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FREEFORM

Network Profile

Freeform speaks to the network’s ongoing priority to super-serve. Becomers, fans on that epic adventure becoming an adult, a life stage that spans people in high school, college and the decade that follows. Becomers are navigating the wonderful, fun, exciting and scary time when you experience many of life’s firsts.. from kiss to first kid. Freeform is inspired in the interconnection between content and audience, media and technology, interactive and linear, life stage and life cycle, and the way Becomers interact with them all.

Age Groups

| | |
|------------|--------------|
| A 18-34 | 36.1% |
| A 35-49 | 26.3% |
| A 50+ | 37.6% |
| Median Age | 38 |

Household Income

| | |
|------------------|--------------|
| \$75K+ | 15.2% |
| \$50K - \$74,999 | 19.6% |
| \$25K - \$49,999 | 22.4% |
| Median Income | \$59K |

Education

| | |
|-------------------|--------------|
| Graduated College | 15.6% |
|-------------------|--------------|

Presence of Children

| | |
|-------------|--------------|
| 1+ child HH | 48.4% |
|-------------|--------------|

Home Ownership

| | |
|----------|--------------|
| Own Home | 65.4% |
|----------|--------------|

Gender

| | |
|--------|------------|
| Male | 37% |
| Female | 63% |

Featured Programs

| | | |
|---------------------------|----------------|---------------|
| 10 Thing I Hate About You | Alone Together | Baby Daddy |
| Becoming Us | Beyond | The Bold Type |
| Bunheads | Grown-Ish | Greek |