



National Media Spots Inc.

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Network Profile

Lifetime is a premier female-focused entertainment destination, and the most favorite and trusted network for women, offering the highest-quality programming with shows that are modern, sexy, exciting, daring and provocative.

Age Groups

A 18-34	24.6%
A 35-49	24.5%
A 50+	51%

Household Income

\$75K+	13.2%
\$50K - \$74,999	19.9%
\$25K - \$49,999	24.4%

Education

Graduated College	14.9%
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Presence of Children

1+ child HH	38.2%
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Home Ownership

Own Home	65.5%
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Gender

Male	24.5%
Female	75.5%

Featured Programs

Dance Moms	The Rap Game	Little Women
Project Runway	UnREAL	Atlanta Plastic
Bring It!	Vivica's Black Magic	