

# DESPERATE HOUSEWIVES

**Frequency:**

Weekly

**Duration:**

60 Minutes

**Format:**

7.0 National, 7.0 Local

**U.S. Coverage:**

95%

**Primary Daypart:**

Weekend Fringe

**Target Audience:**

Women and Adults 18-49

*One of the strongestt young women comps in syndication (W18-49).*



**This primetime soap phenomenon starring Teri Hatcher, Eva Longoria, Felicity Huffman, Marcia Cross et al, takes a darkly comedic look at modern suburbia, where the secret lives of housewives aren't always what they seem.**

Winner of multiple Emmys and Golden Globes, including Best Comedy Series.

Entering its second season in syndication.

