



**National Media Spots Inc.**

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## **Network Profile**

Owned and operated by Lucas Oil Products, MAVTV is a television network with its roots deep in the automotive world. With an unparalleled line-up of motorsports events and exclusive automotive reality shows, MAVTV is a network the whole family can enjoy.

### **Age Groups**

|            |            |
|------------|------------|
| A 18-49    | <b>63%</b> |
| A 25-54    | <b>57%</b> |
| Median Age | <b>46</b>  |

### **Household Income**

|                  |              |
|------------------|--------------|
| \$75K+           | <b>36%</b>   |
| \$50K - \$74,999 | <b>19%</b>   |
| \$30K - \$49,999 | <b>5%</b>    |
| Median Income    | <b>\$64K</b> |

### **Home Ownership**

|           |            |
|-----------|------------|
| Own Home  | <b>67%</b> |
| Rent Home | <b>20%</b> |

### **Gender**

|        |            |
|--------|------------|
| Male   | <b>72%</b> |
| Female | <b>28%</b> |