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Network Profile

Newsmax TV delivers compelling breaking news and analysis with the latest on politics, finance and health — including great conversation and interviews with high-profile talent and contributors from across the political spectrum. Guests include Bill O'Reilly, Dr. Ben Carson, Ben Stein, Alan Dershowitz, Dick Morris, Dr. Oz and many other diverse voices.

Age Groups

A 35-54	26%
A 55+	55%
Baby Boomer (45+)	82%

Household Income

\$75K+	40%
\$100K+	16%
\$500k+ Net Worth	22%

Education

Graduated College	22%
Attended College	84%

Gender

Female	31%
Male	69%

Other

Catholic/Christian	84%
Served In Military	35%
Retired	64%

Politics

Republican	66%
Democrat	2%
Independent	11%

* Viewers are affluent, educated, and active consumers who respond to financial, health, lifestyle and other content that improve their lives.

* Unique Audience: 59% of Newsmax TV viewers do not watch the other top news channels.

* Ranked #7 out of 111 cable channels for viewers interested in self-improvement (ahead of USA, Lifetime, Fox News, Discovery, HGTV).