### Insertion Networks

#### Tier 1

**Primary Demographics: M/W/18-54**

ESPN offers sports fans live major events and original studio programming with the authority that they trust and personalities that they love. Sports fans can watch Monday Night Football, Major League Baseball, NBA and college football and basketball.

**Primary Demographics: M/W/25-54**

FOX News Channel is the most-watched cable news channel in America and the undisputed leader in 24-hour cable news. With daily programming of essential breaking events, expert political coverage and insider entertainment news FOX News is devoted to delivering fair and balanced coverage of the day’s events.

**Primary Demographics: M/W/18-54**

AMC reigns as the only cable network in history to ever win both the Emmy and Golden Globe for best drama series 3 years in a row! Beyond its original series, AMC is committed to the art of storytelling through movies and other programming.

**Primary Demographics: M/W/25-54**

TNT is the dedicated leader in drama. From light-hearted to heart-pounding stories, TNT is an entertaining and exciting ride for all types of drama lovers, featuring original series, blockbuster movies, and championship sports coverage including NASCAR, NBA and NCAA Basketball.

**Primary Demographics: M/W/18-54**

USA has been the number one network with Cable viewers for 6 years in a row. Through original programs, quality series and box-office favorites, USA Network creates an emotional connection with their audience.

**Primary Demographics: W/18-54**

Discovery Channel is the world’s leading producer and exhibitor of non-fiction entertainment, innovative programs, fresh approaches to history, exploration and an understanding of the world we live on. Discovery attracts a curious, educated and affluent audience.

**Primary Demographics: M/W/25-34**

TBS is the leading destination for comedy. Whatever your sense of humor, we’ve got all kinds of comedy to make you laugh out loud and feel good. TBS keeps viewers in stitches with original comedies, fan favorites and the Emmy-nominated late-night series CONAN. TBS is basic cable’s #1 network among young adults in primetime.

**Primary Demographics: M/W/25-64**

The History Channel reveals the power and passion of history as an inviting place where people experience history personally and connect their own lives to the great lives and events of the past. While appealing to both men and women, History skews male.

#### Tier 2

**Primary Demographics: M/W/18-49**

FX delivers one-of-a-kind programming that satisfies a demanding audience. A top 5 network with adults 18-49 for the past four years, FX has earned a fiercely dedicated following with a compelling combination of original programming and blockbuster movies.

**Primary Demographics: M/W/18-49**

Food Network consistently enjoys a top ten position among Adults 25-54. And its star chefs are among the most well-known celebrities in all of television. And because viewers are loyal and engaged, Food Network leads the industry in connecting advertisers with targeted consumers.

**Primary Demographics: M/W/18-54**

ESPN2 offers sport fans a wide variety of major live events and studio programming. Catch coverage of NASCAR, MLB, Major League Soccer, college football, men’s and women’s college basketball plus originals like Mike & Mike in the Morning, First Take, SportsNation and NASCAR Now.

**Primary Demographics: M/W/25-54**

Viewers depend on CNN for unparalleled coverage of breaking news, debate and in-depth analysis. With more worldwide bureaus than any other news operation, CNN’s respected family of journalists put viewers in the center of the day’s biggest stories. CNN - the most trusted name in news.

**Primary Demographics: W/18-49**

Whether reinventing and transforming their own spaces or peeking inside the homes of others, viewers who have a passion for home love HGTV. With more than sixty new series and specials HGTV focuses on fun, entertaining stories and authentic experiences.

**Primary Demographics: W/18-54**

A top television destination for women, Lifetime offers the highest quality entertainment and information programming affecting women and their families. The network offers shows that are contemporary, bold, vibrant and empowering.

**Primary Demographics: M/W/25-54**

A high quality, direct line to the hardest reach audiences — more affluent viewers with more discretionary incomes. Nominated for more Emmys than any other basic cable network, A&E gives viewers an emotional experience and connects them to fascinating stories and characters. There is nothing on TV like A&E.

**Primary Demographics: M/W/25-54**

Since 1982, The Weather Channel has been the USA’s indispensable source for weather. 24/7/365. The highly viewed “Local on the 8s” remains the go-to source for local weather for millions nationwide, and you can tap into the local audience with scrolling text advertising on our Weather Crawl, airing on the 8s.