



National Media Spots Inc.

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Network Profile

VH1 connects viewers to the music, artists, pop culture and nostalgia they love with hit franchises and popular series which are available on-air, on-demand and on-the-go. Offering marquee awards shows and movie specials, VH1 not only reflects what's important in music and pop culture – they define it.

Age Groups

A 2-17	3%
A 18-34	11%
A 18-49	33%
A 25-54	43%
A 21+	96%
A 50+	64%
Median Age	55

Household Income

<\$20K	14%
<\$50K	37%
\$50K+	63%
\$75K+	47%
\$100K+	35%
Median HHI	\$67k

Household

1-2 People in Home	57%
3+ People In Home	43%
Children Present	24%
Own Home	60%
African American	55%
Hispanic	8%

Gender

Male	44%
Female	56%

Education

Attended College	64%
4+ Years College	25%

Featured Programs

Basketball Wives	Love & Hip-hop	Dating Naked
Girls Cruise	Brunch w/Tiffany	Black Ink Crew
Barely Famous	Cartel Crew	Hollywood Exes