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Network Profile

Pop defines its viewers as “the modern grown-up,” adults 30+ who are socially engaged and connected, and who are fans of popular culture. Pop programming shies away from the snark and conflict found on other networks. When you come to Pop TV, it always feels like a good time.

Reach 81 million households

Age

Median age 54

Education

Attended College 55%

Gender

Male 39%

Female 61%

Household Income

\$75K+ 29%

\$60K+ 38%

\$35K+ 45%

Ethnicity

White 75%

African American 18%

Hispanic 6%

Median Income \$48K

Featured Programs

Dawson’s Creek (re-runs)

That 70s Show (re-runs)

Bold & Beautiful (re-air)

Nightcap (original)

Beverly Hills 90210 (re-runs)

Big Brother After Dark (original)

The Love Boat (re-runs)

Movies (classic & new releases)

Swedish Dicks (original)

Schitt’s Creek (original)

ER (re-runs)

The Goldbergs (re-runs)