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# *Lifetime*

## **Network Profile**

Lifetime is a premier female-focused entertainment destination, and the most favorite and trusted network for women, offering the highest-quality programming with shows that are modern, sexy, exciting, daring and provocative.

### **Age Groups**

Median Age                      **67**

### **Household Income**

Median HHI                      **\$63k**

### **Gender**

Male                              **31%**

Female                           **69%**

### **Race/Ethnicity**

Black                             **27%**

Multicultural                 **37%**

### **Featured Programs**

Gypsy Rose: Life After Lockup

Little Women: LA

Dance Moms

Dr. Pimple Popper

The Rap Game

Arranged

Confessions of Octomom

Married at First Sight

Bring It!