



National Media Spots Inc.

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Network Profile

Whether they want to reinvent and transform their own spaces or sneak peek inside homes of their neighbors, viewers who are passionate about home will find a plethora of programming options on HGTV. The network is producing more than 800 hours of series and specials that focus on fun, entertaining stories and authentic homeowner experiences.

Age Groups

A 18-49	24%
A 25-54	33%
A 55+	43%
Median Age	61

Household Income

\$75K+	71%
\$100K+	53%
\$125K+	39%
Median Income	\$88.8K

Education

4+ Years College	42%
White Collar Workers	54%
Blue Collar Workers	22%

Household

HH Size of 2	27%
HH w/Children	47%
A/B Counties	75%
C/D Counties	25%

Home Ownership

Own Home	79%
Own Car/Truck	97%
Own Pets	68%

Gender

Male	33%
Female	67%

Featured Programs

Property Brothers	Love It or List It	House Hunters
Fixer Upper	Brother vs Brother	Beach Flip
Beachfront Bargain Hunt	American Rehab	Flip or Flop