



National Media Spots Inc.

PH: 888-879-8088

success@nationalmediaspots.com

www.nationalmediaspots.com



Network Profile

OWN is a connected global community of viewers, informed by Oprah Winfrey's heart and creative instincts. OWN is depth with edge. Heart. Star power. Connection. And endless possibilities.

Age Groups

A 18-49	27%
A 25-54	36%
A 55+	37%
Median Age	58

Household Income

\$75K+	47%
\$100K	30%
\$125K	20%
Median Income	\$63.9K

Education

4 + Years College	15%
White Collar Workers	51%
Blue Collar Workers	23%

Household

HH Size of 2	27%
HH w/Children	44%
A/B Counties	77%
C/D Counties	23%

Lifestyle

Own Home	61%
Own Car/Truck	93%
Own Pet	49%

Gender

Male	28%
Female	72%

Featured Programs

The Haves and the Have Nots	Super Soul Sunday	Queen Sugar
Greenleaf	Cherish The Day	If Loving You Is Wrong
Black Love	Released	Oprah's Master Class