



National Media Spots Inc.

PH: 888-879-8088

success@nationalmediaspots.com

www.nationalmediaspots.com



Network Profile

Discovery Channel is the premier provider of real-world entertainment, offering a signature mix of compelling, high-end production values and vivid cinematography that consistently represent quality for viewers. Primetime programming features science and technology, exploration, adventure, history and in-depth, behind-the-scenes glimpses at the people, places and organizations that shape and share our world. Discovery Channel is dedicated to creating high-quality television and media to inspire audiences by delivering knowledge about the world in an entertaining way; evolving a timeless brand for a changing world.

Age Groups

A 18-34	26%
A 35-54	37%
A 55+	36%
Median Age	48

Household Income

\$75K+	42%
\$50K - \$74,999	19%
\$30K - \$49,999	17%
Median Income	\$65K

Education

Attended College	45%
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Presence of Children

1+ child HH	33%
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Home Ownership

Own Home	77%
Rent Home	23%

Gender

Male	62%
Female	38%