

February 2016 All Audiences (Revised)

AUDIENCE	CPT (€)
Adults 15+	€9.39
Adults 15-24	€130.20
Adults 15-34	€53.13
Adults 25-44	€37.68
Adults ABC1	€29.86
Men 15+	€21.82
Men 15-34	€123.42
Men ABC1	€72.80
Women 15+	€16.48
Women 15-34	withdrawn
Women 25-44	€71.48
Women ABC1	€50.77
Housekeepers	€15.92
HK with Kids	€69.03
HK ABC1	€55.62
Children	€16.48
Adults 18-34	€60.88
Men 18-34	€137.30
Women 18-34	€109.41

Effective from 5pm, Tuesday 2nd February

Note: Any change in campaign details including short term buying strategy changes, late/additional monies, changes in commercial length, audience or date must be put in writing.

All changes or amendments to campaigns will be subject to short term price.

Please contact a member of the Implementation Team in advance of sending in a new booking or if you are making an amendment to an existing booking.

Implementation Team Contact Details:

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