



National Media Spots Inc.

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Network Profile

Oxygen Media is a multiplatform entertainment brand that targets young, multicultural women. The network’s relevant and engaging content reflects how real women with real stories see the world – vibrant, optimistic and bold. Oxygen is the destination where women can come together across multiple platforms to have fun and encourage each other through their individual and collective journeys. The growing network’s unscripted original programming includes “Sisterhood of Hip Hop”, “The Prancing Elite’s Project”, “Funny Girls” and the popular “Preachers” franchise.

Age Groups

A 18-34	35.8%
A 35-49	24.5%
A 50+	39.7%
Median Age	58

Household Income

\$75K+	13.6%
\$50K - \$74,999	20.8%
\$25K - \$49,999	25.1%
Median HH Income	\$51.4K

Education

Graduated College	12.3%
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Presence of Children

1+ child HH	44.3%
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Home Ownership

Own Home	56%
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Gender

Male	35%
Female	65%

Featured Programs

Snapped	Catching A Serial Killer	Killer Couples
Kim Kardashian West	Cold Justice	Dark Web Exposed
Martinis & Murder	Dateline: Secrets Uncovered	Famous Cases Explained