

Fixed Prices January - December 2017

Audience	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Nov Supermarket Price	Dec	Dec Supermarket Price
Adults 15+	€6.83	€7.76	€8.75	€10.81	€11.92	€12.54	€7.47	€7.26	€12.39	€12.53	€14.17	€16.29	€9.34	€10.75
Adults 15-24	€104.09	€121.52	€143.54	€169.53	€196.76	€175.24	€112.77	€107.71	€186.78	€200.38	€233.74	€268.80	€142.48	€163.85
Adults 15-34	€43.23	€47.57	€54.56	€69.82	€77.28	€71.11	€45.44	€45.42	€83.32	€84.67	€97.96	€112.65	€70.09	€80.61
Adults 25-44	€31.13	€32.92	€36.82	€45.91	€50.04	€51.18	€36.17	€36.17	€56.76	€59.08	€63.40	€72.90	€47.04	€54.10
Adults ABC1	€22.82	€25.42	€30.17	€38.18	€39.36	€44.47	€25.29	€24.82	€45.28	€44.55	€48.74	€56.05	€34.87	€40.11
Men 15+	€16.94	€18.01	€20.56	€25.41	€27.11	€25.55	€17.63	€17.13	€29.52	€26.87	€32.03	€36.84	€21.77	€25.04
Men 15-34	€106.89	€113.00	€120.37	€167.15	€189.74	€169.42	€94.56	€93.74	€193.14	€205.75	€217.98	€250.68	€168.13	€193.35
Men ABC1	€55.60	€62.25	€72.87	€87.68	€92.68	€93.11	€53.50	€56.24	€104.73	€98.06	€120.17	€138.19	€88.34	€101.59
Women 15+	€11.43	€13.64	€15.23	€18.83	€21.28	€24.64	€12.97	€12.61	€21.37	€23.50	€25.41	€29.23	€16.38	€18.84
Women 25-44	€60.35	€63.64	€77.47	€88.54	€96.41	€90.89	€65.20	€65.20	€99.28	€116.06	€109.24	€125.62	€81.35	€93.56
Women ABC1	€38.72	€42.97	€51.49	€67.64	€68.45	€85.13	€47.98	€44.52	€79.97	€81.78	€82.28	€94.62	€57.85	€66.53
Housekeepers	€11.53	€13.34	€14.93	€19.10	€20.23	€21.70	€12.80	€12.87	€21.86	€23.06	€25.55	€29.38	€16.31	€18.75
HK with Kids	€51.75	€61.14	€69.11	€81.98	€91.45	€106.80	€70.32	€70.72	€107.58	€103.09	€119.17	€137.04	€78.45	€90.22
Children 4-14	€14.54	€17.46	€19.60	€24.40	€25.51	€27.49	€17.02	€17.01	€30.74	€34.96	€35.22		€19.60	
Toys & Games									€34.00	€53.00	€53.00		€34.00	
Adults 18-34	€48.76	€57.25	€63.79	€75.58	€87.30	€82.01	€51.21	€51.20	€96.78	€98.09	€124.77	€143.48	€80.35	€92.40
Men 18-34	€119.67	€128.41	€150.08	€175.01	€209.19	€195.37	€113.52	€112.56	€213.31	€241.28	€282.80	€325.22	€205.85	€236.72

⁵Limited availability for Women 25-44
 REVISED 15th June