

Fixed Prices January - December 2018

Audience	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Nov Supermarket Price	Dec	Dec Supermarket Price
Adults 15+	€6.85	€7.79	€8.78	€10.86	€11.97	€12.59	€7.50	€7.29	€13.05	€13.21	€14.93	€17.17	€9.85	€11.33
Adults 15-24	€103.11	€120.38	€142.19	€167.93	€194.90	€173.59	€111.80	€106.70	€194.29	€208.44	€243.12	€279.59	€148.23	€170.47
Adults 15-34	€43.27	€47.61	€54.61	€69.89	€77.35	€71.17	€45.49	€45.46	€87.57	€88.99	€102.99	€118.44	€73.66	€84.71
Adults 25-44	€31.40	€33.20	€37.14	€46.31	€50.47	€51.62	€36.50	€36.51	€60.12	€62.60	€67.15	€77.22	€49.85	€57.33
Adults ABC1	€22.83	€25.43	€30.19	€38.20	€39.39	€44.50	€25.31	€24.85	€47.59	€46.81	€51.21	€58.89	€36.63	€42.12
Men 15+	€17.01	€18.08	€20.64	€25.51	€27.22	€25.65	€17.69	€17.18	€31.07	€28.29	€33.74	€38.80	€22.91	€26.35
Men 15-34	€107.08	€113.21	€120.59	€167.46	€190.09	€169.73	€94.77	€93.92	€203.24	€216.44	€222.56	€255.95	€176.86	€203.38
Men ABC1	€55.68	€62.34	€72.97	€87.80	€92.81	€93.25	€53.54	€56.21	€109.85	€102.89	€125.63	€144.48	€92.14	€105.96
Women 15+	€11.48	€13.69	€15.29	€18.90	€21.36	€24.74	€13.03	€12.65	€22.51	€24.77	€26.79	€30.81	€17.28	€19.87
Women 25-44	€61.00	€64.32	€78.30	€89.49	€97.44	€91.87	€65.91	€65.90	€105.37	€123.25	€115.95	€133.34	€86.35	€99.30
Women ABC1	€38.72	€42.97	€51.49	€67.64	€68.45	€85.13	€47.99	€44.54	€83.96	€85.86	€86.42	€99.38	€60.79	€69.91
Housekeepers	€11.61	€13.44	€15.05	€19.25	€20.38	€21.86	€12.90	€12.97	€23.13	€24.39	€27.01	€31.06	€17.27	€19.86
HK with Kids	€51.95	€61.38	€69.38	€82.29	€91.79	€107.21	€70.59	€70.98	€113.30	€108.71	€125.60	€144.44	€82.73	€95.14
Children 4-14	€14.44	€17.35	€19.46	€24.24	€25.34	€27.31	€16.91	€16.90	€32.07	€36.47	€36.75		€20.44	
Toys & Games									€34.00	€53.00	€53.00		€34.00	
Adults 18-34	€48.98	€57.50	€64.07	€75.91	€87.68	€82.36	€51.44	€51.43	€102.08	€103.45	€131.62	€151.36	€84.74	€97.45
Men 18-34	€120.20	€128.99	€150.75	€175.80	€210.13	€196.25	€114.04	€113.07	€225.04	€254.60	€298.00	€342.70	€217.14	€249.71

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 Dec 14th 2017 (to reflect new Jan 2018 Universes)