

# 2021

## Rates 2021 TV Fixed Prices January – December RTÉ Media Sales

Audience	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Sept Cable, Satellite & Telcos Price	Oct	Oct Cable, Satellite & Telcos Price	Nov	Nov Supermarket, Cable, Satellite & Telcos Price	Dec	Dec Supermarket, Cable, Satellite & Telcos Price
Adults 15+	€7.51	€8.03	€8.56	€9.97	€11.84	€11.44	€7.45	€7.15	€12.91	€14.85	€13.29	€15.28	€14.15	€16.27	€10.52	€12.10
Adults 15-24	€130.71	€142.96	€170.93	€180.54	€207.99	€190.03	€123.81	€134.20	€250.66	€288.26	€255.00	€293.25	€274.74	€315.96	€187.96	€216.15
Adults 15-34	€58.04	€59.52	€67.72	€80.52	€89.69	€81.80	€53.64	€59.06	€120.12	€138.14	€115.74	€133.10	€126.77	€145.79	€98.32	€113.07
Adults 25-44	€39.57	€41.27	€44.21	€52.55	€60.03	€55.10	€40.18	€41.36	€75.24	€86.53	€78.32	€90.07	€81.81	€94.08	€63.91	€73.50
Adults ABC1	€23.49	€24.92	€29.87	€34.86	€37.14	€40.24	€23.46	€23.20	€40.04	€46.05	€40.57	€46.66	€41.81	€48.08	€33.01	€37.97
Men 15+	€18.31	€19.01	€19.55	€22.80	€27.80	€23.07	€16.67	€15.71	€30.58	€35.16	€29.68	€34.13	€32.54	€37.42	€24.76	€28.47
Men 15-34	€112.79	€120.13	€151.92	€208.48	€199.22	€153.80	€107.43	€130.23	€291.90	€335.68	€261.75	€301.01	€306.29	€352.23	€223.92	€257.51
Men ABC1	€54.86	€58.88	€72.12	€81.21	€87.11	€93.53	€47.20	€53.49	€95.74	€110.11	€95.55	€109.89	€105.52	€121.35	€87.45	€100.56
Women 15+	€12.73	€13.92	€15.24	€17.72	€20.65	€22.70	€13.48	€13.12	€22.33	€25.68	€24.07	€27.68	€25.03	€28.79	€18.29	€21.04
Women 25-44	€78.69	€76.06	€77.46	€92.82	€109.29	€119.74	€77.10	€67.95	€134.51	€154.69	€137.08	€157.64	€149.79	€172.26	€125.99	€144.89
Women ABC1	€41.14	€43.28	€51.07	€61.16	€64.85	€70.71	€46.65	€41.01	€68.95	€79.29	€70.62	€81.21	€69.39	€79.80	€53.17	€61.15
Housekeepers	€12.11	€12.73	€13.32	€16.14	€18.39	€18.76	€11.93	€11.77	€21.29	€24.48	€21.70	€24.95	€23.65	€27.20	€16.89	€19.42
HK with Kids	€64.17	€72.51	€80.40	€94.40	€108.77	€112.72	€72.18	€72.31	€131.72	€151.47	€128.41	€147.67	€145.55	€167.38	€103.16	€118.63
Children 4-14	€16.54	€19.88	€22.30	€27.78	€29.04	€31.31	€19.40	€19.39	€39.15	€0.00	€44.52	€0.00	€44.82	€0.00	€24.94	€0.00
Toys & Games									€42.80		€66.34		€66.34		€42.80	
Adults 18-34	€70.62	€75.75	€79.45	€90.02	€102.92	€96.27	€64.84	€70.22	€143.68	€165.23	€137.89	€158.58	€160.21	€184.24	€119.87	€137.85
Men 18-34	€139.81	€152.16	€176.84	€192.69	€236.61	€197.86	€122.55	€152.91	€333.41	€383.42	€355.60	€408.94	€442.45	€508.81	€282.01	€324.31

1. Kids / Toys & Games prices are for airtime bought in children's programming.
2. The 18-34 Audiences listed in the table are available for trading for alcohol brands only.
3. Split Pricing will be at an index of 1.15 from the 1st-24th Dec and 0.8 from the 26th-31st Dec and will not apply where category pricing is in place. CPT's for December split pricing will be published in advance of AB Deadlines.
4. TV Prices are based on the relevant universes in operation at the time of publishing. Any changes to the universes will result in price changes.
5. Limited availability for Women 25-44.
6. Published prices will be subject to quarterly review and republished if necessary.