



National Media Spots Inc.

PH: 888-879-8088

success@nationalmediaspots.com

www.nationalmediaspots.com



Network Profile

RFD-TV, reconnecting city with country, 15+ years of serving the needs of rural America with agribusiness, equine, rural lifestyle and music & entertainment programming. 70 million people live a rural lifestyle. RFD-TV reaches these valuable and often overlooked consumers in the heartland of America.

Age

A 18-24	1%
A 25-34	6%
A 35-44	11%
A 45-54	18%
A 55-64	23%
A 65+	41%
Median Age	64

Household Income

Median Income **\$51k**

Home Ownership

Own Home **89%**

Gender

Male **64%**

Female **36%**

Featured Programs

Market Day Report

Rural Evening News

Rural Money

Market Minute

RFD-TV Weather

Rural America Live

* #1 Network for Adults 50+.

* #1 Cable Network for farmers and ranchers. (61% of all farmers and ranchers watch RFD-TV.)

* #7 in Time Spent Viewing in Prime Time.

* #3 in Time Spent Viewing Daily.

* 93% Live Viewing