

FOX BUSINESS NETWORK



Fox News



The FOX News Channel is a 24-hour general news service devoted to delivering fair and balanced coverage of the day's events. Weekdays FNC offers 17 hours of live programming, including one-hour programs in the evenings that take an in-depth look at the day's events and feature newsmaker interviews. Backed by the global resources of the News Corporation, the FOX News Channel provides viewers with live news updates, every hour. FNC is America's #1 news network on cable

Program Highlights

- The O'Reilly Factor
- Hannity
- The Kelly Files
- FOX News Special Report
- Fox & Friends
- On the Record with Greata Van Busteren
- Justice with Judge Jeanine
- Geraldo at Large
- The Five
- Red Eye

Fox Business Network viewers are upscale, affluent and influential:

- 15.2% are white collar, professional, managers
- 35.8% have 4+ years of college
- Median household income: \$ \$92,924
- 80.0% own their home

Demographics:

- 67.0% Male; 33.0% Female
- 44.5% are between the ages of 25-54
- 37.1% are between the ages of 18-49



ATLANTICPUBLICITY
BECAUSE YOU HAVE A STORY™

Viewer Profile

Age Groups	
A18-34	14%
35-54	32%
A55+	55%
Median Age	57
Household Income	
\$75K+	42%
\$50K - \$74,999	18%
\$30K - \$49,999	15%
Median Household Income	\$63K
Home Ownership	
Own Home	74%
Rent Home	21%
Presence of Children	
1+ child HH	24%
Gender	
Male	53%
Female	47%

Source: Simmons OneView Winter 2014 NCS Adult 12-month survey, 1/27/13-3/11/14. Base: Adults 18+.