
INFORME DE INVERSIÓN PUBLICITARIA

Abril 2022

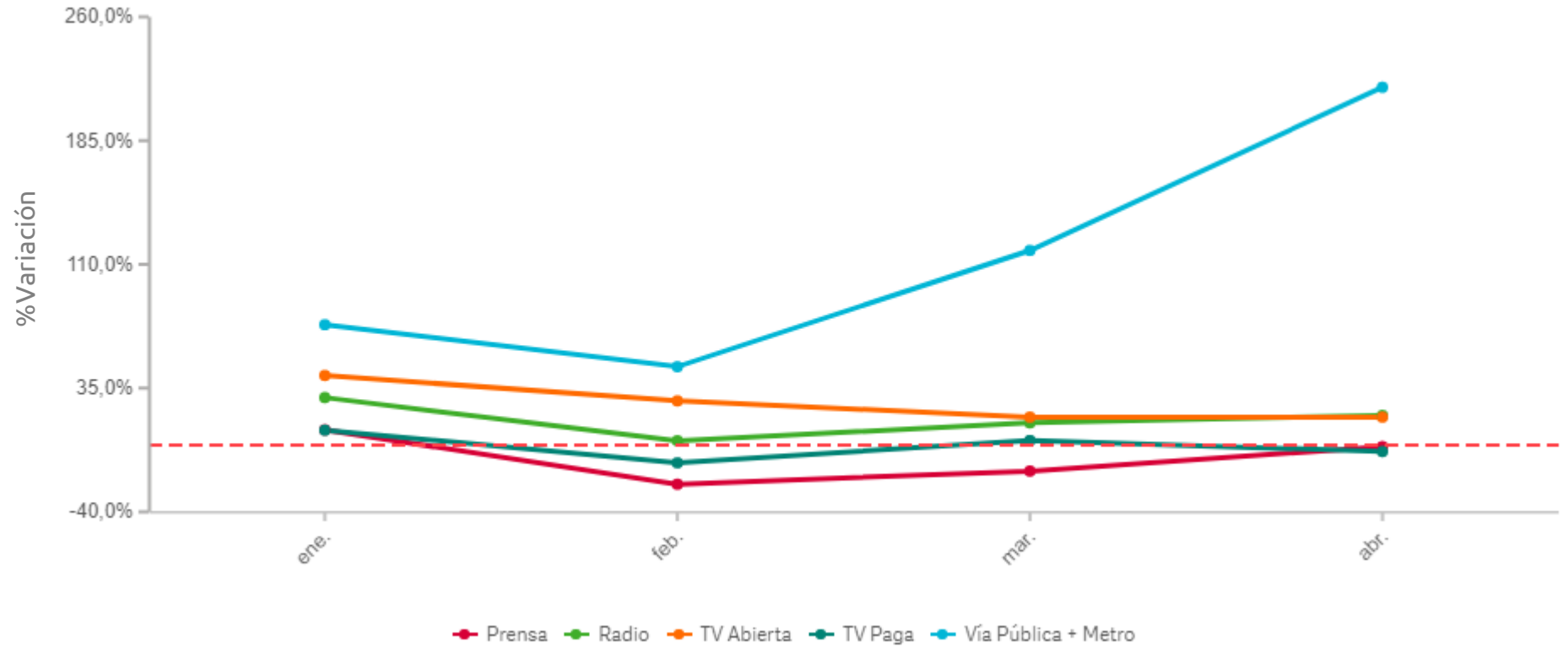


IMPORTANTE

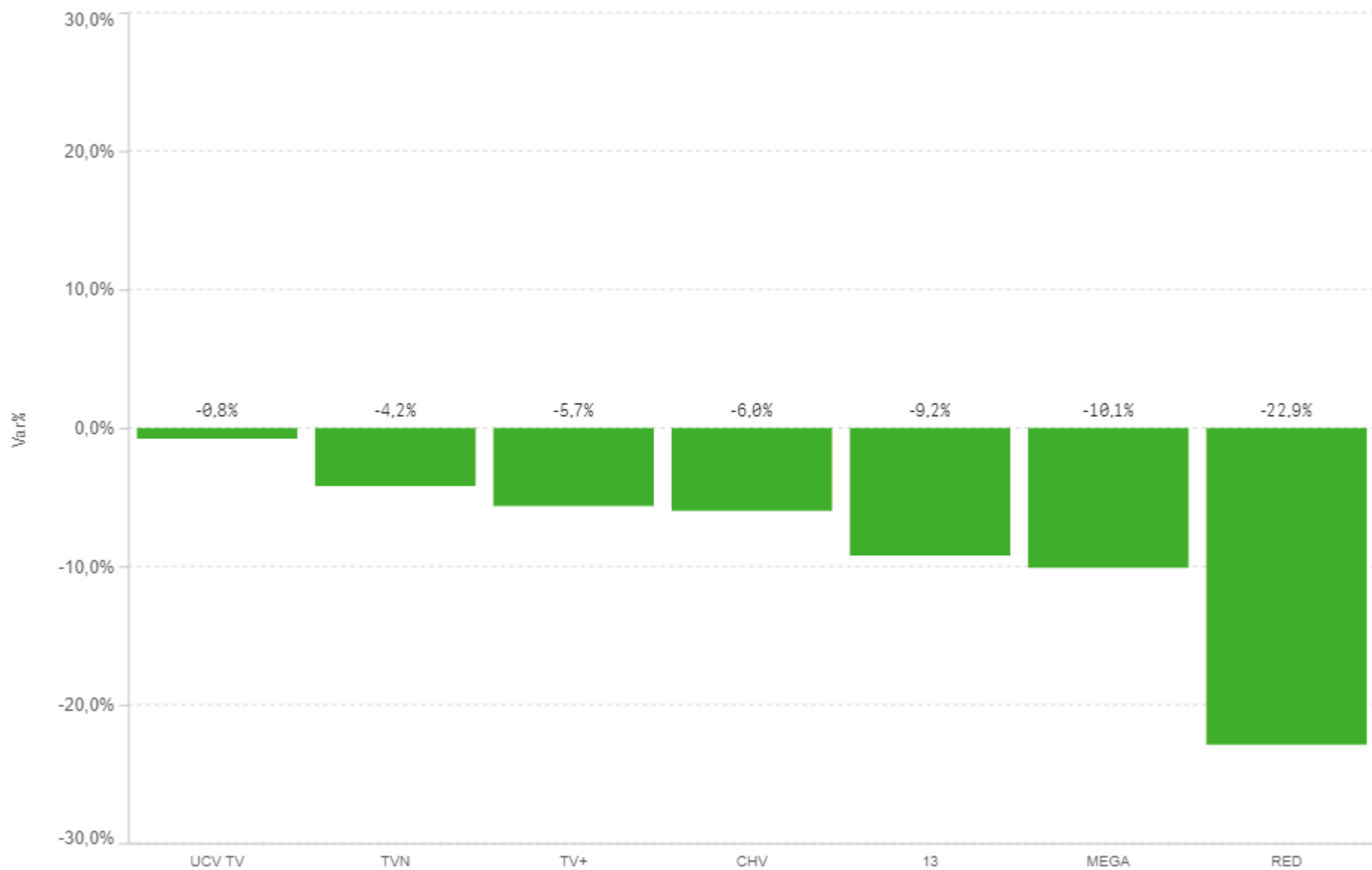
Los valores de inversión mostrados en este informe son deflactados en base a lo publicado por Megatime y la Asociación de Agencias de Medios (AAM)

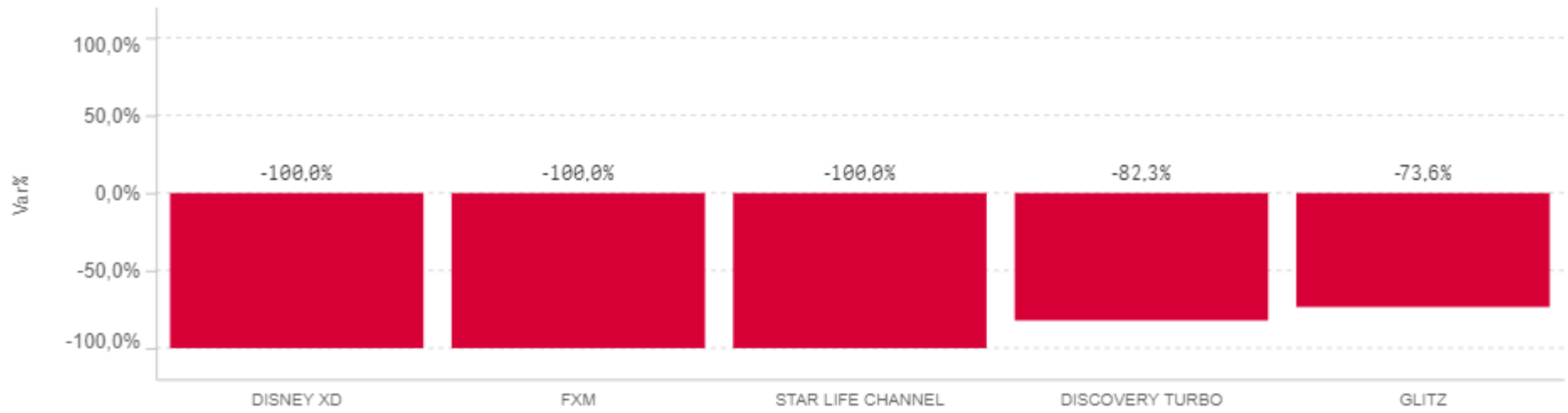
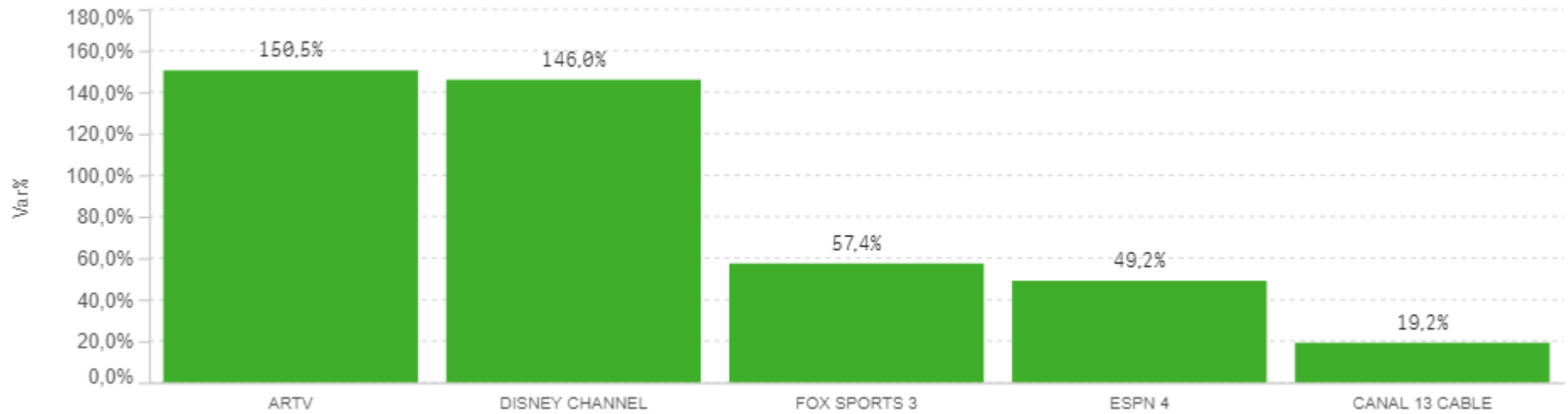
Inversión publicitaria mensual

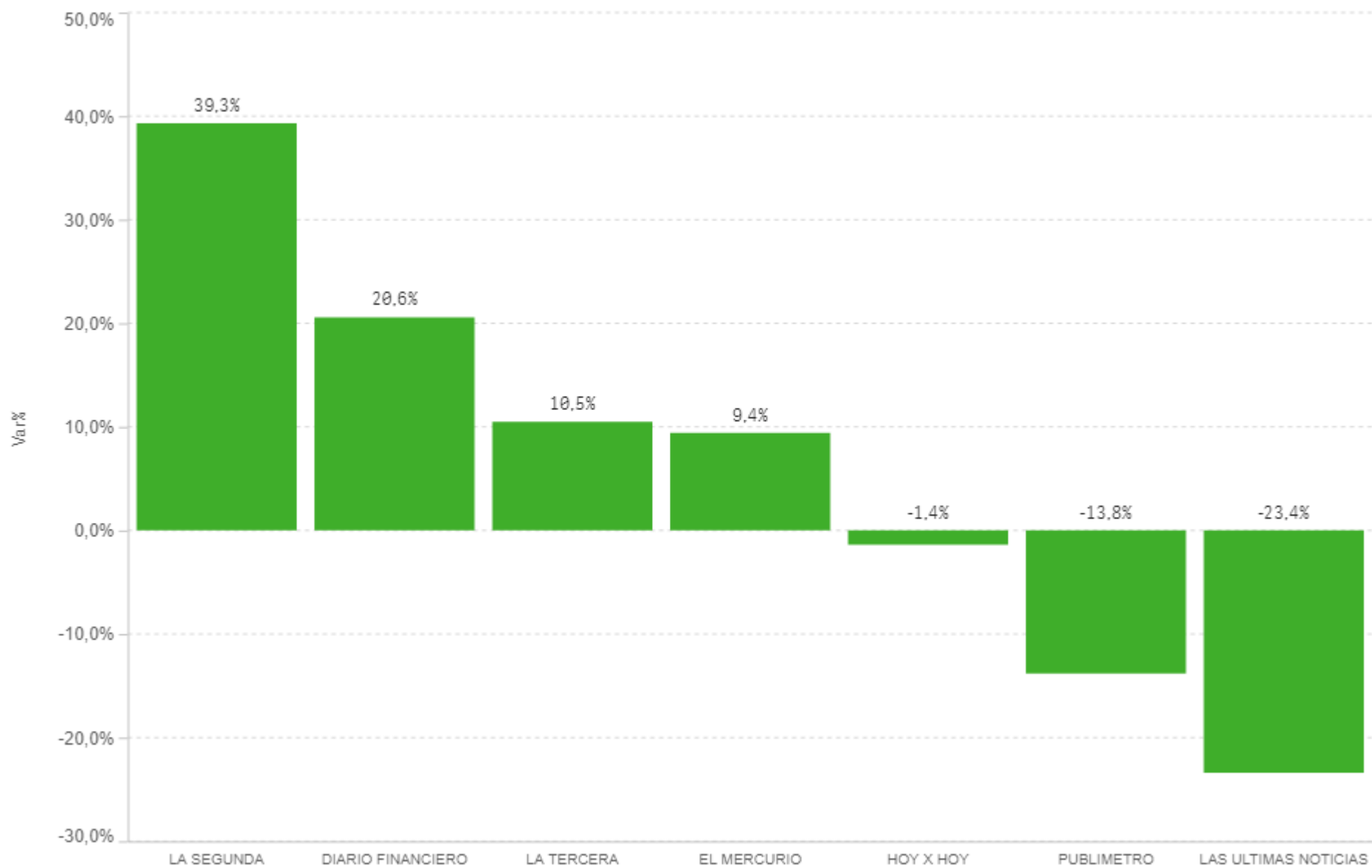
enero - Abril 2022 vs. 2021

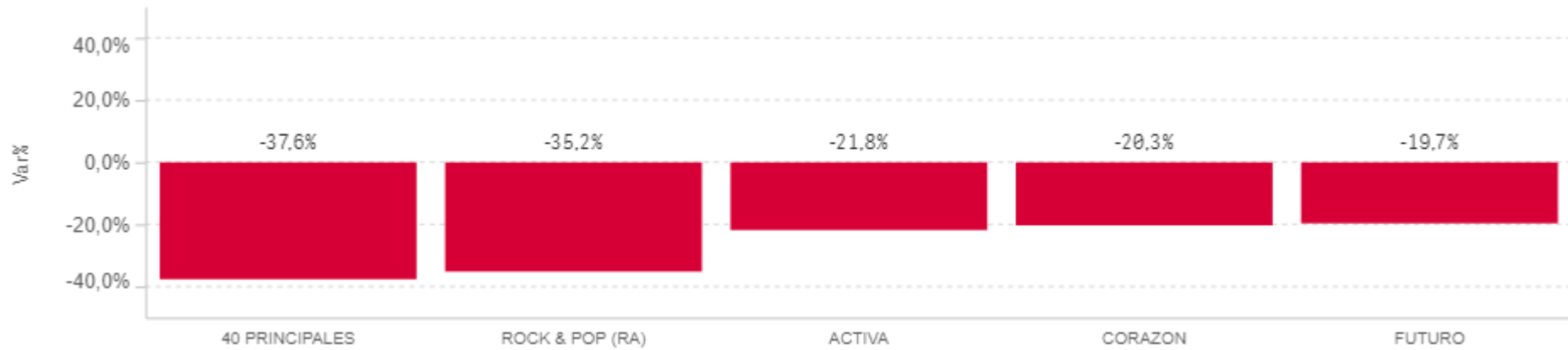
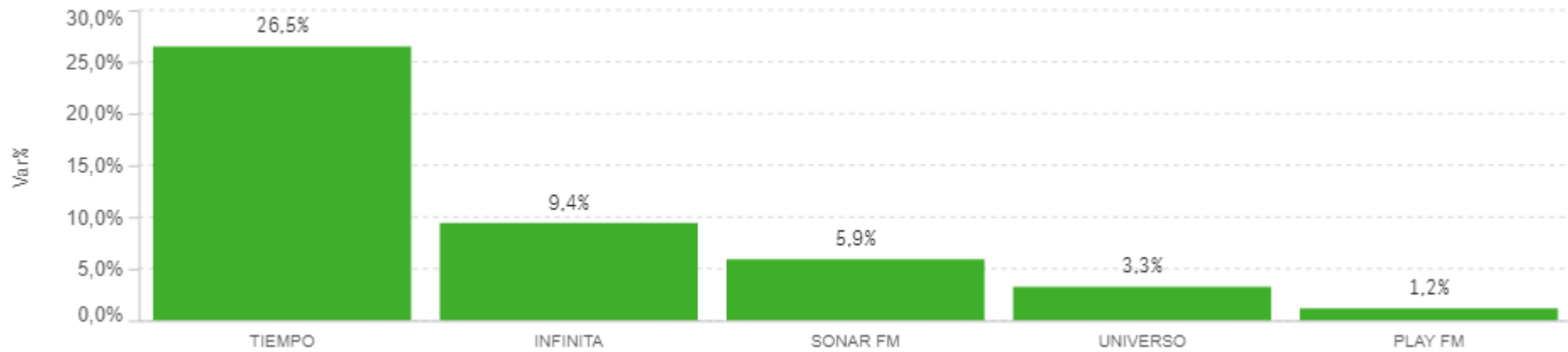


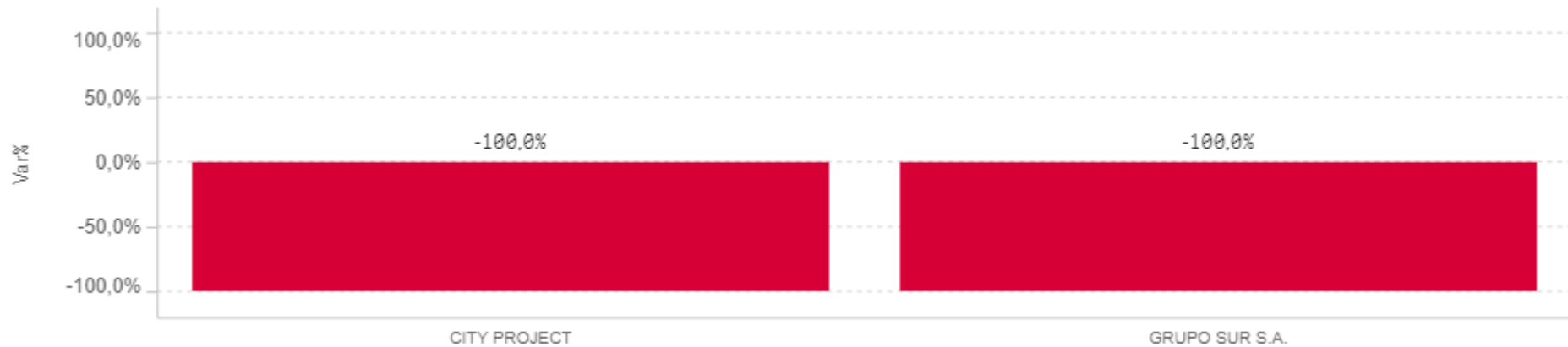
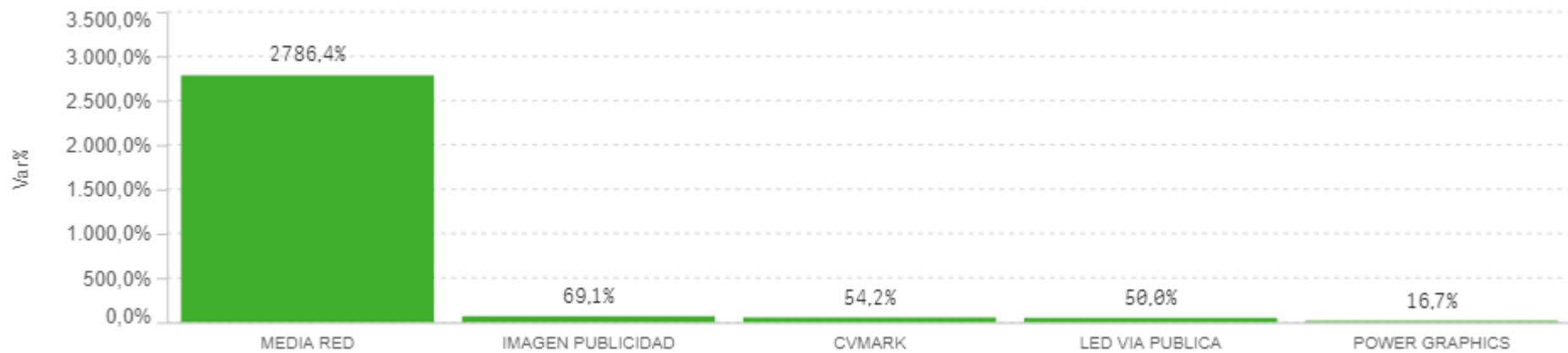
Medios	Prensa	Radio	TV Abierta	TV Paga	Vía Pública + Metro
%Var	-1,0% ↓	17,9% ↑	16,9% ↑	-3,9% ↓	216,8% ↑







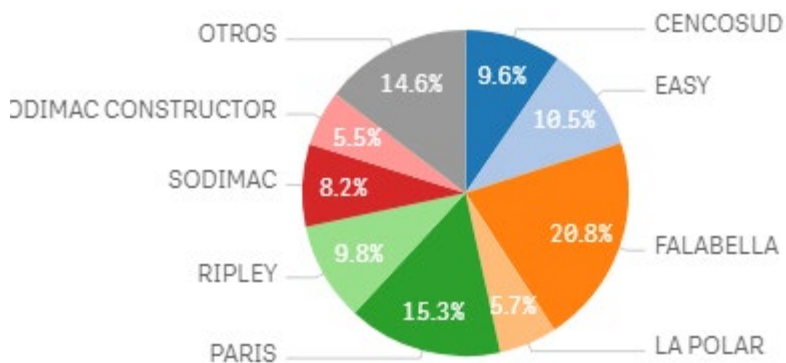




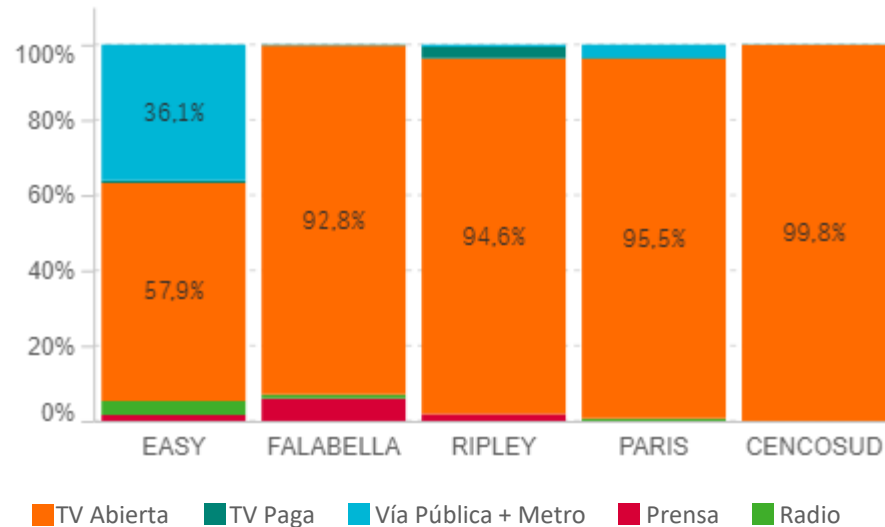
GRANDES TIENDAS POR DEPARTAMENTO

Abril 2022

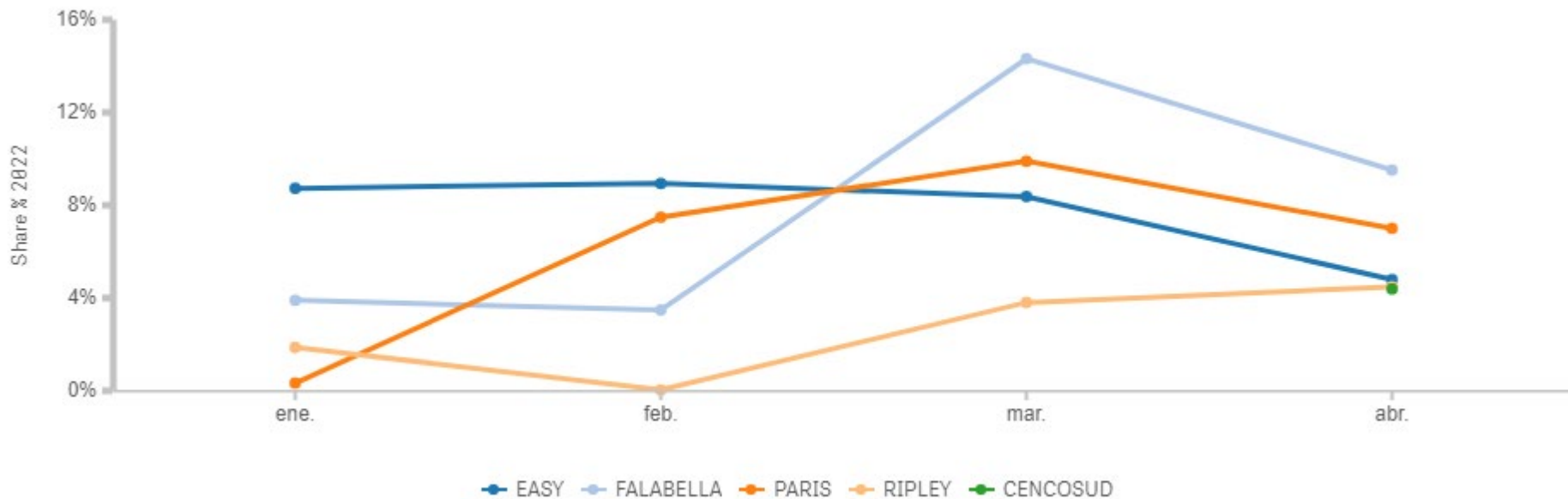
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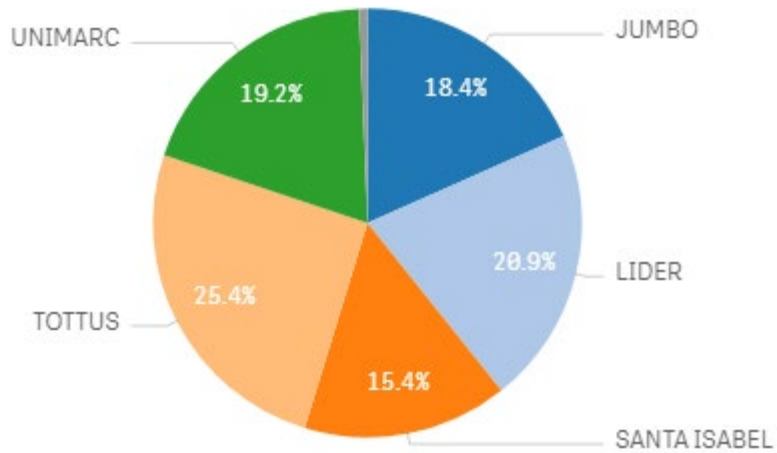
Mix de medios



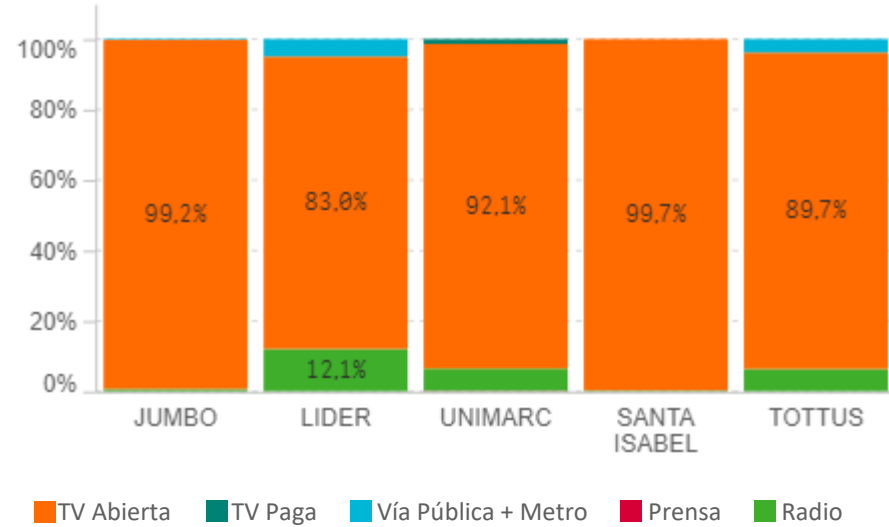
Estacionalidad



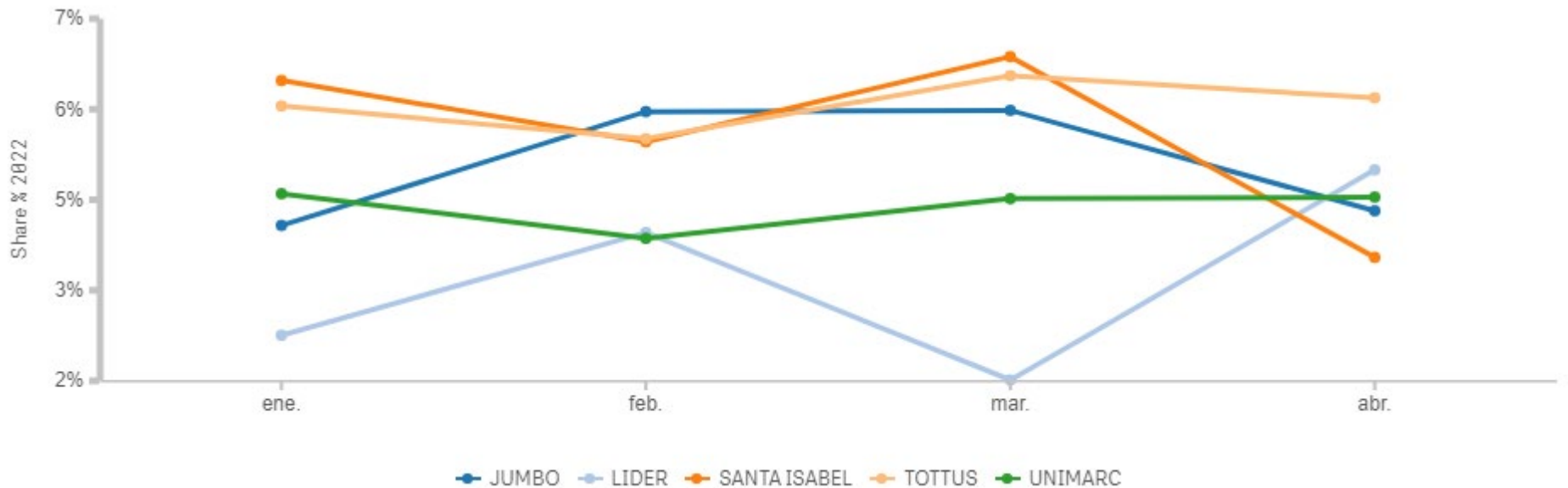
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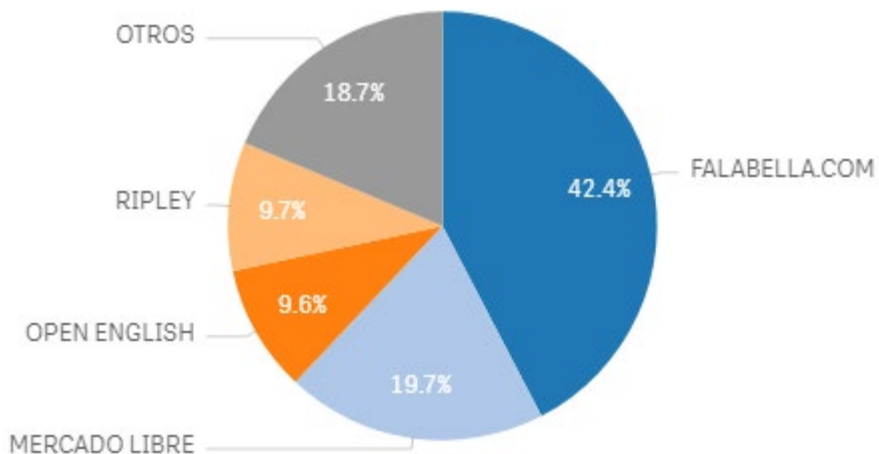
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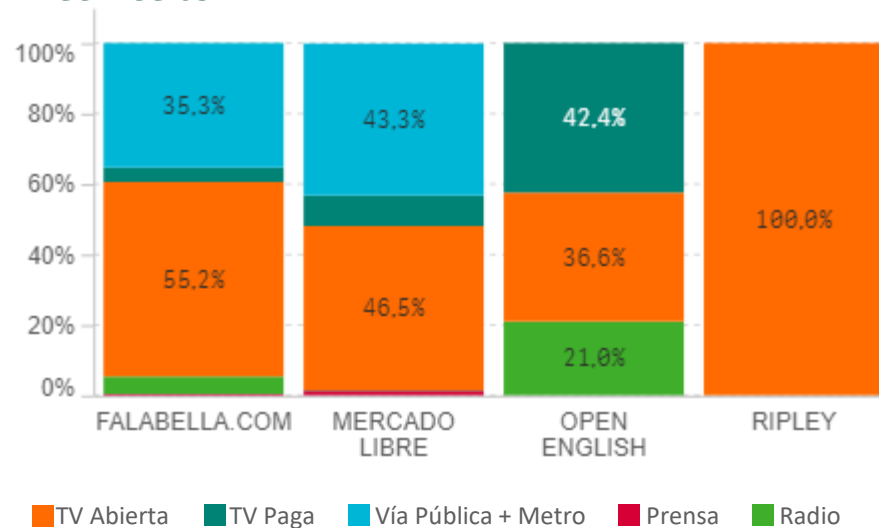
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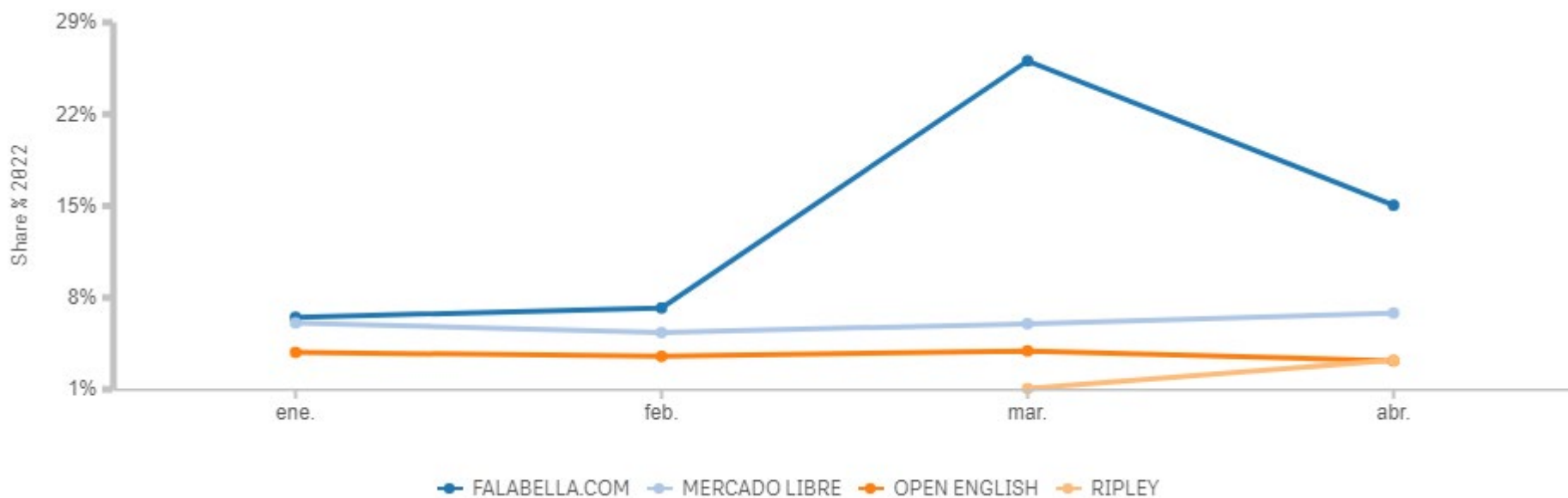
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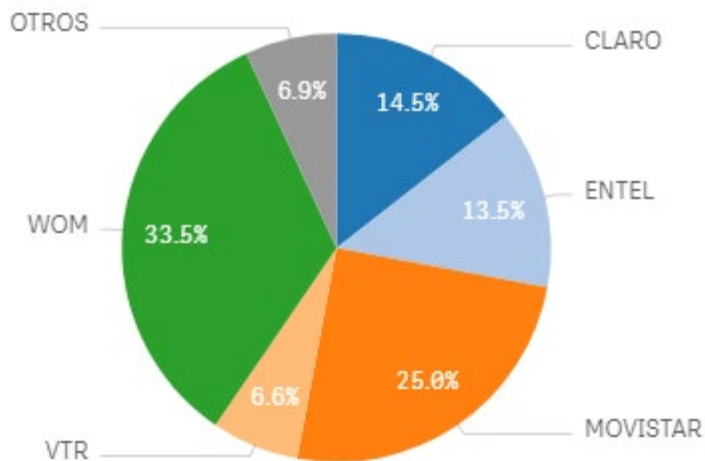
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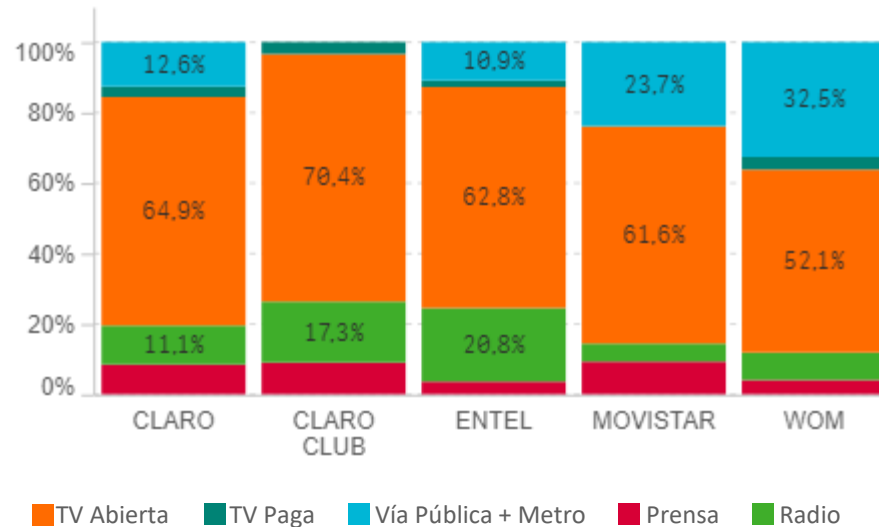
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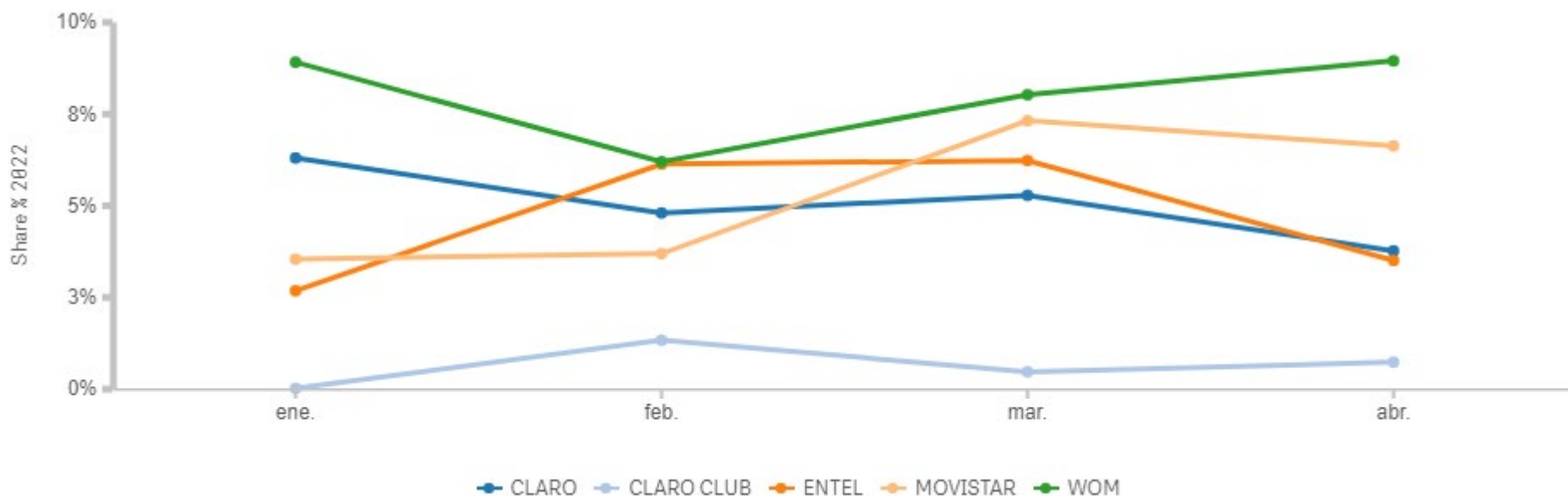
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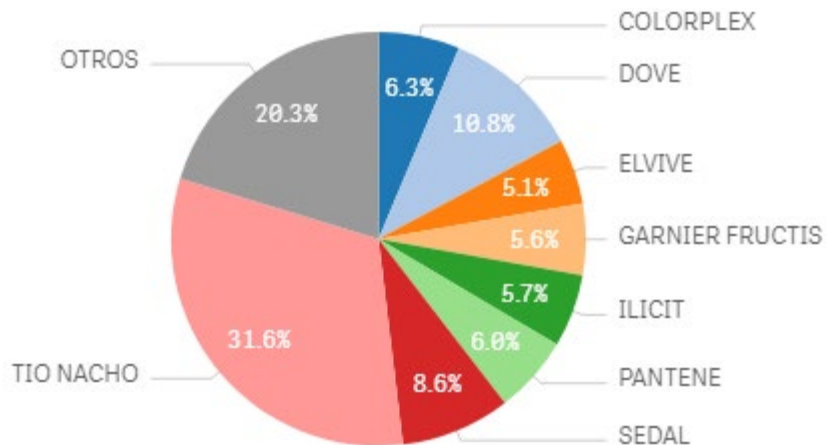
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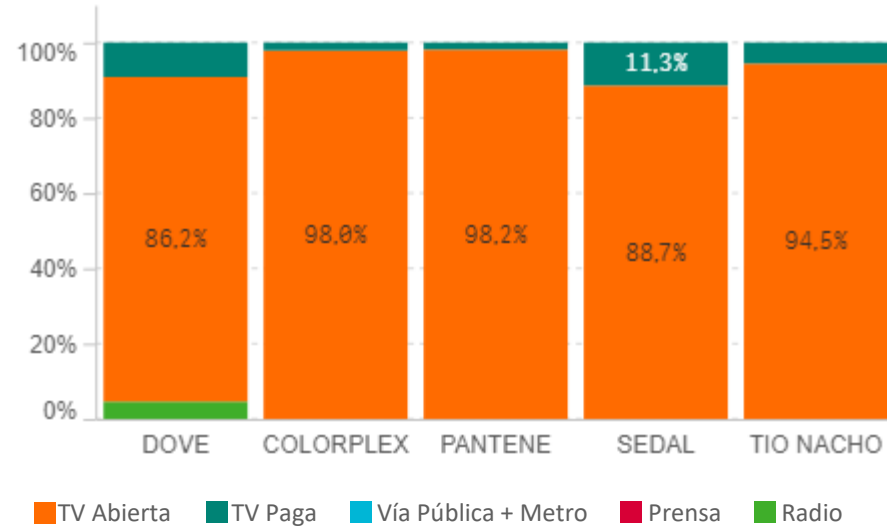
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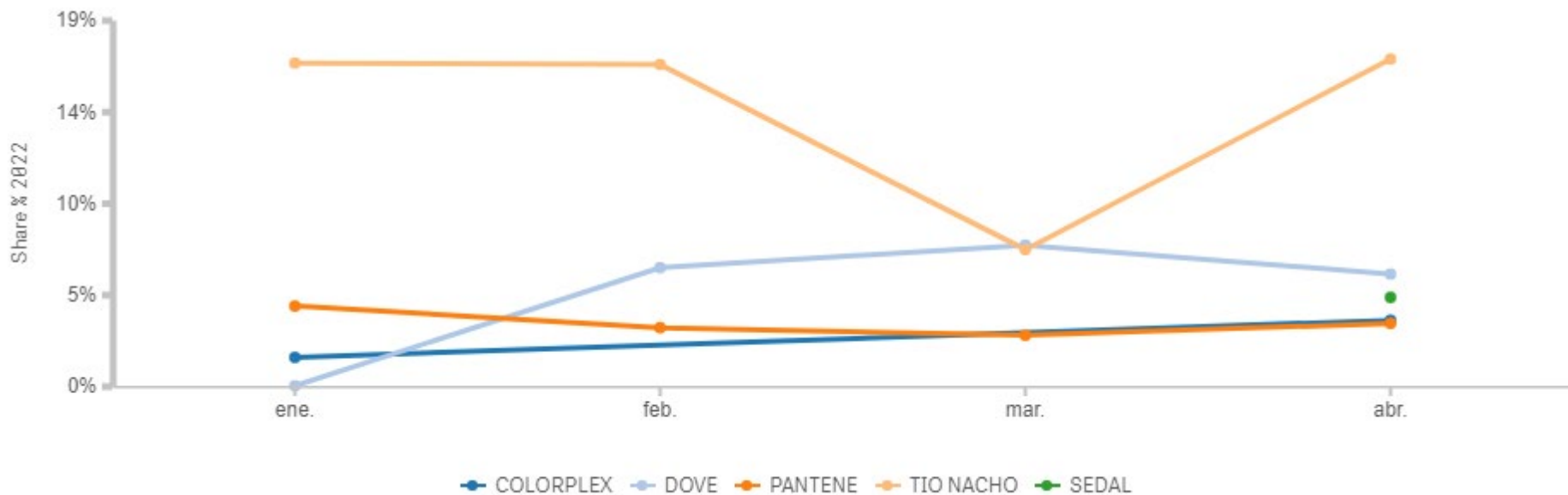
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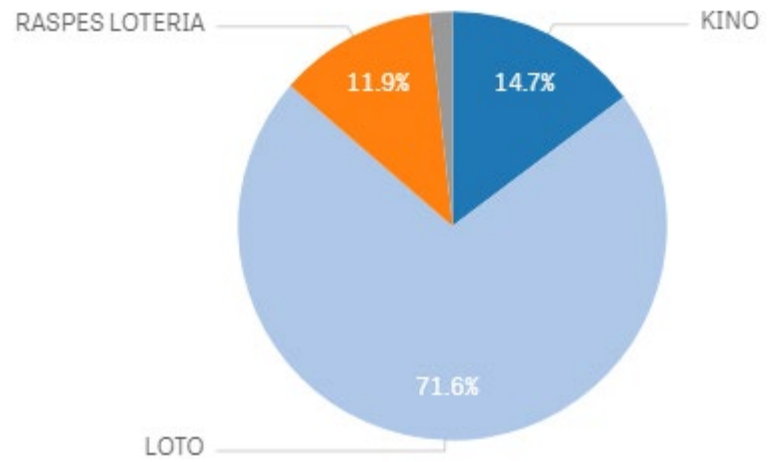
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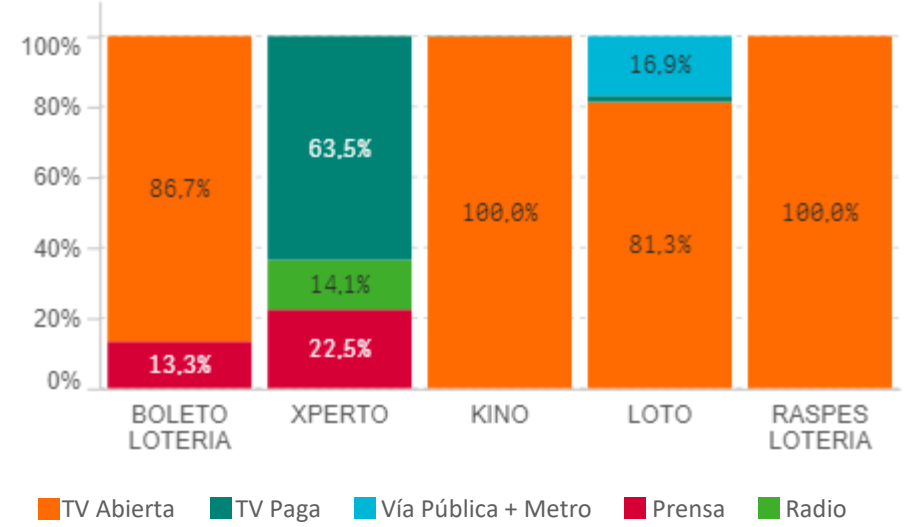
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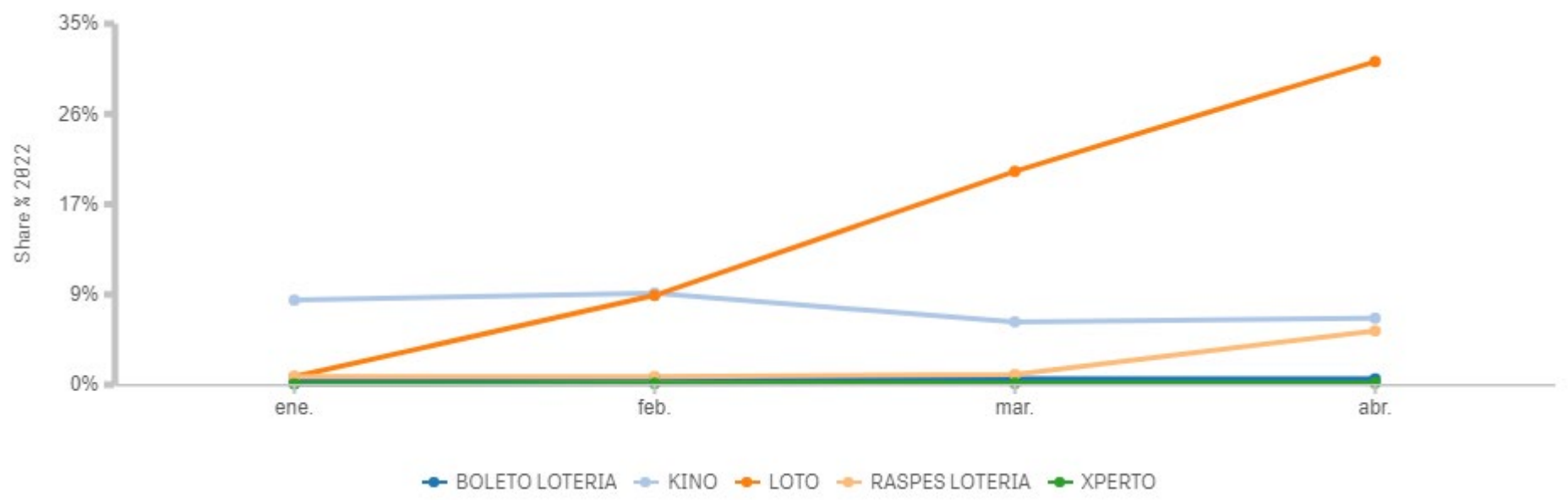
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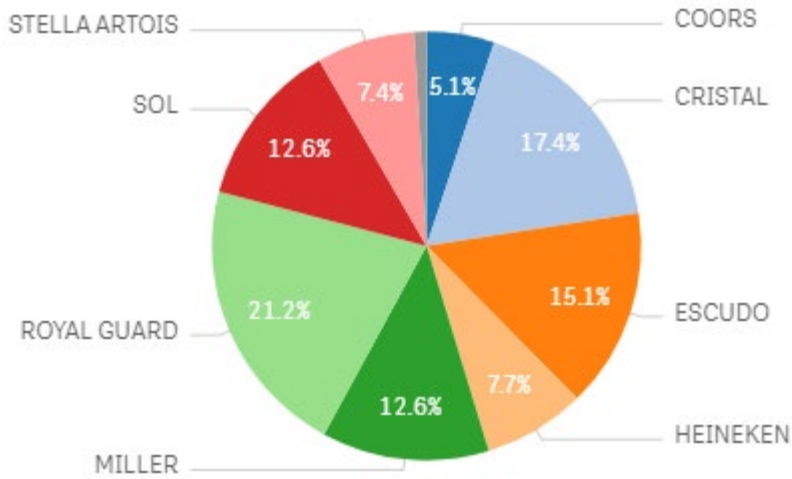
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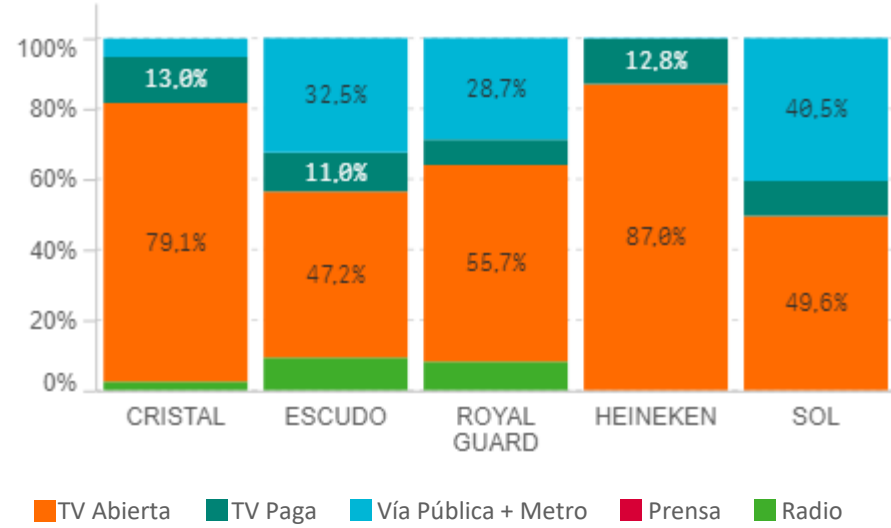
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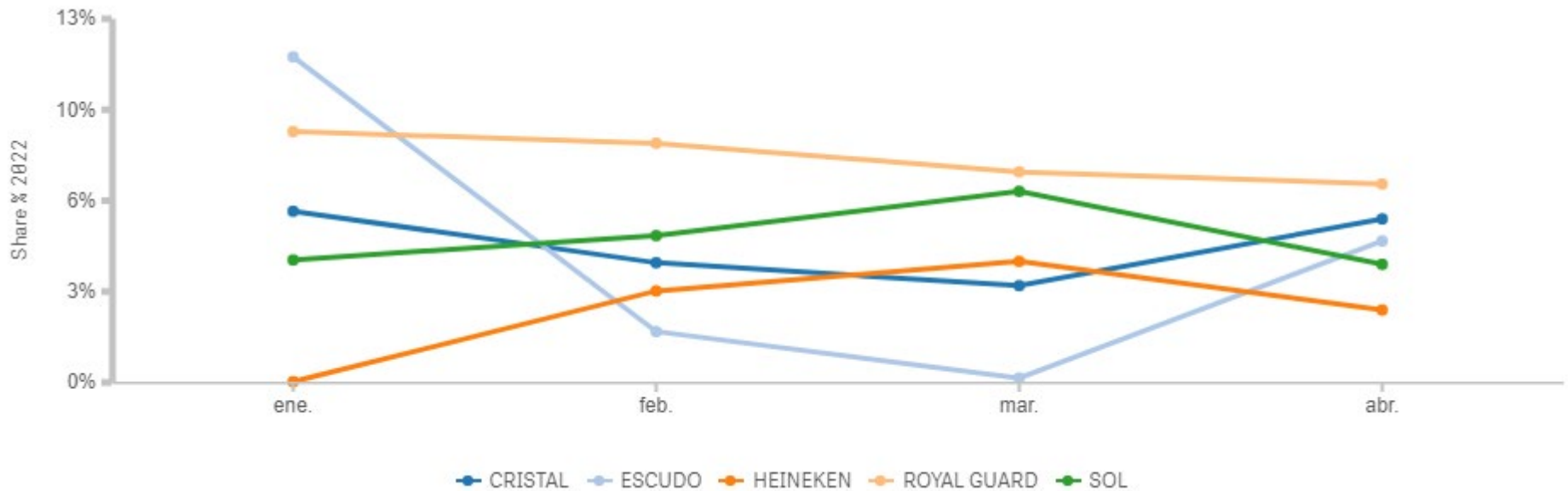
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Mix de medios



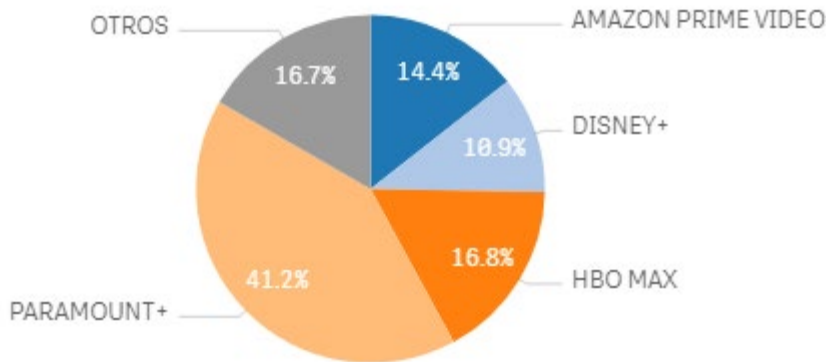
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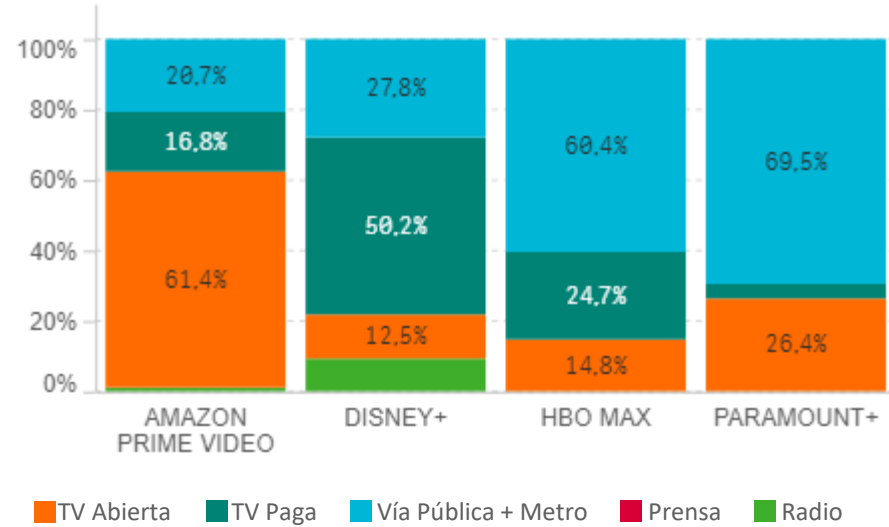
SERVICIOS DE LIBRE TRANSMISIÓN (OTT SERVICE)

Abril 2022

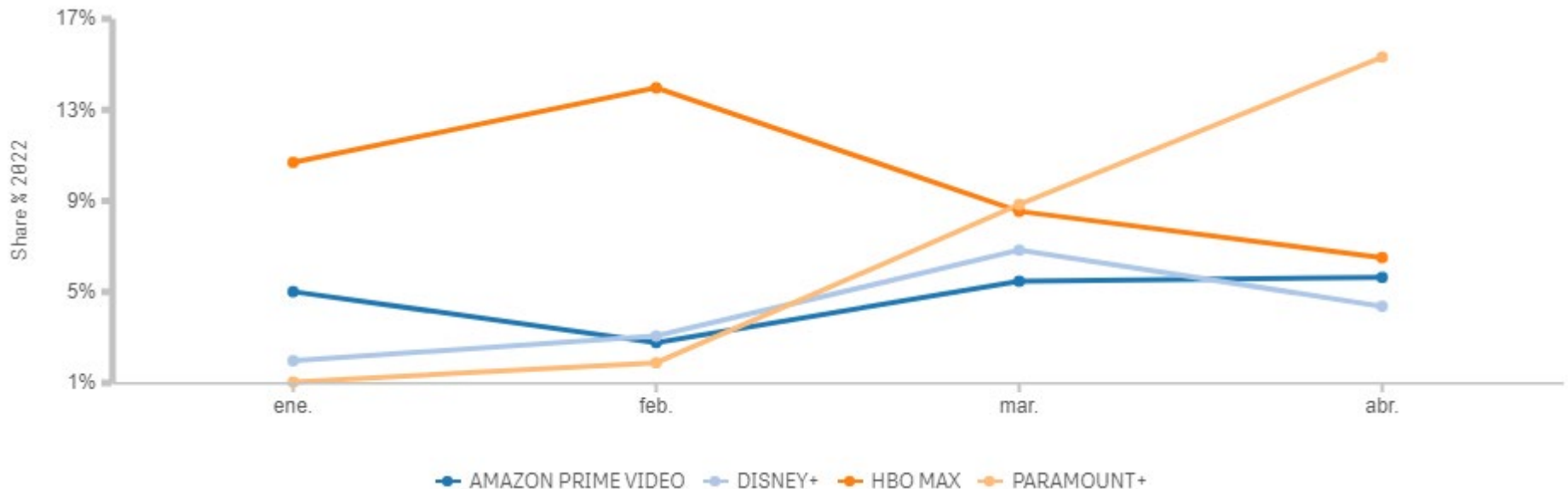
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Mix de medios



Estacionalidad



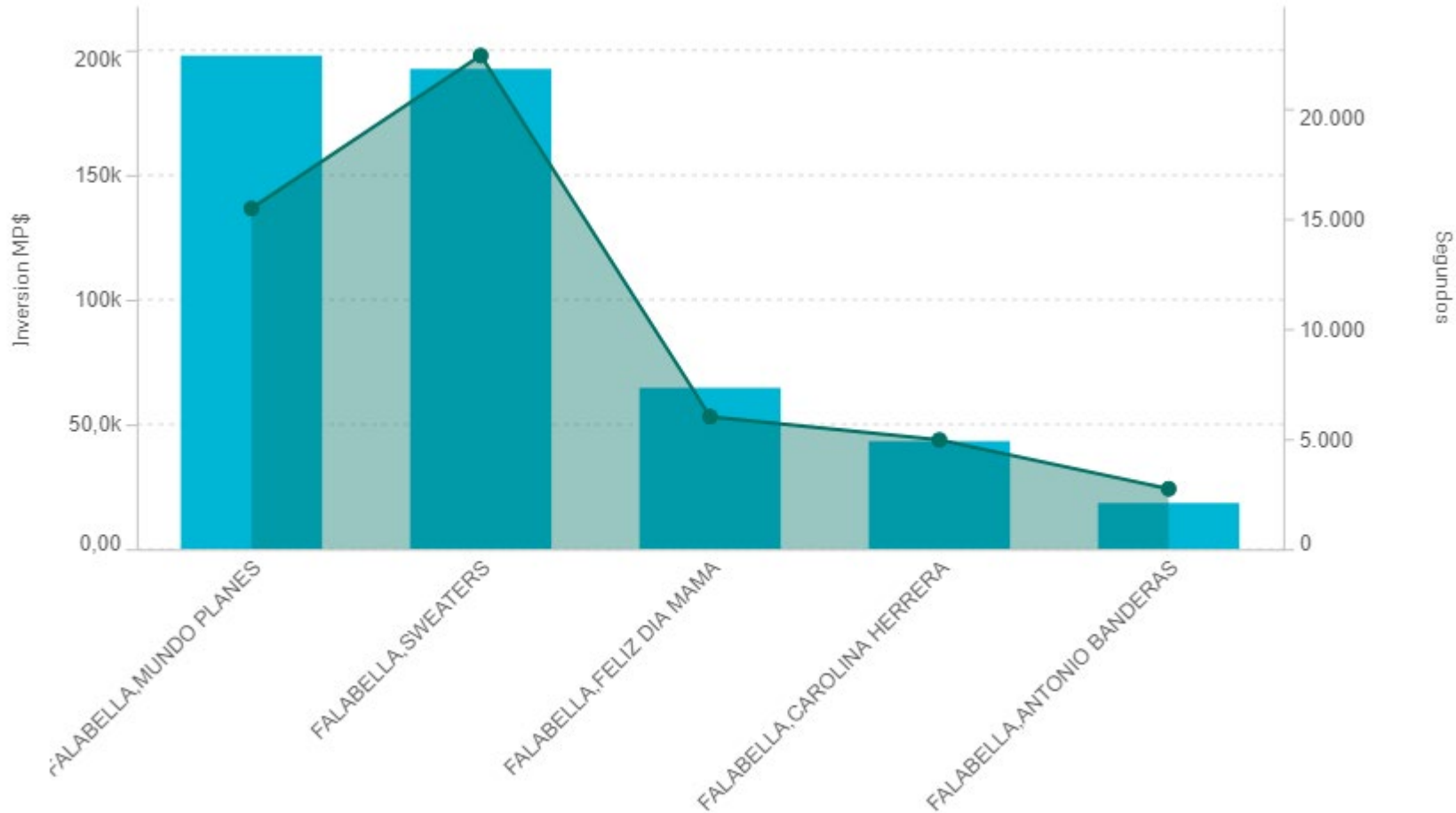
Segundos Abril - 2022

60.278

Inversion Miles de Pesos - Abril

565,1k

Top 5 Productos



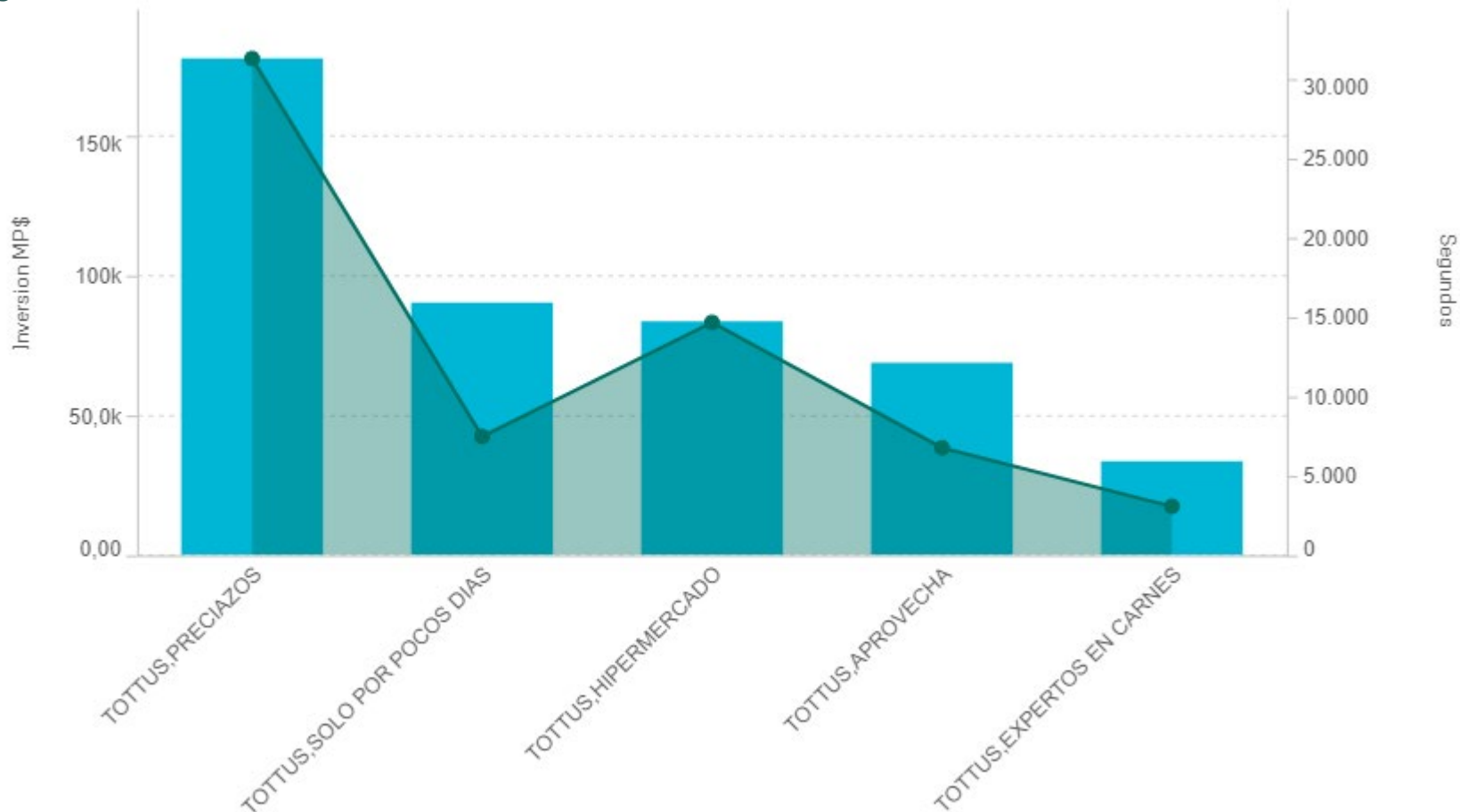
Segundos Abril - 2022

77.364

Inversion Miles de Pesos - Abril

534,1k

Top 5 Productos



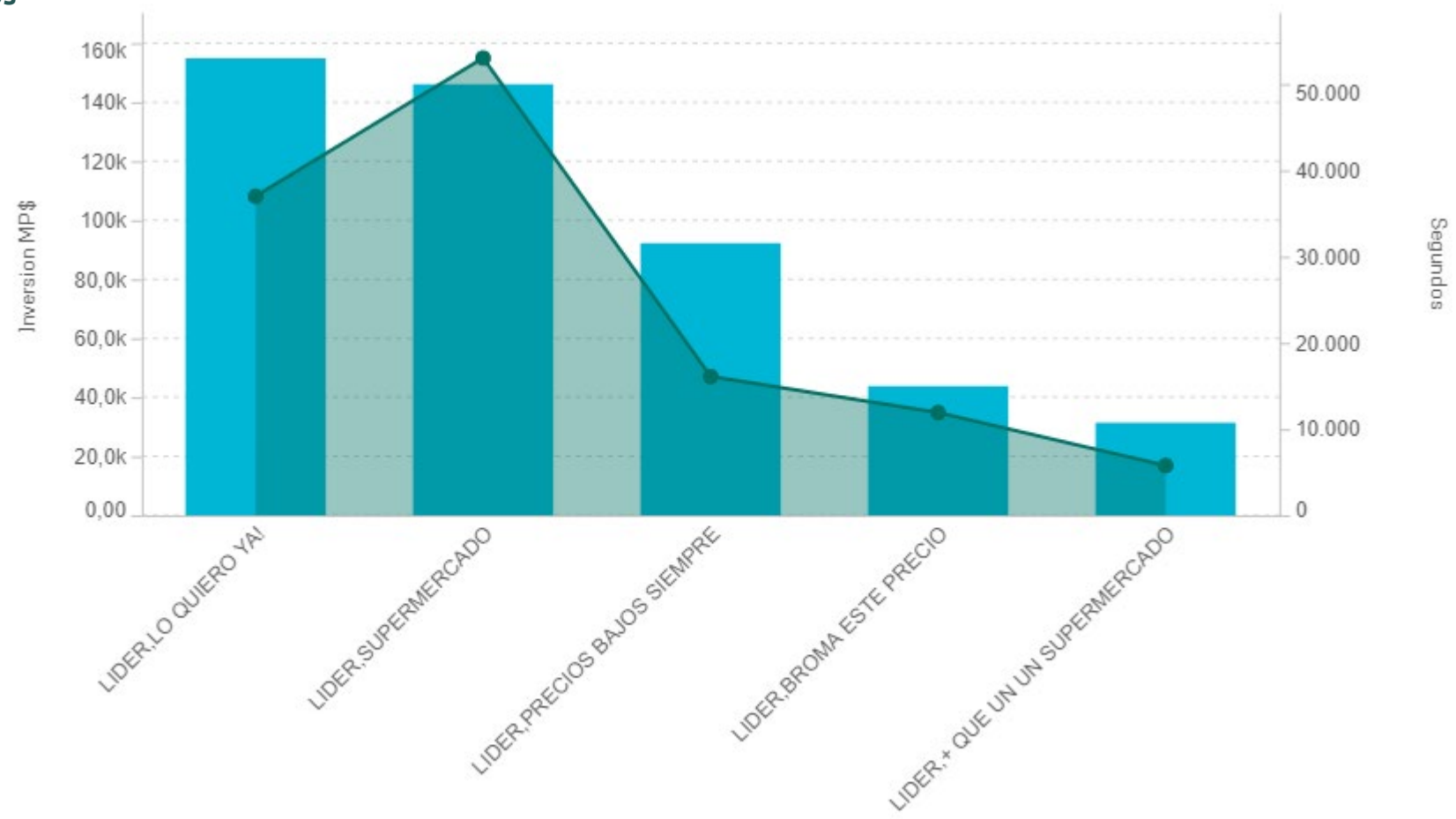
Segundos Abril - 2022

126.832

Inversion Miles de Pesos - Abril

484,3k

Top 5 Productos



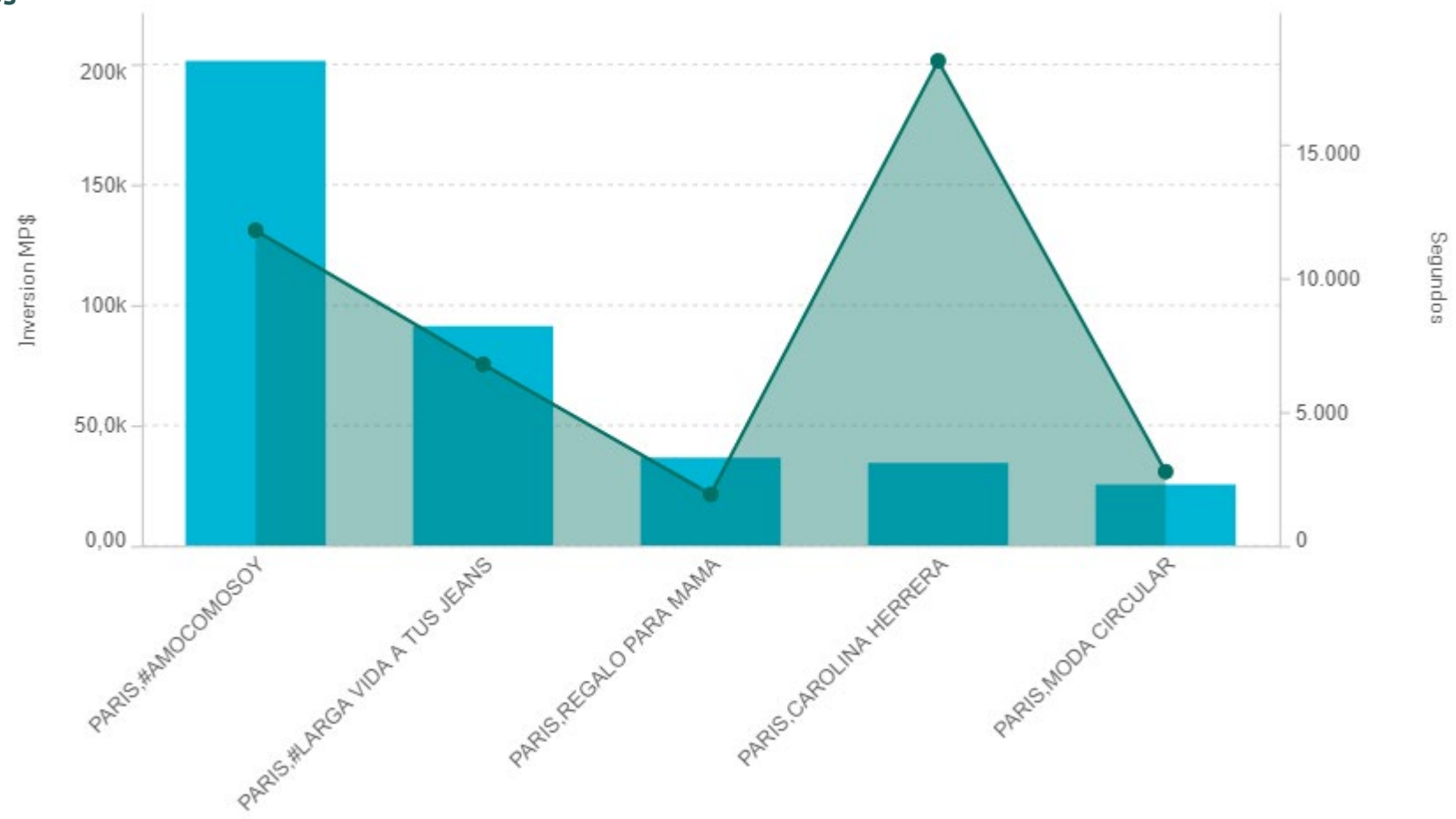
Segundos Abril - 2022

43.841

Inversion Miles de Pesos - Abril

442,2k

Top 5 Productos



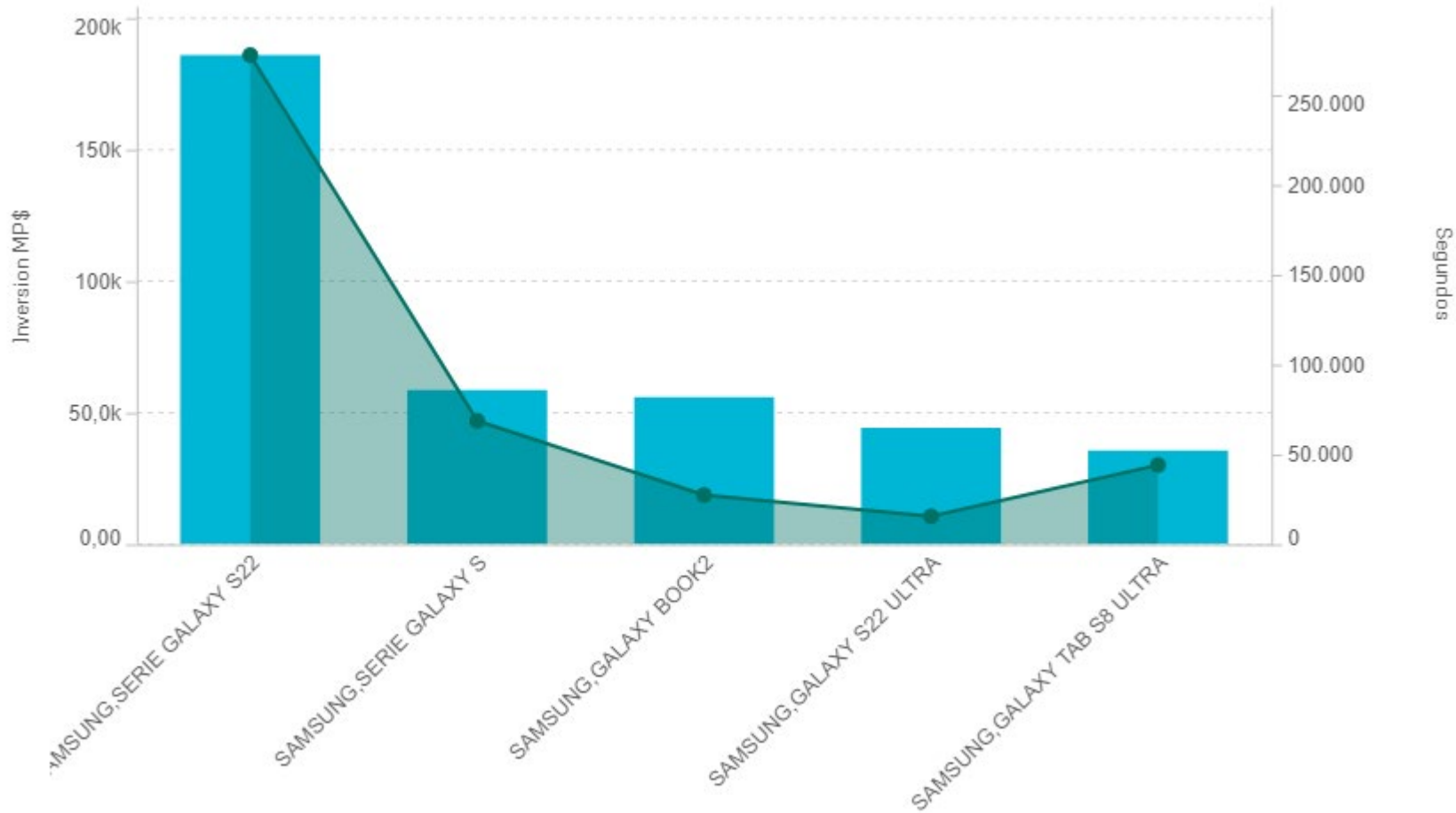
Segundos Abril - 2022

475.217

Inversion Miles de Pesos - Abril

477,5k

Top 5 Productos



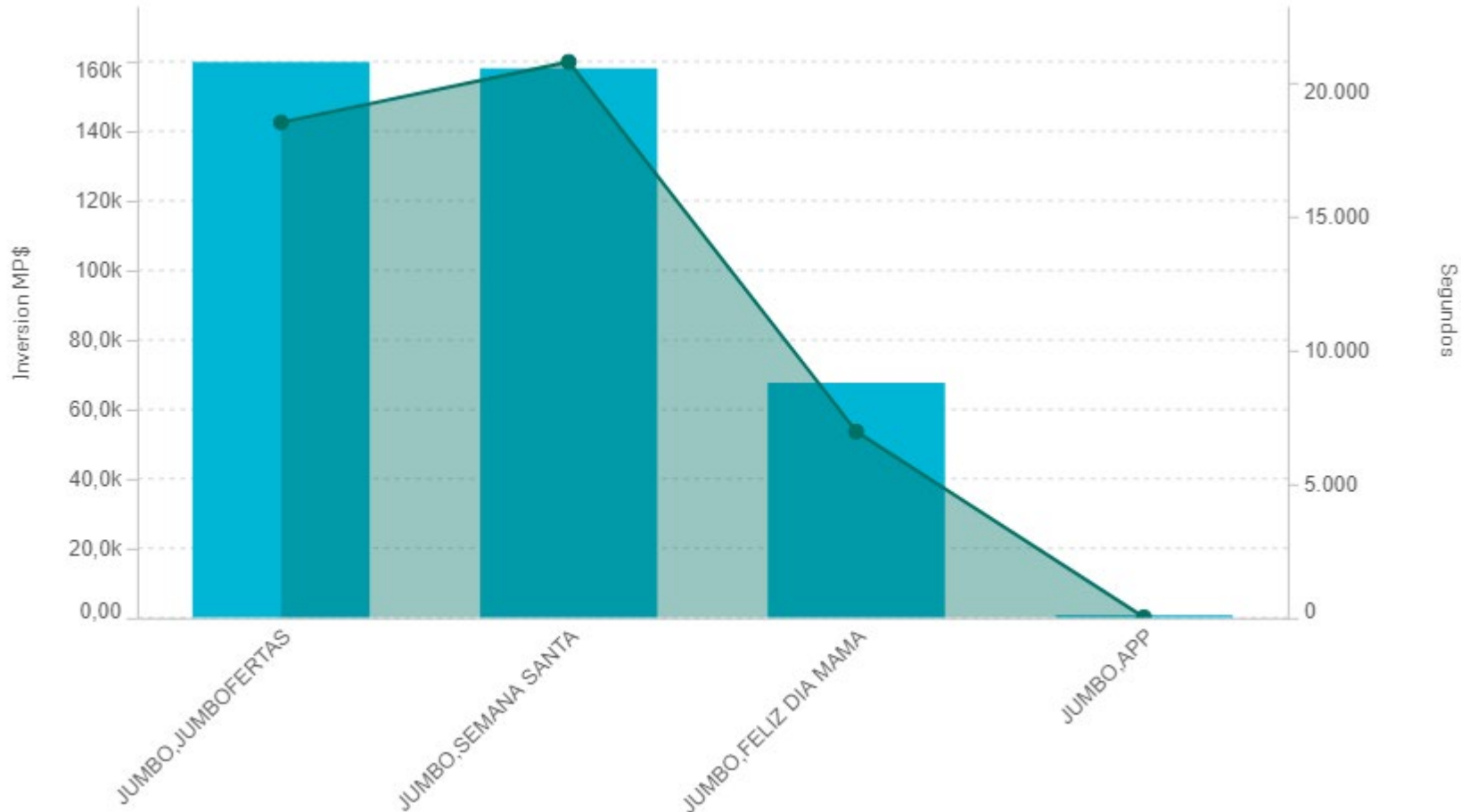
Segundos Abril - 2022

46.281

Inversion Miles de Pesos - Abril

386,4k

Top 5 Productos



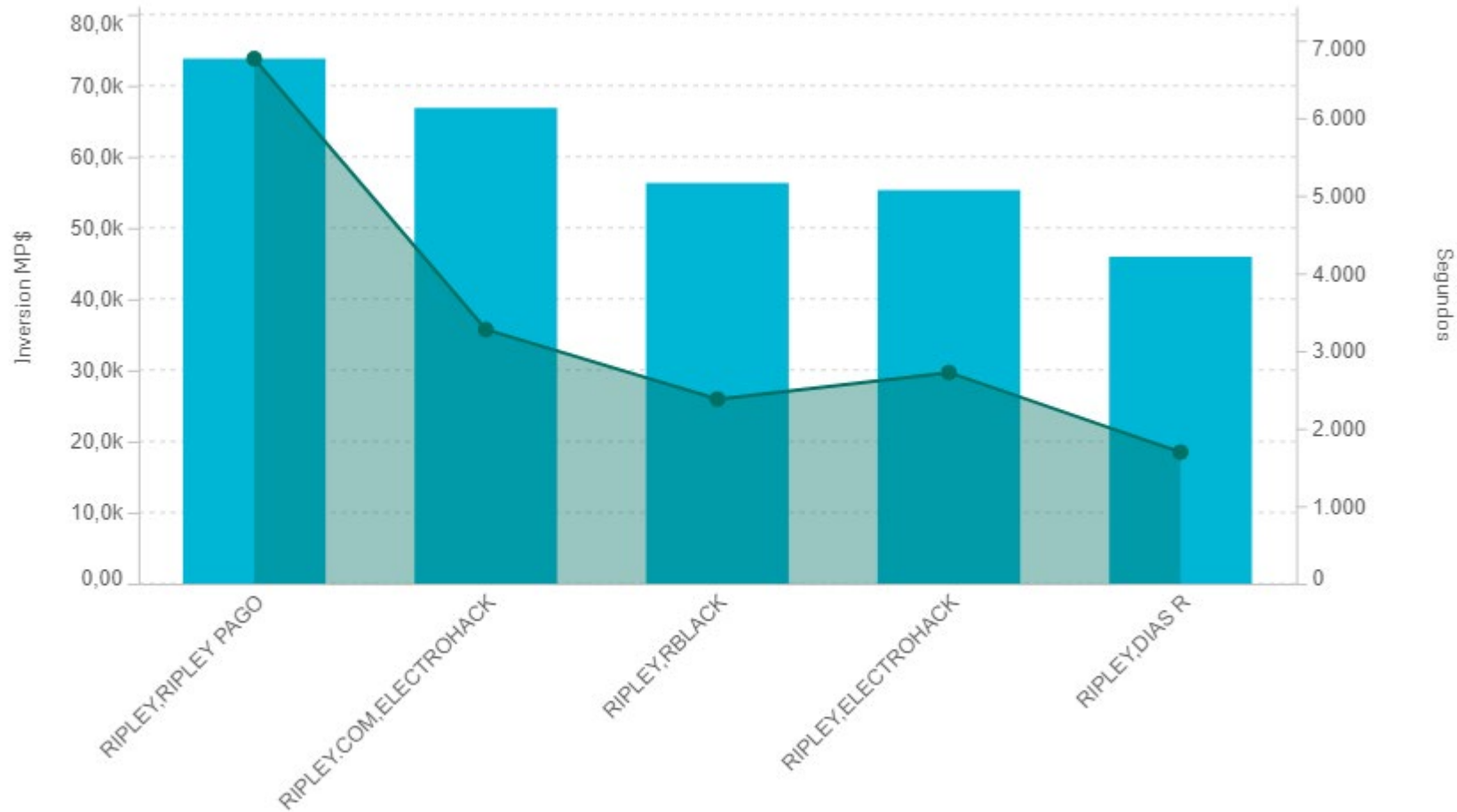
Segundos Abril - 2022

30.637

Inversion Miles de Pesos - Abril

390,4k

Top 5 Productos



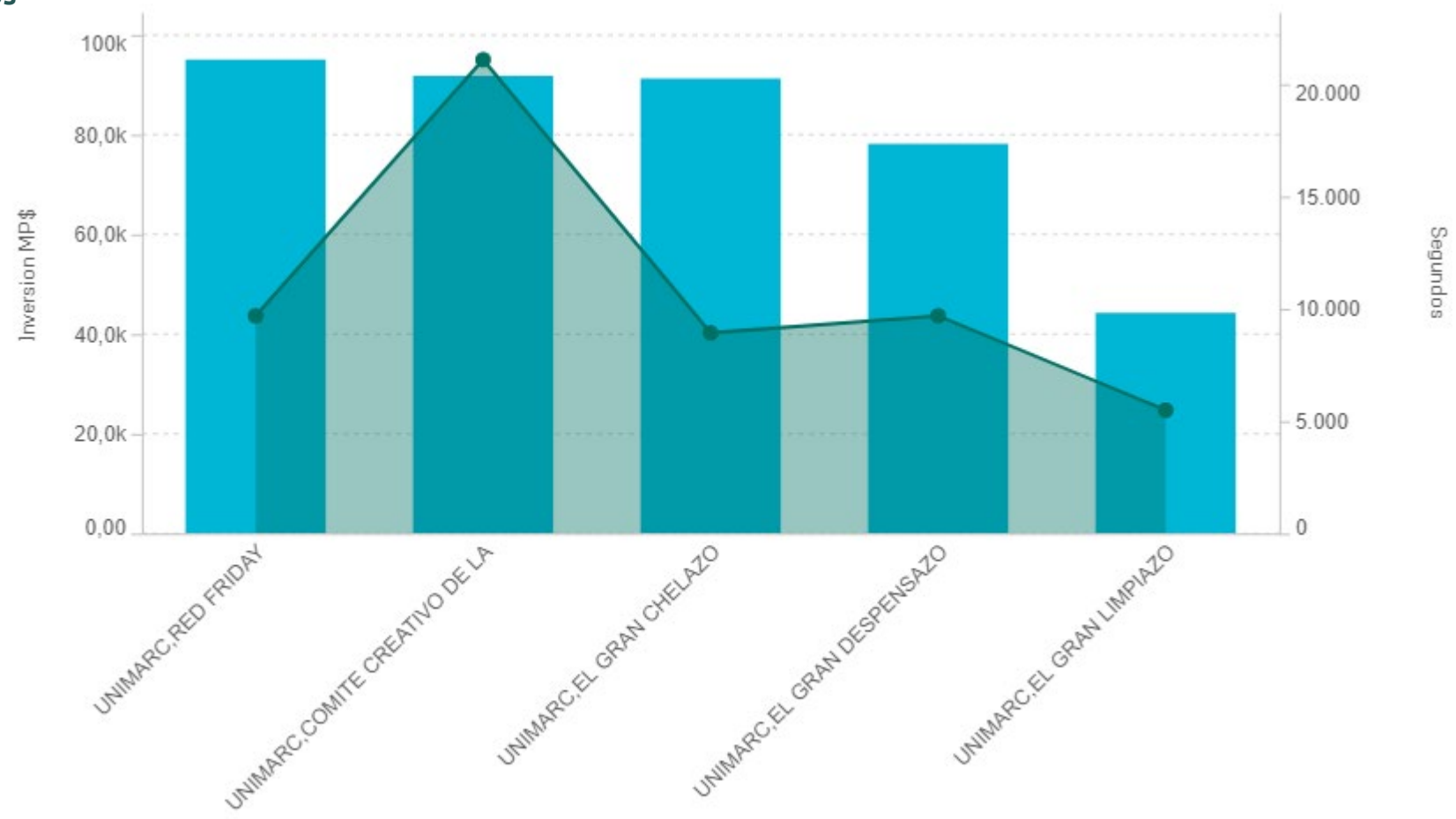
Segundos Abril - 2022

56.618

Inversion Miles de Pesos - Abril

403,7k

Top 5 Productos



Segundos Abril - 2022

137.676

Inversion Miles de Pesos - Abril

536,9k

Top 5 Productos

