

PREISSTRUKTUR 2025: SENDER 5+ DURCHSCHNITTLICHER 30" TKP

| Total | Jan | Feb | Mrz | Apr | Mai | Jun | Jul | Aug | Sep | Okt | Nov | Dez | Total Year |
|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------------|
| Access | 82 | 94 | 138 | 146 | 146 | 127 | 89 | 96 | 161 | 160 | 162 | 146 | 129 |
| Prime | 113 | 131 | 191 | 202 | 202 | 176 | 123 | 134 | 224 | 222 | 224 | 202 | 179 |
| Late | 89 | 103 | 151 | 155 | 160 | 139 | 97 | 105 | 177 | 176 | 177 | 160 | 141 |
| Total | 104 | 120 | 176 | 185 | 186 | 162 | 113 | 123 | 206 | 205 | 206 | 186 | 164 |

Quelle: Preisgestaltung 2025, Evogenius Advertising (EvoAd), Personen 15-49 Jahre, Stand 18.12.2024.