



National Media Spots Inc.

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Network Profile

CNN's independently produced 24-hour network in Spanish, provides continuous news coverage of major world events, live breaking coverage supported by context and in-depth analysis, worldwide business and financial news, global weather updates, sports and feature programming on such topics as health, technology and entertainment.

Gender

Male	53%
Female	47%

Household Income

HHI \$75k+	15%
Median Income	58\$K

Household

Bilingual	85%
Have Children	42%
Live in A/B County	92%
Live in C/D County	5%

Education/Occupation

Work Outside the Home	56%
4+ Years College	33%
Managerial	10%
White Collar	25%

Lifestyle

4+ Persons in Home	45%
Married	82%
Homeowner	74%
Pet Owner	49%

Age

Median Age	40
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Featured Programs

Aristegui	Panorama Mundial	Hist. Completa A.
Cooper	Café	Choque de Opiniones
Conclusiones	Deportes	Destinos