



July 2016

Certain Audiences

AUDIENCE	CPT (€)
Adults 15+	€7.42
Adults 15-24	€108.89
Adults 15-34	€48.88
Adults 25-44	€38.16
Adults ABC1	€27.08
Men 15+	€17.56
Men 15-34	€98.15
Men ABC1	€62.28
Women 15+	€12.84
Women 15-34	withdrawn
Women 25-44	€66.94
Women ABC1	€47.97
Housekeepers	€12.09
HK with Kids	€72.80
HK ABC1	€50.09
Children 4-14	€15.90
Adults 18-34	€56.11
Men 18-34	€118.53
Women 18-34	€106.58

Effective from 12 noon, Wednesday 22nd June, 2016

Market Price now applies to new bookings and any amendments to the Supermarket Category from 21st November to the 30th November, effective immediately.

All changes or amendments to campaigns already booked 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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