



National Media Spots Inc.

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MOTORTREND

Network Profile

Motortrend (formerly Velocity) primarily broadcasts automotive-themed programming and motorsports events, and is officially targeted towards an "upscale male" audience.

Age Groups

A 18-49	30%
A 25-54	41%
Median Age	57

Household Income

\$75K+	53%
\$100K+	34%
\$125K+	23%
Median Income	\$73.5K

Education

Attended College	17%
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Presence of Children

1+ child HH	44%
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Lifestyle

Own Home	72%
Own Car or Truck	98%
Have Pets	82%

Gender

Male	69%
Female	31%