



National Media Spots Inc.

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Network Profile

BET HER is the first 24 hour cable network dedicated to Black women. Occupying a unique space, being the only network committed to providing a well-rounded depiction of the complex and diverse world they live in. BET HER is where “Real Women are Stars and Stars are Real Women”, with bold Original programming and music specials that highlight emerging artists. BET HER strives to tell real stories, about real women, doing real things!

Age Groups

A 2-17	2%
A 18-34	9%
A 18-49	25%
A 25-54	33%
A 21+	97%
A 50+	72%
Median Age	59

Household Income

<\$20K	18%
<\$50K	42%
\$50K+	57%
\$75K+	41%
\$100K+	27%
Median Income	\$60K

Household

Own Home	60%
1-1-2 People in HH	62%
3+ People in HH	37%
Children Present	20%
African American	89%
Hispanic	3%

Education

Attended College	61%
Graduated College	20%

Gender

Female	69%
Male	31%

Featured Programs

BET Her Live	The Couch	Queen Collective
The Waiting Room	Behind The Smile	The Hotline
The Recipe	Being Mary Jane	American Injustice