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Network Profile

Heroes & Icons is the home of the biggest and boldest characters on television. This dynamic television destination was created for anyone who loves action, with a focus on male viewers. H&I keeps fans on the edge of their seats with a thrilling mix of police procedurals, westerns, sci-fi, fantasy, and military-themed programs, all from the 1950s to 2000s.

Age Groups

Median Age 62

Income

Median HHI \$66k

Gender

Male 54%

Female 46%

Viewer Target

Primary A 35-64

Secondary A 25-54

Alternate M 35-64

Featured Programs

NCIS

The Unit

Hawaii Five-O

Nash Bridges

The A-Team

Walker Texas Ranger

Star Trek

The Fall Guy

The Adventures of Superman