



**National Media Spots Inc.**

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## **Network Profile**

Start TV is the first and only network dedicated to scripted dramas featuring strong, successful women in diverse and compelling roles. Start's hit shows are augmented with inspiring stories of real women sharing how they got their Start in business, overcoming difficult life challenges. In partnership with CBS, Start TV offers a unique 7 day-a-week schedule, strategically scheduling programs during the same time-period every day of the week to achieve maximum engagement.

### **Age Groups**

Median Age                      **62**

### **Household Income**

Median HHI                      **\$63k**

### **Gender**

Male                                **47%**

Female                              **53%**

### **Viewer Target**

Primary                            **W 35-64**

Secondary                        **W 25-54**

Alternate                         **A 35-64**

### **Featured Programs**

Rizzoli & Isles

The Closer

Elementary

Murder, She Wrote

Major Crimes

Cold Case

Ghost Whisperer

The Good Wife

Touched By An Angel