



National Media Spots Inc.

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Network Profile

Discovery Familia is an educational, family-oriented Spanish-language Cable channel. The channel airs preschool-intended programming under the block Discovery Kids en Español between the hours of 6 am to 7 pm ET, with family-oriented adult programming (under the Discovery Familia block) airing at 7 pm to 6 am ET.

Household Info

Have Children	65%
Bilingual	67%
A/B Counties	84%
C/D Counties	15%

Lifestyle

Homeowner	62%
Pet Owner	54%
4+ Persons in Home	77%
Married	72%

Age

Median Age	43
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Education/Occupation

College Graduate	11%
Work Outside House	85%
Managerial	12%
Blue Collar	51%

Household Income

\$75K+	16%
Median Income	\$57K

Gender

Male	49%
Female	51%

Featured Programming

Rescata Mi Restaurante	Recatando Propiedades	Hasta Que El Diseno
Vivala O Vendala	Kilos Mortales: Mexico	