

Compelling programs from the animal kingdom

ANIMAL PLANET is the only entertainment channel that focuses entirely on animals and nature. It introduces the viewer to the irresistible characters across the animal kingdom. From the small insects and pets to the most dangerous hunters in the wild. ANIMAL PLANET'S programs are made by and for people with an absolute passion for animals and nature. That passion guarantees quality and craftsmanship. With compelling, surprising and recognizable stories, ANIMAL PLANET appeals to our primal instincts. ANIMAL PLANET makes you feel first, then think. The core target is women aged between 25 and 54.

TV

Monthly reach ¹	1,688,000
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Audience Profile

Men	36%
Women	64%
6-15 years	2%
16-24 years	13%
25-34 years	5%
35-44 years	4%
45-54 years	22%
55-64 years	17%
65+ years	37%



¹AdvantEdge - TechEdge © 2024 - RTL Nederland. ANIMAL PLANET is published in Netherlands.