

# Fixed Prices January – December 2016

Audience	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Adults 15+	€6.48	€7.51	€8.15	€10.17	€11.21	€12.14	€7.42	€7.42	€12.54	€12.81	€14.07	€9.28
Adults 15-24	€90.09	€104.16	€115.33	€155.19	€161.64	€145.57	€98.99	€98.99	€182.67	€190.78	€226.40	€136.96
Adults 15-34	€38.23	€42.50	€47.41	€61.78	€67.13	€64.08	€44.44	€44.44	€81.53	€85.10	€94.17	€66.09
Adults 25-44	€28.25	€30.15	€32.81	€41.66	€44.58	€47.32	€34.69	€34.69	€55.97	€59.36	€62.51	€45.12
Adults ABC1	€21.45	€23.89	€27.53	€34.86	€35.91	€41.78	€24.62	€24.62	€45.39	€44.66	€47.47	€34.00
Men 15+	€16.08	€17.46	€19.15	€23.92	€25.51	€24.73	€17.56	€17.56	€29.98	€27.58	€31.93	€21.70
Men 15-34	€91.75	€98.74	€99.75	€143.40	€157.25	€139.33	€89.23	€89.23	€183.84	€197.63	€202.22	€155.96
Men ABC1	€52.69	€58.24	€66.13	€80.51	€85.08	€87.80	€56.62	€56.62	€106.49	€99.75	€115.06	€82.93
Women 15+	€10.85	€13.19	€14.18	€17.70	€20.00	€23.84	€12.84	€12.84	€21.55	€23.93	€25.15	€16.21
Women 15-34	€65.54	€74.64	€90.36	€108.54	€117.15	€118.66	€88.53	€88.53	€146.59	€149.58	€176.30	€114.77
Women 25-44	€53.72	€57.18	€67.72	€78.83	€84.27	€82.41	€60.86	€60.86	€95.26	€113.95	€104.81	€77.35
Women ABC1	€36.29	€40.62	€47.28	€61.63	€62.30	€79.83	€43.61	€43.61	€79.20	€80.98	€80.90	€57.71
Housekeepers	€11.01	€12.74	€14.26	€18.24	€18.95	€20.72	€12.09	€12.09	€21.06	€22.21	€24.38	€15.85
HK with Kids	€48.52	€55.22	€61.30	€75.45	€84.93	€102.11	€66.18	€66.18	€103.23	€99.88	€113.22	€73.86
HK ABC1	€38.83	€44.50	€51.82	€65.00	€66.78	€72.04	€45.54	€45.54	€81.18	€76.00	€85.80	€61.33
Children	€13.75	€16.48	€18.54	€23.09	€24.14	€26.76	€15.90	€15.90	€28.72	€32.68	€31.69	€18.31
Toys & Games									€30.00	€47.00	€47.00	€30.00
Adults 18-34	€42.22	€48.70	€53.33	€65.44	€75.59	€73.64	€51.01	€51.01	€95.52	€99.45	€120.01	€75.97
Men 18-34	€100.59	€109.84	€121.99	€146.99	€169.98	€157.44	€107.75	€107.75	€204.14	€232.98	€266.08	€192.06
Women 18-34	€72.79	€87.53	€94.79	€117.99	€136.18	€138.36	€96.89	€96.89	€179.54	€173.60	€218.68	€125.77

## Terms & Conditions Apply

<sup>1</sup> July to December prices have been amended to reflect the new universes.

<sup>2</sup> Kids / Toys & Games prices are for airtime bought in TRTÉ time. Note: Dec Toys & Games CPT only applies to campaigns running 1/12/16 – 11/12/16.

<sup>3</sup> The 18-34 Audiences listed in the table are available for trading for alcohol brands only

<sup>4</sup> Prices are based on the relevant universe in operation at the time of publishing. Any changes to the universes will result in the prices changing

<sup>5</sup> Split Pricing will be published for December in Advance of AB Deadline

<sup>6</sup> Please consult the Negotiations Team regarding availability of W15-34, as a trading audience, in 2016 for your client

<sup>7</sup> Limited availability for Women25-44