

TV Split Pricing December 2018

| Audience | 1 st – 24 th December | 26 th – 31 st December |
|---------------|---|--|
| Adults 15+ | €10.83 | €7.68 |
| Adults 15-24 | €163.06 | €115.62 |
| Adults 15-34 | €81.03 | €57.46 |
| Adults 25-44 | €54.83 | €38.88 |
| Adults ABC1 | €40.29 | €28.57 |
| Men 15+ | €25.20 | €17.87 |
| Men 15-34 | €194.54 | €137.95 |
| Men ABC1 | €101.35 | €71.87 |
| Women 15+ | €19.00 | €13.47 |
| Women 25-44 | €94.98 | €67.35 |
| Women ABC1 | €66.87 | €47.42 |
| Housekeepers | €18.99 | €13.47 |
| HK with Kids | €91.01 | €64.53 |
| Children 4-14 | €22.49 | €15.95 |
| Toys & Games | n/a | n/a |
| Adults 18-34 | €93.21 | €66.10 |
| Men 18-34 | €238.85 | €169.37 |

TERMS & CONDITIONS

The 26th – 31st Dec CPT's will not apply to:

- Campaigns that are running for 4 days or less
- Insurance or Motor Categories
- Any Retailers advertising sales
- Split pricing will not apply to the supermarket category