



**National Media Spots Inc.**

**PH: 888-879-8088**

**success@nationalmediaspots.com**

**www.nationalmediaspots.com**



## **Network Profile**

**Outdoor Channel is America's Leader in Outdoor TV. Outdoor enthusiasts make us their choice for programs that reflect both their way of life and their varied interests. Featuring the most respected names in the outdoor entertainment industry, Outdoor Channel offers a unique blend of programs that are as educational as they are entertaining. Since the network first launched in 1994, Outdoor Channel has been a pioneer in the industry and it continues to be the innovating leader for quality outdoor entertainment.**

### **Age Groups**

A 18-34	<b>26%</b>
A 35-54	<b>32%</b>
A 55+	<b>42%</b>
Median Age	<b>51</b>

### **Household Income**

\$75K+	<b>38%</b>
\$50K - \$74,999	<b>17%</b>
\$30K - \$49,999	<b>15%</b>
Median Income	<b>\$56K</b>

### **Education**

Attended College	<b>37%</b>
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### **Presence of Children**

1+ child HH	<b>32%</b>
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### **Home Ownership**

Own Home	<b>74%</b>
Rent Home	<b>19%</b>

### **Gender**

Male	<b>75%</b>
Female	<b>25%</b>