



National Media Spots Inc.

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Network Profile

BET HER is the first 24 hour cable network dedicated to Black women. Occupying a unique space, being the only network committed to providing a well-rounded depiction of the complex and diverse world they live in. BET HER is where “Real Women are Stars and Stars are Real Women”, with bold Original programming and music specials that highlight emerging artists. BET HER strives to tell real stories, about real women, doing real things!

Age Groups

A 2-17	8%
A 18-34	16%
A 18-49	43%
A 25-54	49%
A 50+	59%
Median Age	49

Household Income

<\$25K	30%
\$20K - \$49K	39%
\$50K+	36%
\$75K+	20%
\$100K+	12%
Median Income	\$39.8K

Household

Own Home	48%
1-2 People	45%
3+ People	56%
Children Present	36%
African American	87%
Hispanic	3%

Education

Graduated HS	41%
Attended College	51%
Graduated College	18%

Gender

Male	33%
Female	67%

Featured Programs

From The Bottom Up	The Jet Set Files	Ask Auntie
Being	Black To Life	Curvy Style
Fab Finance	Get Fit w/Nik	Snatched