



National Media Spots Inc.

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CMT

Network Profile

CMT is the authority for country music and culture. CMT's programming mix blends hit music franchises, news, live concerts and series that reach the heart of the country audience.

Age Groups

A 18-34	30.7%
A 35-49	25.6%
A 50+	43.8%
Median Age	53

Household Income

\$75K+	14.9%
\$50K - \$74,999	21.3%
\$25K - \$49,999	24.2%
Median Income	\$60k

Education

Graduated College	11.6%
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Presence of Children

1+ child HH	38.4%
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Home Ownership

Own Home	68.5%
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Gender

Male	45%
Female	55%

Featured Programs

Dallas Cowboys Cheerleaders	CMT Crossroads	CMT Music Awards
Last Man Standing	Bachelorette Weekend	Music City
Racing Wives	Nashville Squares	Home Improvement
Golden Girls	Married.. with Children	Reba