

Preisstruktur 2024: Sender TV25

Durchschnittlicher 30" TKP

| Total | Jan | Feb | Mrz | Apr | Mai | Jun | Jul | Aug | Sep | Okt | Nov | Dez | Total Year |
|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------------|
| Access | 73 | 85 | 124 | 130 | 129 | 112 | 71 | 84 | 141 | 140 | 141 | 127 | 112 |
| Prime | 98 | 113 | 166 | 173 | 173 | 150 | 112 | 112 | 189 | 187 | 189 | 170 | 153 |
| Late | 81 | 93 | 136 | 142 | 142 | 124 | 88 | 92 | 155 | 154 | 155 | 142 | 125 |
| Total | 91 | 105 | 155 | 162 | 161 | 140 | 101 | 104 | 175 | 174 | 175 | 158 | 142 |

Quelle: Preisgestaltung 2024, Evogenius Advertising (EvoAd), Personen 15-49 Jahre, Stand 04.10.2023.