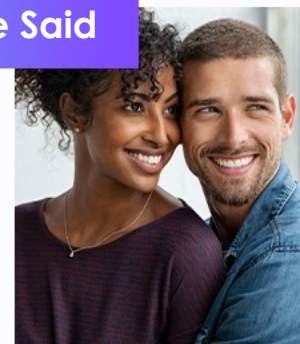


🍯honey

I Woke
Up Like
This



He Said
She Said

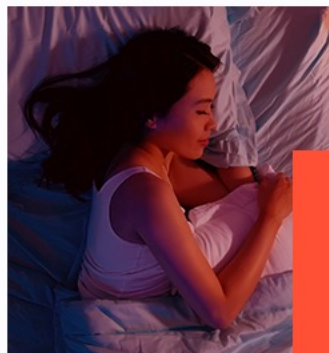


What We
Spend



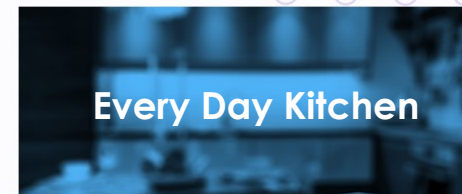
☐☐☐Nine

Editorial series

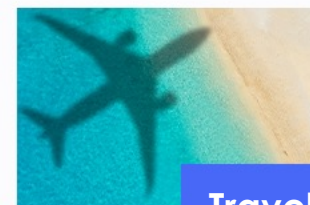


☐☐☐honey | Coach

5 Fitness Questions



☐☐☐honey | Kitchen



Travel How To's

☐☐☐honey | Travel





Sponsorship of
editorial content
series



Talent-led
content



Written
native



Native
quiz

Branded content

Branded
Experience



Native
Video



Bespoke ad units



Native
Infographic



Immersive Feature/
Advertorial



Editorial calendar

January

New Year
Back to School

February

Valentine's Day
Starting Day Care

March

International
Women's Day
Oscars

April

Easter

May

Mother's Day

September

Fertility Awareness Week
Spring Health & Fitness
Spring Racing
Emmys

August

Breastfeeding
Week

July

Winter Getaways

June

Winter Health
EOFY Toy Sales

October

Long Weekend
Getaways

November

ARIA Awards
Logie Awards
Water & Sun Safety

December

Christmas
Family Holidays
Summer

9Nine Talent



Jo Abi

Jo Abi is a Senior Writer and Journalist at 9Honey. She completed her Master of Creative Writing and is currently doing her Master of Children's Literature. She has also worked in radio for over ten years which has helped her learn to craft and shape stories in a way that interests others. Her biggest qualification when it comes to being a writer is her family – she has three amazing children, each of whom inspire her every day. Jo also regularly appears on TODAY, TODAY Extra and 9News on Channel Nine.

 @joabi961



Carina Rossi

Carina Rossi has spent 14 years working in women's lifestyle media, with the last three heading up 9Honey's style, beauty and health content. She's a keen trend forecaster with a passion for curating stylish 'what to wear' lists for every budget, expert beauty how-tos and style roundups from the world's biggest red carpet events.



@carina.rossi



Jane De Graaff

Jane de Graaff is a presenter, food & lifestyle writer, editor and podcaster specialising in food and making it accessible to everyone. She has been a food journalist for over a decade and in that time has only opened her eyes wider every day to how vast, colourful and delicious the world of food is. Jane has a degree in Media and Communications and worked in radio before her life as a food writer and journalist began... was there ever such a time? She also regularly contributes lifestyle stories to 9Honey, appears on TODAY and TODAY Extra on Channel Nine.

 @janedegraaff



Shelly Horton

Shelly Horton is 9Honey's lifestyle presenter and columnist. Never short of an opinion, Shelly can be heard nationally a number of times each week with regular segments on Channel Nine's Today, Today Extra and Weekend Today. She was also the co-host of Talking Married a chat show dissecting Married At First Sight, and the 9Honey series, Diana, on the life of the People's Princess.

 @shellyhorton1



Parenting

9Honey Parenting – your brand new home for everything you need to know (and buy!) for parents, bubs and big kids!

From conception through to teens, 9Honey Parenting has the latest news, advice, recommendations and parenting hacks to help you through this ever-changing journey.

Top performing content:

Parenting hacks

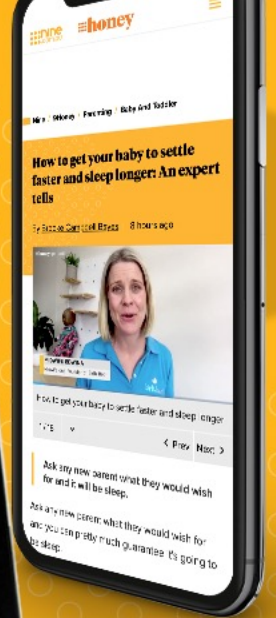
Kid food hacks

Back to school

Single parent
budget tips

How to
newborn

honey | parenting





Coach

9Coach is the health and fitness destination that brings you informative and reliable information. From healthy food and nutrition, getting a better nights sleep, and overall well-being, we focus on you.

Top performing content:

Nutrition facts

Expert food
and training
commentary
from Susie
Burrell

Health
explainers:
what happens
when you miss
a night's sleep,
or enjoy a cup
of coffee

honey | Coach





Kitchen

9Honey's Kitchen has a vast array of recipes, reviews, how-to-guides, kitchen hacks and quality content. We have a unique focus on original video, real recipes that anyone can cook, and budget tips to keep things easy. Kitchen editor, Jane de Graaff, regularly features on both TODAY and TODAY EXTRA.

Top performing content:

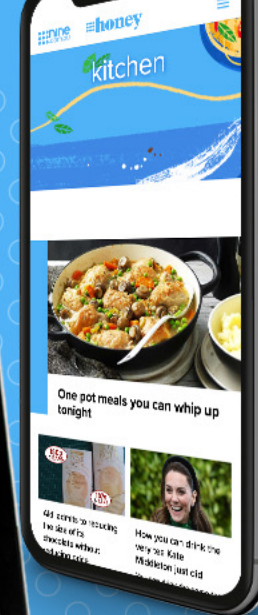
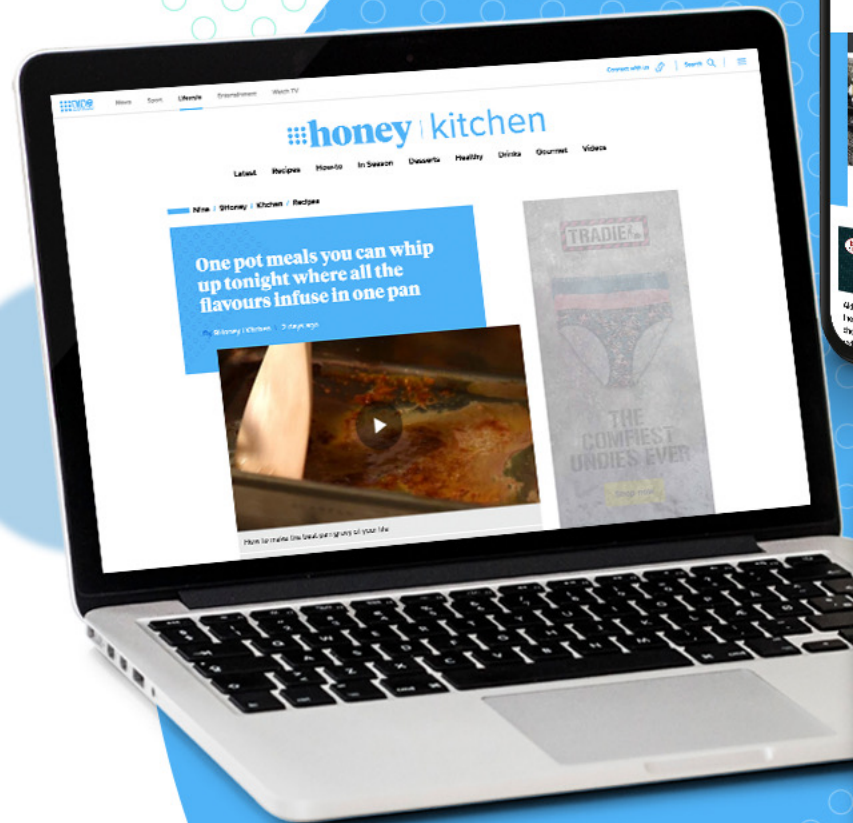
Food prep
hacks and
viral food
hacks

Quick
and easy
weeknight
dinners

Unique
twists on
classics

Budgeting
in the
kitchen

honey | Kitchen



Nine

Style

9Honey Style is our destination for fashion and beauty news -with a focus on affordable fashion and DIY beauty - from the \$25 puffer jacket every woman needs to the \$15 IT bag. It's affordable, and real – and we never miss a red-carpet event.

Top performing content:

Gala events and red carpets

Shopping galleries – anything under \$50

Shopping galleries – anything under \$50

honey | Style



Celebrity

9Honey Celebrity covers local and international entertainment news and pop culture, accurately and fairly covering breaking and in-depth celebrity news, births, deaths, marriages and movie reviews – with a bit of nostalgia and fun thrown in.

Top performing content:

Celebrity babies
and weddings

Celeb
relationships

Now and
then galleries;
'Where are
they now'
content





Travel

9Honey Travel is the place to plan those domestic trips and daydream about heading overseas. Thrown into the mix is viral travel news, latest travel safety advice and original video, with a heavy focus on domestic travel destinations and reviews. If you are planning a trip or want to holiday at home, we have you covered.

Top performing content:

Clicky,
viral travel
news

Domestic
travel guides

Where to bag
a cheap airfare
/good travel
deal

honey | Travel



Thank you

honey



Kristy King

Content Partnerships Manager – Nine Digital

M 0400 975 811

E krking@nine.com.au

Paige Springer

Content Partnerships Executive – Nine Digital

M 0424 900 091

E pspringer@nine.com.au