



**National Media Spots Inc.**

**PH: 888-579-8088**

**media@nationalmediaspots.com**

**www.nationalmediaspots.com**



## Network Profile

Destination America carries programming focused on the culture of the United States—including food, lifestyles, and travel. A celebration that's loud and proud like the 4th of July and worthy of its tagline: Destination America, the United States of Awesome.

### Age Groups

A 18-49	13%
A 25-54	20%
A 35-64	45%
Median Age	64

### Household Income

\$75K+	72%
\$100K+	60%
\$125K+	41%
Median Income	\$92k

### Education/Occupation

Graduated College	33%
White Collar Workers	24%
Blue Collar Workers	7%
Professional/Managerial	31%

### Home & Family

1+ child HH	41%
HH Size 4+	42%
Homeowner	80%
Pet Owner	74%

### Race/Ethnicity

White	74%
African American	12%
Hispanic	3%

### Gender

Male	37%
Female	63%

### Featured Programs

Paranormal Lockdown	Renovation Nation	Stuff Happens
Kindred Spirits	Fast Food Mania	BBQ Pitmasters
Ghost Asylum	Mountain Monsters	Cheating Vegas