

Fixed Prices January – December 2015

Audience	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Adults 15+	€5.91	€7.08	€8.08	€9.77	€10.07	€10.62	€7.06	€7.06	€11.41	€11.65	€12.13	€8.36
Adults 15-24	€82.15	€93.41	€109.75	€151.00	€146.85	€129.05	€91.34	€91.34	€169.16	€177.32	€174.82	€109.30
Adults 15-34	€31.68	€36.14	€43.10	€53.91	€54.40	€53.74	€38.36	€38.36	€66.23	€69.09	€72.53	€52.33
Adults 25-44	€24.00	€26.52	€30.61	€37.33	€37.82	€40.51	€30.81	€30.81	€47.73	€49.41	€50.56	€36.95
Adults ABC1	€20.25	€23.44	€27.86	€34.21	€32.99	€35.74	€24.24	€24.24	€39.52	€41.44	€41.67	€32.14
Men 15+	€14.20	€16.43	€18.31	€22.98	€22.89	€23.48	€15.99	€15.99	€27.18	€27.57	€29.03	€19.56
Men 15-34	€78.76	€87.91	€101.32	€124.77	€131.43	€127.02	€85.18	€85.18	€156.13	€170.06	€168.11	€126.36
Men ABC1	€50.49	€57.26	€67.11	€80.28	€79.77	€84.60	€59.38	€59.38	€95.36	€95.14	€102.55	€79.66
Women 15+	€10.13	€12.44	€14.48	€17.01	€18.00	€19.41	€12.65	€12.65	€19.68	€20.20	€20.84	€14.61
Women 15-34	€53.37	€61.81	€75.53	€95.57	€93.46	€93.78	€70.24	€70.24	€115.83	€117.20	€128.45	€89.95
Women 25-44	€43.67	€48.94	€59.03	€70.52	€71.83	€66.68	€51.36	€51.36	€80.38	€85.36	€83.38	€61.94
Women ABC1	€33.74	€39.61	€47.55	€59.53	€56.15	€61.79	€40.88	€40.88	€67.37	€73.33	€70.06	€53.76
Housekeepers	€10.23	€12.07	€14.34	€17.11	€17.29	€18.09	€11.57	€11.57	€19.39	€19.58	€20.74	€15.50
HK with Kids	€44.84	€51.98	€60.80	€72.37	€75.68	€86.38	€63.11	€63.11	€93.27	€89.96	€94.07	€65.76
HK ABC1	€37.54	€42.59	€51.65	€62.82	€58.73	€60.69	€43.01	€43.01	€72.15	€70.92	€76.23	€58.14
Children	€12.81	€15.96	€17.27	€20.95	€21.52	€22.78	€13.39	€13.39	€27.04	€31.21	€29.92	€17.69
Toys & Games									€26.00	€42.00	€42.00	€27.00
Adults 18-34	€34.89	€41.30	€48.38	€58.57	€62.62	€61.51	€43.55	€43.55	€74.09	€79.21	€85.30	€61.47
Men 18-34	€85.56	€96.80	€110.47	€135.56	€151.85	€140.65	€95.67	€95.67	€181.41	€197.63	€205.00	€155.61
Women 18-34	€59.00	€72.11	€86.16	€103.22	€106.70	€109.42	€79.99	€79.99	€125.42	€132.39	€146.26	€101.77

Terms & Conditions Apply

¹ July to December prices will be reviewed and amended should market conditions dictate

² Kids / Toys & Games prices are for airtime bought in TRTÉ time. Note: Dec Toys & Games CPT only applies to campaigns running 1/12/15 – 13/12/15.

³ The 18-34 Audiences listed in the table are available for trading for alcohol brands only

⁴ Prices are based on the relevant universe in operation at the time of publishing. Any changes to the universes will result in the prices changing

⁵ Split Pricing will be published for December in Advance of AB Deadline

⁶ Please consult the Negotiations Team regarding availability of W15-34, as a trading audience, in 2015 for your client

⁷ Limited availability for Women25-44