



National Media Spots Inc.

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Network Profile

Hallmark Channel's is Crown Media Family Networks' flagship 24-hour cable television network. The country's leading destination for quality family entertainment, Hallmark Channel delivers on the 100year legacy of the Hallmark brand. Dedicated to helping viewers celebrate life's special moments, Hallmark Channel also offers such annual holiday programming events as Countdown to Christmas and Countdown to Valentine's Day. Rounding out the network's diverse slate are television's most beloved sitcoms and series, including "The Golden Girls," "The Middle," "Little House on the Prairie," and "Frasier."

Age Groups

A 18-34	11.2%
A 35-49	18.7%
A 50+	70.2%

Household Income

\$75K+	12.2%
\$50K - \$74,999	20.6%
\$25K - \$49,999	26.8%

Education

Graduated College	13.6%
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Home Demographics

Own Home	74%
Household Size 3+	39%
1+ child HH	26.6%
Pet Owner	62%

Gender

Male	25%
Female	75%

Featured Programs

Cedar Cove	Chesapeake Shores	When Calls The Heart
Home & Family	Countdown To Christmas	Hero Dog Awards
Good Witch	Home & Family	