



National Media Spots Inc.

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Network Profile

Hallmark Mystery is a leading destination for quality mystery entertainment. True to its name, the channel brings the lighter side of the suspense and mystery genres into focus with rich, energetic, and thought-provoking storytelling.

Age Groups

P 2-17	1%
A 18-34	2%
A 35-44	2%
A 45-54	9%
A 55-64	17%
A 65+	68%
Median Age	70

Household Income

HHI \$75K+	37%
HHI \$100K+	26%
HHI \$125K+	17%
Median HHI	\$56k

Gender

Male	22%
Female	78%

Household

w/Children	10%
A/B Counties	62%
4+ Years College	27%
Professional/Managerial	23%
Own Home	81%

Race/Ethnicity/Diversity

Black	13%
Hispanic	4%
Asian	2%
LGBTQ+	1%

Featured Programs

Murder She Wrote	Matlock	Hart To Hart
Diagnosis Murder	Aurora Teagarden Mysteries	The Jane Mysteries
Monk	Curious Caterer: Forbidden Fruit	Psych