



CABLE TELEVISION MICRO TARGETING

This is an example of the detailed research we use to find your core clients. With the research available, there is very little guesswork. Request your free media plan today by email or call toll free 866-505-0806.

Micro Target: Females 25-54 Medium Income Home Owners

	Bakersfield	Fresno	Honolulu	Las Vegas	Los Angeles	Phoenix	Portland	Sacramento	Salt Lake City	San Antonio	San Diego	San Francisco	Seattle	Spokane	Tucson
A&E	83	89	95	136	112	126	95	133	107	99	119	122	100	132	102
AMC	92	57	61	124	119	131	90	134	85	121	100	119	107	96	116
CNBC	65	69	116	169	117	146	73	83	157	104	119	125	104	97	118
CNN	101	88	130	174	133	132	74	97	83	133	145	124	119	92	116
FOOD	107	90	158	112	96	100	79	112	72	102	105	124	114	94	89
HGTV	108	87	98	76	98	80	87	122	55	79	92	94	99	151	86
HIST	101	88	102	134	93	101	90	106	113	94	97	110	101	122	96
HLN	96	104	222	146	119	142	78	98	116	109	150	111	108	108	137
MSNBC	105	97	137	202	133	173	87	106	111	109	151	117	136	148	122
TNT	117	83	98	136	96	113	90	129	83	119	80	93	96	93	102
TRAV	82	84	194	169	120	114	106	114	80	117	105	105	125	124	95
BRVO	116	89	96	157	162	161	50	144		124	186	161	163	119	131
DISC	94	82	100	125	102	118	96	109	110	100	120	103	121	104	86
ESPN	89	68	98	118	93	107	80	101	87	95	84	104	105	106	77
ESPN2	73	73	107	113	90	101	86	90	84	69	68	97	86	102	73
GOLF		93	364	91	106	140	126	152				116	114	88	107
HALL	127	109	110	129	72	99	134	99	103	142	61	99	151	126	128
TWC	75	62	26	87	47	78	59	59	60	108	61	43	57	68	83
COURT	117	119	102	149	101	127	69	135	123	143	128	85	102	112	88
SCIFI	120	92	122	120	84	117	115	120	81	105	89	91	96	63	88
USA	104	75	94	117	88	104	97	118	90	89	87	89	82	76	79
WE	148	118	156		102	81		147		250		48	43	90	
APL	101	99	106	108	96	127	108	113	92	103	100	110	101	111	86
BET	90	105		94	90	64		94		86	65	56	38		
CMDY	89	84	87	120	95	97	74	111	94	102	104	120	111	101	99
CMT	65	69	37	79	33	103	70	72	108	75	60	39	78	109	68
ENT	68	78	87	116	112	109	84	104	81	78	115	96	84	60	87
ESPCL	83	77	136	112	88	99		91		92		102	63		
FAM	83	57	84	78	68	71	69	76	54	89	66	76	66	73	54
FOXNC	102	62	101	142	68	92	55	66	92	103	68	55	59	81	76
FX	97	40	53	124	83	124	91	94		61	85	94	84	47	83
LIF	98	98	86	110	81	107	76	124	76	110	76	75	72	74	86
MTV	74	77	75	87	81	64	29	80		75	58	73	54	40	48
NAN		77	43	97	77	122	41	80		122	61	71	44	86	60
NICK	66	78	53	83	85	103	53	77	59	102	59	73	45	72	60
OXYG	46	120	102	146	123	82	111	128	104	179	40	79	126	111	147
SC	122			79	47	119		107				47	100	95	84
SPIKE	86	77	98	122	78	105	84	83	84	73	84	86	77	91	77
TBSC	82	111	92	99	82	103	79	110	77	112	85	80	82	76	99
TLC	102	76	56	116	90	77	86	96	75	79	88	73	76	83	72
TOON	89	74	73	65	73	82	53	58	62	115	65	56	67	41	46
TVL	90	86	61	85	79	89	73	98		128	87	84	33	49	75
VH1	62	61	83	86	73	94	53	97		76	85	79	57	52	61
VS					57							103	104	163	

HOW TO READ: Democrats aged 35+ in the Sacramento DMA are 33% more likely than the U.S. population aged 18+ to watch A&E.

Under 65 Among Recommended Networks
Over 135 Among Alternative Networks