



MSNBC is the NBC News home on cable. With breaking national and international stories and the best names in political coverage, MSNBC offers viewers and users a fuller spectrum of news. Dayside programming is dedicated to delivering up to the minute breaking news. Politics in primetime is represented by the top names in cable news such as Keith Olbermann (*Countdown with Keith Olbermann*), Chris Matthews (*Hardball with Chris Matthews*), and Dan Abrams (*Live with Dan Abrams*).

MSNBC is an ideal platform for today's advertisers to communicate with the most highly valued prospects through strategic sponsorships and targeted media programming to reach a young, affluent, and educated audience.

## NETWORK PROGRAM FORMAT

---

**Local Avails:** 3 minutes per hour

**Times:** Floating Breaks Between  
:03-:20 window  
:23-:37 window  
:40-:58 window

**Insertion Hours:** 24 hours per day

## NETWORK INFORMATION

---

**Subscribers:** 91.5 million  
Source: Nielsen Universe Estimates, November 2007

**Service Type:** Basic

**Satellite Feed:** Single

**Launch Date:** July 1996

**Ownership:** NBC Universal Cable and Microsoft

## BENEFITS TO ADVERTISERS

---

- 1. The Power of NBC News on Cable: MSNBC**  
Drawing on the vast resources of NBC news, and now located in the world headquarters at 30 Rock, MSNBC provides in-depth coverage of the latest news, coupled with interviews and analysis from the very best in news talent, including Chris Matthews, Keith Olbermann, Amy Robach, Joe Scarborough and Dan Abrams.
- 2. MSNBC delivers a very upscale, influential and tech savvy audience**  
Among the competing cable news networks, MSNBC delivers a high concentration of Adult 25-54 viewers who are influential and on the cutting-edge of technology. MSNBC viewers are early adopters - the first on their block to purchase the latest consumer technologies and electronics.  
Source: MRI Doublebase 2007
- 3. MSNBC Provides Seamless Cross Platform Opportunities**  
MSNBC and MSNBC.com deliver a cross-platform news service, offering viewers breaking news both on-air and online as well as the opportunity to participate in polls, surveys and audio chats.

## RESEARCH

### VIEWER TARGETED

Persons: 25-54

Men: 25-54

Women: 25-54

### VIEWER PROFILE

Base: Adults 25-54

Median Age:	41.7
Median Individual Income:	\$ 43,651
Median HH Income:	\$ 74,653
Median Home Value:	\$238,635
Median # of Children in Household:	1.3
% Attended College:	68%

Source: MRI Doublebase 2007, Base: A25-54

### VIEWER LIFESTYLE

Active Lifestyle	Index	Early Adopters	Index
15+ round trips by plane	152	Visited online blogs	130
Member of country clubs	149	Watched online video	130
Spent \$6,000+ on foreign vacation	148	Made personal or business travel plans online	128
Played golf/last 12 months	130	Listened to radio on the internet	127
3+ foreign business trip by plane	125	Imported vehicle bought new	120
3+ foreign vacation trips by plane	125	Spent \$300+ on computer software at home	119
Member of frequent flyer program	124	Spent \$3,000+ on home PC	119
Played tennis /last 12 months	122	Downloaded music	119
Any casino gambling	121	Made a purchase for personal or business use online	118
Dine out out 2+ times a week	121	Home owns a fax machine	116
Household owns vacation/weekend home	120	Have internet access at home	114
Any domestic trip for business (paid for by company)	117	Domestic vehicle bought new	114
3+ domestic round trips	107	Own a digital camera	113
Go to live theater/last 12 months	106	Made a phone call online	113
Go to museums/last 12 months	106	Own a laptop/notebook/tablet pc at home	112
<b>Active Investors</b>		Household owns any MP3 players	110
Tracked investments or traded stocks, bonds or mutual funds online	146	<b>In the Know</b>	
Value of owned home: \$500,000+	129	Read <i>Wall Street Journal</i>	184
Own \$150,000+ in stocks	127	Read <i>Newsweek</i>	164
Value of any stocks or any other market instrument: \$50,000+	120	Read <i>New York Times</i>	154
Own any securities	118	Read <i>Time</i>	146
Have a money market account	116	Read <i>PC Magazine</i> or <i>PC World</i>	142
Used financial planning/money management counsel	116	Visited a TV network or TV show's website	138
Used a stock rating service	111	Obtained information online about real estate	135
Household owns investment real estate	108	Obtained latest news/current events online	133
		Obtained financial information online	131
		Obtained information online for new or used car purchase	128

Source: MRI Doublebase 2007, Base: A25-54.  
Indexed to national average.

### DAYPART VIEWING

Daypart			A25-54 Skew	
			W25-54	M25-54
Morning	Mon-Fri	6a-9a	43%	57%
Daytime	Mon-Fri	9a-4p	44%	58%
Weekend	Sat/Sun	6a-6p	58%	43%
Fringe	Mon-Fri	4p-7p	37%	63%
Prime	Mon-Fri	7p-11p	41%	59%
	Sat/Sun	8p-11p	55%	45%

## PROGRAMMING

**PROGRAMMING GENRES:** Business/Financial, Investigative, Documentaries, News/Information

### VIEWER TARGETED PROGRAMMING

**Persons 25-54:** *First Look, Morning Joe, MSNBC Live, Tucker, Hardball with Chris Matthews, Countdown with Keith Olbermann, Live with Dan Abrams, MSNBC's Doc Block, Meet The Press, Tim Russert*

### NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

***Countdown with Keith Olbermann*** - A veteran television journalist, sportscaster, columnist and radio host, Keith Olbermann hosts an edgy, fast-paced hour of news designed for today's viewer.

***Hardball with Chris Matthews*** - Long on substance and short on spin, Hardball is the quintessential news and debate program with the most prepared and connected host in cable news, Chris Matthews.

***Live with Dan Abrams*** - Live from MSNBC world headquarters, NBC Senior Legal Analyst Dan Abrams covers the latest stories facing America from a legal perspective.

***Morning Joe*** - With a smart, matter-of-fact approach, Joe Scarborough starts the day with headlines that viewers will be talking about. From Wall Street and Washington to healthcare and Hollywood, Joe discusses the nation's biggest stories of the day. Regular panelists include Mika Brzezinski, Willie Geist and John Ridley.

***Tucker*** - *Tucker* is a fast-paced, no-holds-barred conversation about the day's developments in news, politics, world issues and pop culture. The show features a regular panel of contributors for lively, pointed and informed discussion of the top headlines and most intriguing issues of the day, as well as interviews with the world's top newsmakers.

***Tim Russert*** - *Tim Russert* join to MSNBC weekends with a captivating talk program featuring interviews with influential politicians, journalists and newsmakers.

***Meet the Press*** - Re-airing on Sundays from NBC, features guests and newsmakers of national and international importance, today's leading journalists and NBC News political correspondents engaged in animated roundtable discussions.

***First Look*** - A fast-paced wake-up call for viewers looking for the first word in breaking news from around the world. *First Look* provides the latest headlines as well as segments on business, sports and entertainment.

***MSNBC Live*** - Anchored by MSNBC's incomparable broadcast journalists, this extensive block of news coverage features top stories, breaking news and interviews with key newsmakers throughout the day.

## LEADING NATIONAL ADVERTISERS

AG Edwards	GlaxoSmithKline	Office Depot
Aim Mutual Funds	Great Food American	Pfizer, c/o Carat, USA
Best Buy Company Inc.	International House of Pancake	Subaru
Campbell Soup Co.	Kraft General Foods	Transitions Lenses
Ditech	Las Vegas Convention & Visitor's Authority	United Airlines
E-Loan	Liberty Mutual	U.S. Postal Service
Edward Jones Investments	MBNA America Bank	Vanguard Car Rental
Fidelity Investments	Merck & Company	Volkswagen/Audi
General Electric	Microsoft	Wal-Mart
General Motors	Nissan	

## NETWORK CONTACTS

### National Ad Sales

**MSNBC**  
30 Rockefeller Plaza  
New York, NY 10112  
P:(212) 664-4444

Barry Margolis  
VP, Eastern Advertising Sales  
P:(212) 664-3559  
[barry.margolis@nbcuni.com](mailto:barry.margolis@nbcuni.com)

### Affiliate Sales

**NBC Universal Cable**  
1 CNBC Plaza  
900 Sylvan Avenue  
Englewood Cliffs, NJ 0763  
P:(201) 735-3600

Brian Hunt  
VP, Affiliate Advertising Sales  
P:(201) 735-3562  
[brian.hunt@nbcuni.com](mailto:brian.hunt@nbcuni.com)

Darlene Hensley  
Director, National Accounts  
& Corporate Ad Sales  
P:(201) 735-3576  
[darlene.hensley@nbcuni.com](mailto:darlene.hensley@nbcuni.com)

### Regional Offices

#### Western Region

100 University City Plaza  
Bldg. 9128-3  
Universal City, CA 91608

Carla O'Neill  
Director, Cable Entertainment  
P:(818) 777-7094  
F:(818) 866-3337  
[carla.o'neill@nbcuni.com](mailto:carla.o'neill@nbcuni.com)

#### Central Region

NBC Tower  
454 N. Columbus Drive  
Chicago, IL 60611

Michael Claffey  
Director, Cable Entertainment  
P:(312) 970-2109  
F:(312) 836-5795  
[michael.claffey@nbcuni.com](mailto:michael.claffey@nbcuni.com)

#### Detroit

3001 W. Big Beaver  
Suite 608  
Troy, MI 48084

Diane Johnston  
Director, Cable Entertainment Sales  
P:(248) 822-0281  
P:(248) 643-8830  
[diane.johnston@nbcuni.com](mailto:diane.johnston@nbcuni.com)

### NBC Universal Cable Affiliate Field Marketing & Ad Sales

Carla Carey  
Dir., Affiliate Field Marketing & Ad Sales  
P:(818) 840-3364  
[carla.carey@nbcuni.com](mailto:carla.carey@nbcuni.com)  
WA, OR, CA, HI, UT, CO, TX, AZ

Meredith Shea  
Mgr., Affiliate Field Marketing & Ad Sales  
P:(818) 840-3445  
[meredith.shea@nbcuni.com](mailto:meredith.shea@nbcuni.com)  
MT, ID, WY

Tracey Bedell  
Dir., Affiliate Field Marketing & Ad Sales  
P:(201) 735-3579  
[tracey.bedell@nbcuni.com](mailto:tracey.bedell@nbcuni.com)  
OH, KY, IL, MO, WI, MI, IN, ND, MN, SD, NE,  
IA, AR, TN

Kristin Daly  
Mgr., Affiliate Field Marketing & Ad Sales  
P:(201) 735-3612  
[kristin.daly@nbcuni.com](mailto:kristin.daly@nbcuni.com)  
OH, KY, IL, MO, WI, MI, IN, ND, MN, SD,  
NE, IA, AR, TN

Laureen Lane  
Dir., Affiliate Field Marketing & Ad Sales  
P:(201) 735-3581  
[laureen.lane@nbcuni.com](mailto:laureen.lane@nbcuni.com)  
ME, VT, NH, MA, RI, CT, NJ, DE, NY,  
PA, WV, VA, NC, SC, GA, FL, AL, MS,  
PR & Caribbean

Gina Mulvey  
Mgr., Affiliate Field Marketing & Ad Sales  
P:(201) 735-3542  
[gina.mulvey@nbcuni.com](mailto:gina.mulvey@nbcuni.com)  
ME, VT, NH, MA, RI, CT, NJ, DE, MD, NY,  
PA, WV, VA, NC, SC, GA, FL, AL, MS, PR &  
Caribbean

## WEBSITE INFORMATION

Consumer Website: [www.msnbc.com](http://www.msnbc.com)  
Affiliate Website: [www.nbcunetworks.com](http://www.nbcunetworks.com)