



National Media Spots Inc.

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Network Profile

HLN rebranded itself in 2014 with the mission of providing the social media community with the first all-screens home for the best social news and lifestyle content in the world. Inspired by the national passion for sharing ‘news’ and the technology that makes the flow of information instantly accessible, HLN rips its headlines from social media and actively interacts with consumers and what they are searching, playing, sharing, shopping, creating and watching.

Age Groups

A 18-34	15.7%
A 35-49	25.8%
A 50+	58.5%

Household Income

\$75K+	13.8%
\$50K - \$74,999	20%
\$25K - \$49,999	23.7%

Education

Graduated College	20.8%
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Presence of Children

1+ child HH	32%
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Home Ownership

Own Home	72.1%
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Gender

Male	48.1%
Female	51.9%

Featured Programs

Morning Express with Robin Meade	True Crime	Death Row Stories
Forensic Files	On the Story	Weekend Express
Very Scary People	How It Really Happened	Killer Truth