

# HISTORY

## Stories of colorful characters about the past and present

HISTORY Channel connects our modern world with its historical roots in an intriguing, exciting and often surprising way. The high-quality content offers new perspectives on the past and highlights well-known adventures, hidden stories and special people. The program includes popular series about the Second World War, the history and origins of the earth, and a number of strong reality programs such as Pawn Stars, Storage Wars, AX Men, Counting Cars, American Pickers, Mountain Men and Ice Road Truckers. These series alternate with programs such as Most extreme Airports and Ancients Behaving Badly. The core target is men aged between 25 and 54.

### TV

Monthly reach <sup>1</sup>	2,470,126
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### Audience Profile

Men	68%
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Women	32%
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6-15 years	2%
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16-24 years	2%
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25-34 years	14%
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35-44 years	6%
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45-54 years	20%
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55-64 years	37%
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65+ years	19%
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<sup>1</sup>AdvantEdge-TechEdge 2023. HISTORY is published in Netherlands.