



**National Media Spots Inc.**

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## **Network Profile**

**THE COWBOY CHANNEL, the first 24-hour TV network totally dedicated to western sports and the western way of life.**

### **Age**

A 25-64                      **53%**  
Median Age                      **52**

### **Household Income**

Income \$100k+                      **33%**

### **Featured Programs**

RanchHer	Western Sports Roundup
Debbe Dunning's Dude Ranch Roundup	Gentle Giants
Western Trading Post	The American Rancher

- \* 18+ Rodeo Tour Events
- \* 10+ Xtreme Bull Events
- \* 10 Wrangler National Finals Rodeo Performances