



National Media Spots Inc.

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Network Profile

ION is a top general entertainment network featuring a “Positively Entertaining” lineup of proven shows that audiences love and an expansive catalog of original programming anchored by major cable and broadcast hits, original programming series and a library of 40+ holiday movies. Ion provides a binge-worthy schedule to millions of viewers.

Age Groups

A 18-49	23%
A 25-54	29%
A 35-64	50%
Median Age	60

Household Income

<\$30,000	38%
\$30,000-\$60,000	26%
\$60,000+	33%
Median HH Income	\$39K

Presence of Children

1+ child HH	31%
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Gender

Male	46%
Female	64%

Race/Ethnicity

Black	11%
White	83%
Hispanic	14%
Other	6%

Home Ownership

Own Home	65%
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Education

Graduated College	33%
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Featured Programs:

Blue Bloods	NCIS: Los Angeles	Chicago Fire
Chicago PD	Leverage	National Spelling Bee
NCIS: New Orleans	Hawaii Five-0	Criminal Minds
Law & Order: SVU	2 Original Movies Every Quarter (including holiday themed)	