



**National Media Spots Inc.**

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## **Network Profile**

**Lifetime Movie Network (LMN) offers viewers an array of more than 250 movies and miniseries each month, including exclusive film and cable premieres. Lifetime Movie Network develops, produces and schedules its own slate of movies and miniseries starring high-profile talent, and from some of entertainment's top producers.**

### **Age Groups**

A 18-34	<b>23%</b>
A 35-54	<b>38%</b>
A 55+	<b>39%</b>
Median Age	<b>50</b>

### **Household Income**

\$75K+	<b>33%</b>
\$50K - \$74,999	<b>18%</b>
\$30K - \$49,999	<b>18%</b>
Median Income	<b>\$51K</b>

### **Education**

Attended College	<b>40%</b>
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### **Presence of Children**

1+ child HH	<b>35%</b>
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### **Home Ownership**

Own Home	<b>64%</b>
Rent Home	<b>32%</b>

### **Gender**

Male	<b>25%</b>
Female	<b>75%</b>