

MY WIFE & KIDS

Frequency:

M-F

Duration:

30 Minutes

Format:

2.0 National, 5.0 Local

U.S. Coverage:

98%

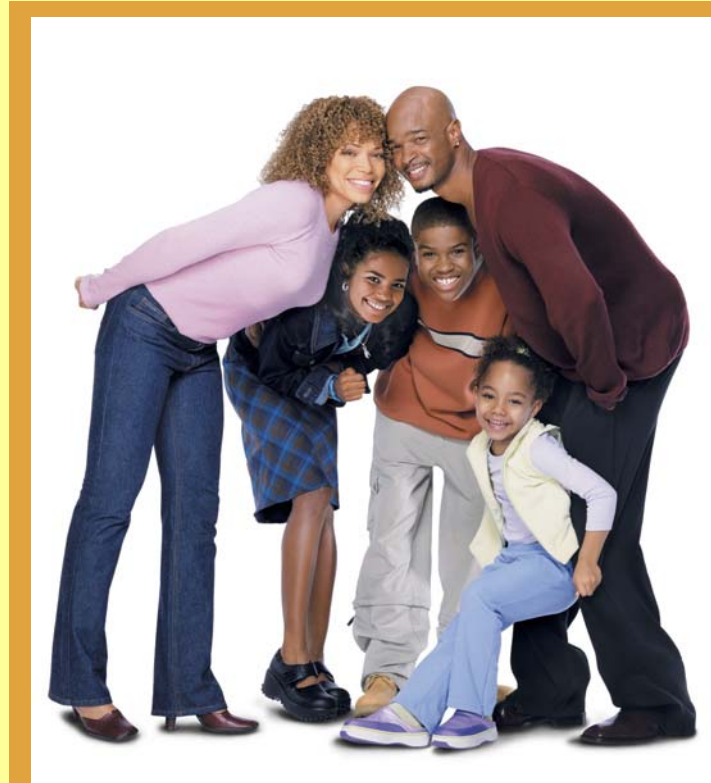
Primary Daypart:

Access/Fringe

Target Audience:

Women 18-49

Strong teen and tween comps and the most efficient way to reach female teens in syndication.



Popular film and television star Damon Wayans stars in this family-oriented comedy. Wayans is Michael Kyle, a loving husband and modern-day patriarch who rules his household with a unique and humorous parenting style. A People's Choice and multiple NAACP award winner.

Returning for its fourth season in syndication.