

COUNTRY MUSIC TELEVISION VIEWERS OWN
NICE HOMES



WITH NO WHEELS ATTACHED

Our viewers aren't anything like the bad country image that's painted in a lot of people's minds. Here's the real picture: CMT viewers have kids; they love to spend money; they're college educated; middle class and live in the suburbs. And we're attracting more and more of them. In the past two years, we've had an 88% increase in viewership among adults 25 to 54.* For more information, call Brian Bolli at 416-530-5200 or email him at brian.bolli@corusent.com



CMT viewers. They're not who you think they are.