



National Media Spots Inc.

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Network Profile

Earvin “Magic” Johnson, NBA Legend & Entrepreneur presents Aspire, the national cable network where black culture and urban lifestyle meet. Aspire offers original scripted and reality series, specials and independent films that reflect modern black culture and urban lifestyle.

Age Groups

Median Age **55**

Household Income

Median Income **\$53k**

Education

Graduated College **61%**

Gender

Male **44%**

Female **56%**

Featured Programs

Unboxed with Nikki Chu

The Bernie Mac Show

The Graduates ATL

The Hughleys

Julia

In Living Color

The Mod Squad

My Wife And Kids

Room 222

Butter & Brown

Soul Food