

CNN Cable News Network Demographics

CNN CABLE MEDIA KIT CNN viewers are upscale:

CNN Cable. As of August 2010, CNN is available in over 100 million U.S. households. Broadcast coverage of the U.S. channel extends to over 890,000

American hotel rooms, as well as carriage on cable and satellite providers throughout Canada. Globally, CNN programming airs through CNN International, which can be seen by viewers in over 212 countries and territories. Source: CNN and Wikipedia.

54.6% are white collar, professional, managers • 45.4% have 4+ years of college

Their median household income is \$85,146

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• 62.3% own their home

Demographics:

54.6% Male; 45.4% Female 51.1% are between the ages of 25-54
51.6% are between the ages of 18-49

CNN POLITICS SURGES TO #1 IN MARCH, 2015

**OUTRANKS ALL DIGITAL POLITICS COMPETITORS IN
MULTIPLATFORM TRAFFIC**

AND VIDEO STARTS

March 2015 marked the official start of the 2016 presidential election cycle, and cemented CNN Politics as the No. 1 digital destination for breaking news, enterprise analysis and unbiased reporting in the Politics category. CNN Politics outperformed all competitors in

multiplatform unique visitors and views. With 22 million starts in March, CNN Politics also climbed to No. 1 in video rank for the first time ever.

Over the past 6 months, CNN Politics has built up an unrivaled team, drawing top political talent away from more than 15 competing news organizations with a goal of creating the first truly cross-platform political operation in American journalism. The result is evident through huge gains in digital traffic. In the month of March 2015: **CNN Politics: #1 Multiplatform Uniques (Desktop + Mobile)** CNN Politics scored more multiplatform unique visitors than any competitor in the Politics category, earning 14% more uniques than second place Vox.com and a whopping 69% more than sixth place MSNBC.

Source: comscore Media Metrix Multiplatform, March 2015

CNN between 7am to 5pm weekdays to 73+ million cable and satellite subscribers.