

# Fixed Prices January – December 2014

Audience	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec <sup>4</sup>
Adults 15+	5.48	6.61	7.54	9.04	9.40	10.40	6.59	6.59	10.54	10.88	11.32	7.73
Adults 15-24	65.21	77.30	89.28	117.04	113.86	116.44	69.70	69.70	136.50	143.09	144.63	88.16
Adults 15-34	25.85	31.63	35.77	44.00	45.13	48.20	31.82	31.82	54.95	57.58	61.77	43.04
Adults 25-44	19.66	23.64	26.39	30.84	31.76	36.85	25.88	25.88	41.13	42.56	45.08	30.77
Adults ABC1	18.69	22.26	26.47	31.56	31.33	35.64	23.19	23.19	36.47	38.24	39.57	29.14
Men 15+	13.23	15.61	17.40	21.22	21.76	23.43	15.18	15.18	25.09	26.22	27.58	18.85
Men 15-34	64.43	77.58	85.69	102.07	109.28	112.20	70.82	70.82	131.98	142.03	144.63	103.30
Men ABC1	46.03	53.89	63.14	74.09	74.46	83.52	55.45	55.45	87.18	89.55	96.49	71.55
Women 15+	9.34	11.45	13.32	15.75	16.56	18.71	11.64	11.64	18.19	18.59	19.20	13.11
Women 15-34	43.17	53.40	61.40	77.34	76.88	84.50	57.78	57.78	94.14	96.83	107.82	73.79
Women 25-44 <sup>1</sup>	35.19	43.27	48.33	57.20	59.75	60.51	43.45	43.45	69.78	74.11	74.85	51.97
Women ABC1	31.46	37.92	45.58	54.97	54.09	62.16	39.85	39.85	62.68	66.73	67.09	49.16
Housekeepers	9.50	11.48	13.63	15.81	16.45	18.06	10.75	10.75	17.91	18.62	19.72	13.46
HK with Kids	38.69	47.77	56.39	65.28	66.79	80.12	52.21	52.21	77.14	79.25	83.37	58.27
HK ABC1	34.19	39.92	48.41	57.20	55.06	59.74	39.14	39.14	65.72	66.49	71.46	52.05
Children <sup>2</sup>	11.53	14.37	15.54	18.85	19.38	21.27	11.00	11.00	21.00	23.00	23.00	14.00
Toys & Games <sup>2</sup>									25.00	40.00	40.00	26.00*
Adults 18-34 <sup>3</sup>	28.83	36.58	41.03	48.84	52.63	55.97	36.60	36.60	62.27	66.59	72.65	51.25
Men 18-34 <sup>3</sup>	71.13	86.24	94.19	113.65	128.31	128.28	80.84	80.84	153.32	167.05	177.81	130.46
Women 18-34 <sup>3</sup>	48.49	63.54	72.70	85.64	89.22	99.30	66.89	66.89	104.86	110.73	122.84	84.42

**Jan-Jun Issued 18<sup>th</sup> November 2013 / Jul-Dec Issued 16<sup>th</sup> April 2014 / Terms & Conditions Apply**

<sup>1</sup> Limited Availability

<sup>2</sup> Kids / Toys & Games prices are for airtime bought in TRTÉ time \* Note: Dec Toys & Games CPT only applies to campaigns running 1/12/14 – 14/12/14.

<sup>3</sup> The final three audiences listed in the table are available for trading for alcohol brands only

<sup>4</sup> December CPTs only apply to campaigns that are running all month. Split Pricing will be published for December in Advance of AB Deadline.