



National Media Spots Inc.

PH: 888-879-8088

success@nationalmediaspots.com

www.nationalmediaspots.com

BIG **NETWORK**

Network Profile

BNC's mission is to provide truthful, intelligent programming that is informative, inspiring, educational and empowering. For far too long, our industry as looked at diversity as a charity initiative instead of a business imperative.

Age Groups

A 18-24	2%
A 25-34	4%
A 35-54	21%
A 55+	70%
Median Age	63

Gender

Male	47%
Female	53%

Education/Home

4+ Years College	30%
Children Present	20%

Featured Programs

The Big Ten Women's Show
Big Ten Football
Big Ten Wrestling

Household Income

HHI \$100k+	32%
HHI \$150k+	15%
HHI \$200k+	8%
Median Income	\$67k

Ethnicity

Hispanic/Latino	10%
White	68%
African American	17%

Occupation

Professional/Managerial	19%
White Collar	28%

The Big Ten Quad
Big Ten Basketball
Big Ten LiveBIG

Big Ten Cookout
Big Ten Women's Sports
The Kevin Wilson Show