



National Media Spots Inc.

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Network Profile

Discovery Familia is an educational, family-oriented Spanish-language Cable channel. The channel airs preschool-intended programming under the block Discovery Kids en Español between the hours of 6 am to 7 pm ET, with family-oriented adult programming (under the Discovery Familia block) airing at 7 pm to 6 am ET.

Household Info

Have Children	67%
Bilingual	79%
A/B Counties	86%
C/D Counties	8%
Own Home	55%
Have Pets	55%
Born In US	17%
Lived In US 10+ Yrs	62%

Household Income

\$50K+	55%
Median Income	\$46K

Age Groups

A 18-49	29%
A 25-54	53%
Median Age	44

Education/Occupation

High School Graduate	72%
Attended College	23%
Work Outside House	84%
White Collar	16%
Blue Collar	56%

Gender

Male	37%
Female	63%

Featured Programming

Restaurant Impossible	Sweet Home Sextuplets	Flip or Flop
90 Day Fiance	Fixer Upper	Hoarders
OutDaughtered	Cake Boss	My Body My Challenge