



National Media Spots Inc.

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Network Profile

Featuring an unduplicated lineup from its sister networks, the channel spotlights timeless storytelling for the whole family centered around faith, love, and community. In addition to fan-favorite Hallmark Hall of Fame titles, the network showcases an array of movies and series from Hallmark Media’s vast library of original content.

Age Groups

P 2-17	1%
A 18-34	3%
A 35-44	2%
A 45-54	8%
A 55-64	23%
A 65+	63%
Median Age	68

Household Income

HHI \$75K+	33%
HHI \$100K+	24%
HHI \$125K+	13%
Median HHI	\$55k

Gender

Male	26%
Female	74%

Household

w/Children	10%
A/B Counties	66%
4+ Years College	21%
Professional/Managerial	19%
Own Home	84%

Race/Ethnicity/Diversity

Black	13%
Hispanic	5%
Asian	3%
LGBTQ+	1%

Featured Programs

Duke	Heartland	Highway To Heaven
The Angel Tree	Roadhouse Romance	The Waltons
Dr. Quinn Medicine Woman	Little House On The Prairie	Touched By An Angel