

## TV Short Term Pricing December 2018 Supermarket Category

<b>Audience</b>	<b>1st – 24th Dec</b>
<b>Adults 15+</b>	€12.46
<b>Adults 15-24</b>	€187.51
<b>Adults 15-34</b>	€93.19
<b>Adults 25-44</b>	€63.06
<b>Adults ABC1</b>	€46.34
<b>Men 15+</b>	€28.98
<b>Men 15-34</b>	€223.72
<b>Men ABC1</b>	€116.56
<b>Women 15+</b>	€21.85
<b>Women 25-44</b>	€109.23
<b>Women ABC1</b>	€76.90
<b>Housekeepers</b>	€21.84
<b>HK with Kids</b>	€104.66
<b>Adults 18-34</b>	€107.19
<b>Men 18-34</b>	€274.68