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## **Network Profile**

Launched in 1979, Nickelodeon has grown to become the most-watched television network by kids in the United States. Nickelodeon's "kids first" philosophy is the key element to its business successes, which in addition to television now include feature films, consumer products, records, online, recreation and publishing. Nickelodeon is the number-one entertainment brand for kids. The network offers an innovative and diverse blend of original series programming, including comedy, adventure, variety, news and game shows created just for kids.

### **Age Groups**

A 18-34	55%
A 35-54	30%
A 55+	15%
Median Age	33

### **Household Income**

\$75K+	36%
\$50K - \$74,999	19%
\$30K - \$49,999	16%
Median Income	\$56K

### **Education**

Attended College	45%
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### **Presence of Children**

1+ child HH	59%
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### **Home Ownership**

Own Home	59%
Rent Home	37%

### **Gender**

Male	36%
Female	64%