



National Media Spots Inc.

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Network Profile

Telemundo, owned by NBCUniversal, is a world-class media network, leading the industry in the production and distribution of high-quality Spanish-language content across its platform portfolio to U.S. Hispanics and audiences around the world. Telemundo, a Spanish-language television network features original productions, theatrical motion pictures, news and first-class sports events, reaching U.S. Hispanic viewers in 210 markets through its 16 owned stations and its broadcast and cable affiliates.

Age Groups

A 2-17	10%
A 18-34	16%
A 35-49	23%
A 50-64	26%
A 65+	25%
Median Age	49

Education

Attended College	26%
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Gender

Male	40%
Female	60%

Featured Programs

La Voz Kids	Yo Me Llamo	Al Rojo Vivo con Maria Celeste
Caso Cerrado	12 Corazones	Un Nuevo Dia
Al Rojo Vivo	Descontrol	Virgen Morena

Household Income

\$40K+	44%
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Household Information

1+ child HH	69%
HH Size 4+	65%
Family Co-Viewing	52%

Language

Only English	1%
Only Spanish	21%
Span/Eng Equally	35%
Mostly English	2%
Mostly Spanish	41%