



# BECAUSE TRUTH MATTERS®



## Experience You Can Trust

- CBN News, a trusted source for more than 40 years, launched a 24/7 news channel for streaming and broadcast on October 1, 2018. Our channel provides independent journalism and trustworthy news through the lens of faith.
- We focus on content that viewers and users will not see on other news outlets. This includes investigative and breaking news stories related to religious liberty, politics, national security, religious persecution, Israel, the family, health, and entertainment.
- Our award-winning journalists are passionate and dedicated about the mission, reporting throughout the United States and around the world. Headquartered at the Christian Broadcasting Network in Virginia, CBN News has fully-staffed news bureaus in Washington, D.C., Virginia Beach, and the Middle East.
- The CBN News Channel is available in many formats:
  - 24/7 at **CBNNews.com**, **CBNNewsLive.com** & **CBN.com**
  - CBN News Channel app and CBN family app
  - Over-The-Air (OTA) in 14 markets
  - 2.1 million YouTube subscribers
  - Xfinity cable in 28 states with 6.9 million subscribers

### BROADCAST AUDIENCE 2 MILLION

**FEMALE VIEWERS** 40.7 %  
**MALE VIEWERS** 59.3%

#### AGE OF VIEWERS

18-34 26.8%  
35-44 12.4%  
45-54 14.2%  
55-64 20.3%  
65+ 26.3%

#### EDUCATION

HIGH SCHOOL DIPLOMA OR EQUIVALENT 38.8%  
SOME COLLEGE, NO DEGREE 17.2%  
ASSOCIATE'S DEGREE 11.0%  
BACHELOR'S DEGREE 13.7%  
POST GRADUATE DEGREE 8.9%

#### HOUSEHOLD INCOME

LESS THAN \$20,000 15.7%  
\$20,000 - \$49,999 27.9%  
\$50,000 - \$99,999 28.1%  
\$100,000+ 28.3%

#### POLITICAL

DEMOCRATIC 27.1%  
REPUBLICAN 32.7%  
INDEPENDENT/NO PARTY AFFILIATION 38.3%

SOURCE: 2024 MRI-SIMMONS SPRING DOUBLEBASE USA

## What We Offer

The CBN News Channel offers original programming produced across the United States and around the world with major centers in Washington, D.C, Virginia Beach, and the Middle East. **WatchCBNNews.com**

Here's a sample:

- **CBN Newswatch** (8:00 am and 2:00 pm ET, M-F) provides the day's top headlines, analysis and in-depth reports from the CBN News team, expert contributors, and faith leaders. Breaking news is updated hourly throughout each day with regular anchors.
- **Faith Nation** (6:00 pm, M-F) covers the intersection of faith and politics from Washington, D.C., and introduces viewers to prominent national figures from both sides of the political aisle. Anchored by Jenna Browder and John Jessup.
- **Christian World News**, a weekly program anchored by Senior International Correspondent George Thomas and co-anchor Wendy Griffith that finds the important issues of people, conflicts, and issues that must be told. Special emphasis is on the triumphs and challenges of the global church.
- **Jerusalem Dateline**, hosted by Middle East Bureau Chief Chris Mitchell, offers a unique faith-based perspective on the daily news events that shape our world, with a particular focus on Israel and the Middle East.
- **Studio 5**, a Telly Award-winning weekly entertainment and lifestyle television magazine that explores the intersection of celebrity, popular culture, and faith. Host Efrem Graham conducts in-depth interviews with men and women at the forefront of the film, music, and sports industries.
- **Healthy Living** is hosted by CBN News Medical Correspondent Lorie Johnson. She gives CBN News readers and viewers all the latest medical and wellness information along with inspiration to live healthier lives.
- **Global Lane**, a weekly, 30-minute broadcast program that examines current topics and provides insightful analysis for key events happening in the United States and around the world. It is hosted by CBN News International News Director and Senior International Correspondent Gary Lane.
- **Prayer Link** is a powerful weekly show that connects the daily news headlines to the power of prayer. Hosted by CBN News Anchor Charlene Aaron.
- **Newsmakers** takes you beyond the headlines of the stories that matter most to you. Covering faith, politics, and everything in-between. Hosted by CBN's Billy Hallowell.