

Rates 2019

## TV Fixed Prices January – December

2019

Audience	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Adults 15+	€7.20	€7.89	€8.80	€10.25	€11.42	€11.63	€7.47	€7.33	€12.87
Adults 15 - 24	€117.94	€130.66	€154.34	€179.00	€204.00	€171.67	€124.05	€126.88	€217.81
Adults 15 - 34	€52.03	€54.29	€61.76	€77.55	€85.00	€73.76	€51.25	€54.10	€102.40
Adults 25 - 44	€35.25	€37.30	€40.66	€50.64	€55.20	€52.14	€39.11	€40.23	€65.02
Adults ABC1	€24.03	€25.51	€30.56	€35.66	€37.96	€41.14	€24.25	€23.97	€43.81
Men 15+	€18.16	€18.82	€21.30	€24.49	€26.42	€24.01	€16.77	€17.08	€32.02
Men 15 - 34	€103.97	€120.20	€128.86	€173.32	€193.63	€160.36	€92.68	€105.50	€221.97
Men ABC1	€60.78	€64.03	€76.76	€83.98	€94.26	€89.27	€50.42	€53.72	€101.81
Women 15+	€11.94	€13.57	€14.99	€17.61	€20.11	€22.57	€13.46	€12.83	€21.50
Women 25 - 44	€69.55	€69.94	€81.19	€98.34	€105.01	€91.52	€71.96	€70.64	€113.01
Women ABC1	€39.62	€42.27	€50.64	€61.86	€63.37	€76.26	€46.73	€43.23	€76.79
Housekeepers	€11.76	€13.22	€13.95	€17.28	€18.10	€19.40	€12.04	€11.97	€21.13
HK with Kids	€57.96	€66.68	€74.01	€86.95	€97.87	€105.63	€73.26	€73.70	€117.53
Children 4 - 14	€15.08	€18.12	€20.32	€25.32	€26.47	€28.54	€17.60	€17.59	€33.39
Toys & Games									€36.00
Adults 18-34	€60.80	€68.98	€73.45	€86.31	€97.85	€85.96	€59.96	€64.26	€122.24
Men 18 - 34	€120.55	€132.44	€159.51	€181.85	€218.34	€196.77	€109.48	€129.58	€250.58

1. Kids / Toys & Games prices are for airtime bought in TRTÉ time.
2. The 18-34 Audiences listed in the table are available for trading for alcohol brands only.
3. Split Pricing will be published for December in Advance of AB Deadline, and will not apply to the supermarket category.
4. Limited availability for Women 25-44.
5. Prices are based on the relevant universes in operation at the time of publishing. Any changes to the universes will result in price changes.

Revised 7<sup>th</sup> June 2019

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Audience	Sep	Oct	Oct	Nov	Nov	Nov	Dec	Dec	Dec
	Cable, Satellite & Telcos Price		Cable, Satellite & Telcos Price		Cable, Satellite & Telcos Price	Supermarket Price		Cable, Satellite & Telcos Price	Supermarket Price
Adults 15+	€14.80	€13.00	€14.96	€13.83	€15.91	€15.91	€10.09	€11.61	€11.61
Adults 15 - 24	€250.48	€227.61	€261.75	€252.25	€290.09	€290.09	€156.05	€179.46	€179.46
Adults 15 - 34	€117.76	€99.53	€114.46	€112.01	€128.81	€128.81	€82.32	€94.67	€94.67
Adults 25 - 44	€74.78	€66.36	€76.31	€71.22	€81.90	€81.90	€54.94	€63.18	€63.18
Adults ABC1	€50.38	€44.41	€51.07	€45.69	€52.55	€52.55	€36.13	€41.55	€41.55
Men 15+	€36.82	€29.25	€33.64	€31.69	€36.44	€36.44	€24.23	€27.87	€27.87
Men 15 - 34	€255.27	€236.04	€271.45	€245.02	€281.77	€281.77	€188.06	€216.27	€216.27
Men ABC1	€117.08	€103.39	€118.89	€114.73	€131.94	€131.94	€95.28	€109.57	€109.57
Women 15+	€24.73	€23.41	€26.92	€24.55	€28.23	€28.23	€17.30	€19.89	€19.89
Women 25 - 44	€129.96	€125.93	€144.82	€118.41	€136.17	€136.17	€92.55	€106.44	€106.44
Women ABC1	€88.31	€77.73	€89.39	€75.78	€87.14	€87.14	€58.07	€66.78	€66.78
Housekeepers	€24.30	€22.52	€25.89	€24.19	€27.82	€27.82	€16.76	€19.28	€19.28
HK with Kids	€135.16	€113.32	€130.32	€129.65	€149.09	€149.09	€88.42	€101.69	€101.69
Children 4 - 14		€37.95		€38.25			€21.27		
Toys & Games		€56.00		€56.00			€36.00		
Adults 18-34	€140.58	€117.39	€134.99	€141.14	€162.31	€162.31	€97.02	€111.58	€111.58
Men 18 - 34	€288.17	€281.75	€324.01	€339.69	€390.64	€390.64	€229.57	€264.01	€264.01

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