



National Media Spots Inc.

PH: 888-879-8088

success@nationalmediaspots.com

www.nationalmediaspots.com



Network Profile

MTV is the world's premier youth entertainment brand. With a global reach of more than a half-billion households, MTV is the cultural home of the millennial generation, music fans and artists, and a pioneer in creating innovative programming for young people. MTV reflects and creates pop culture with its Emmy®, Grammy® and Peabody® award-winning content built around compelling storytelling, music discovery and activism across TV, online and mobile.

Age Groups

A 18-34	63%
A 35-54	11%
A 55+	26%
Median Age	30

Household Income

\$75K+	45%
\$50K - \$74,999	15%
\$30K - \$49,999	16%
Median Income	\$65K

Education

Attended College	47%
------------------	------------

Presence of Children

1+ child HH	45%
-------------	------------

Home Ownership

Own Home	53%
Rent Home	42%

Gender

Male	41%
Female	59%