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Network Profile

TV Land is dedicated to presenting the best in entertainment on all platforms for consumers in their 40s and 50s. Armed with a slate of original programming, acquired classic shows, hit movies and full-service website, TV Land is now seen in over 97 million U.S. homes. TV Land PRIME is TV Land's prime time programming destination designed for people in their mid-forties and the exclusive home to the premieres of the network's original programming, contemporary television series, acquisitions and movies.

Age Groups

A 18-34	19%
A 35-54	40%
A 55+	41%
Median Age	51

Household Income

\$75K+	33%
\$50K - \$74,999	16%
\$30K - \$49,999	19%
Median Income	\$49K

Education

Attended College	37%
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Presence of Children

1+ child HH	28%
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Home Ownership

Own Home	68%
Rent Home	28%

Gender

Male	46%
Female	54%