
INFORME DE INVERSIÓN PUBLICITARIA

Marzo 2022

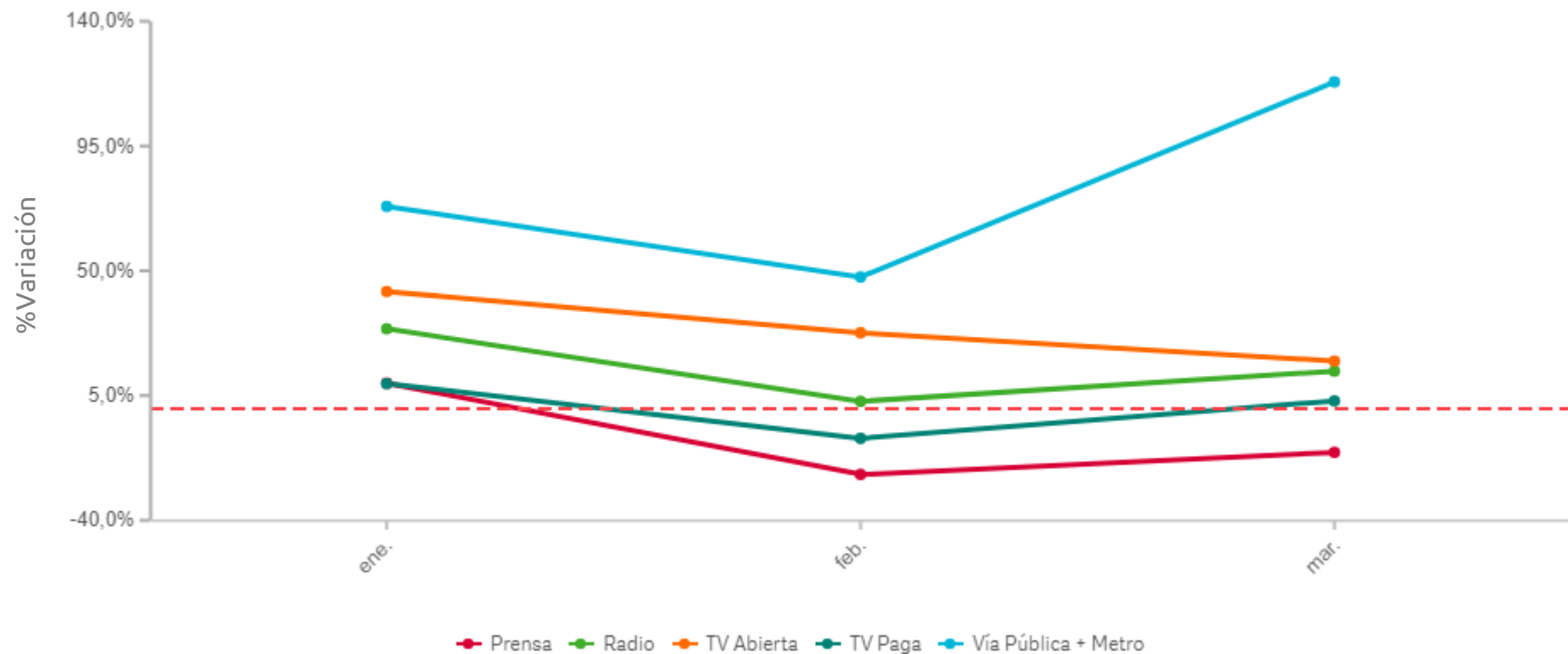


IMPORTANTE

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

Inversión publicitaria mensual

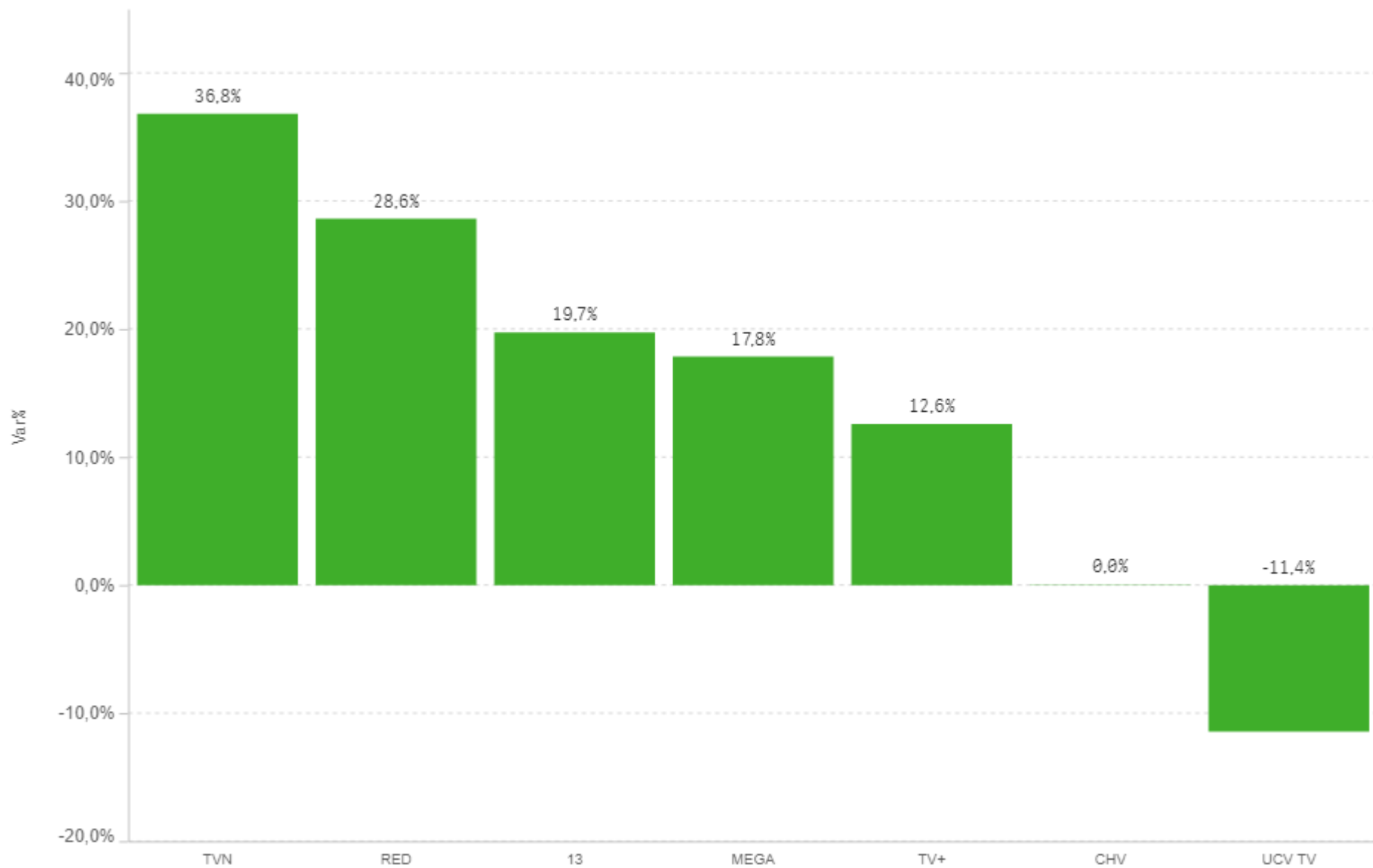
enero - Marzo 2022 vs. 2021

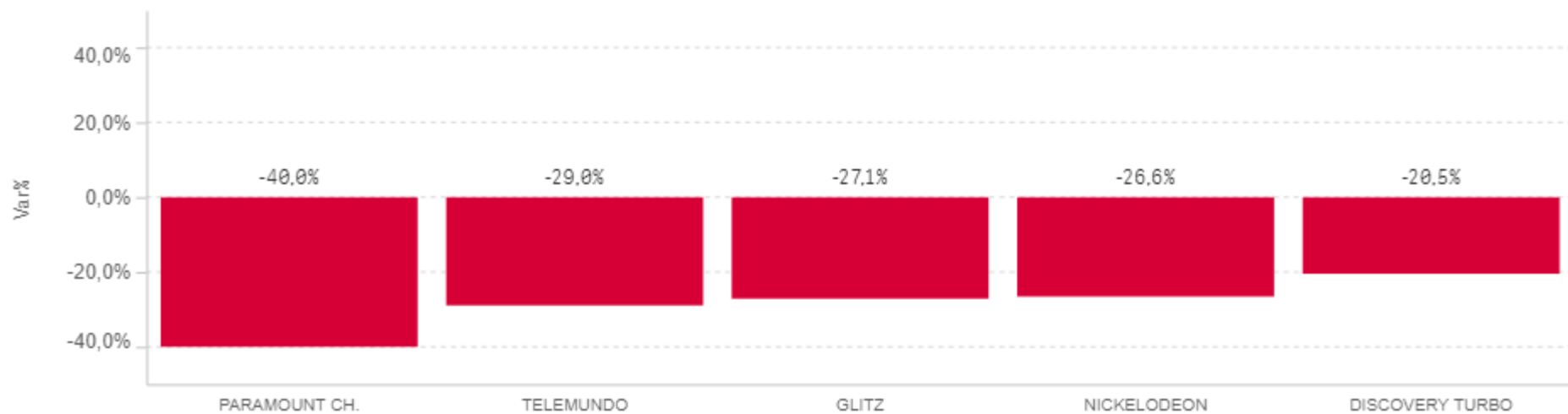
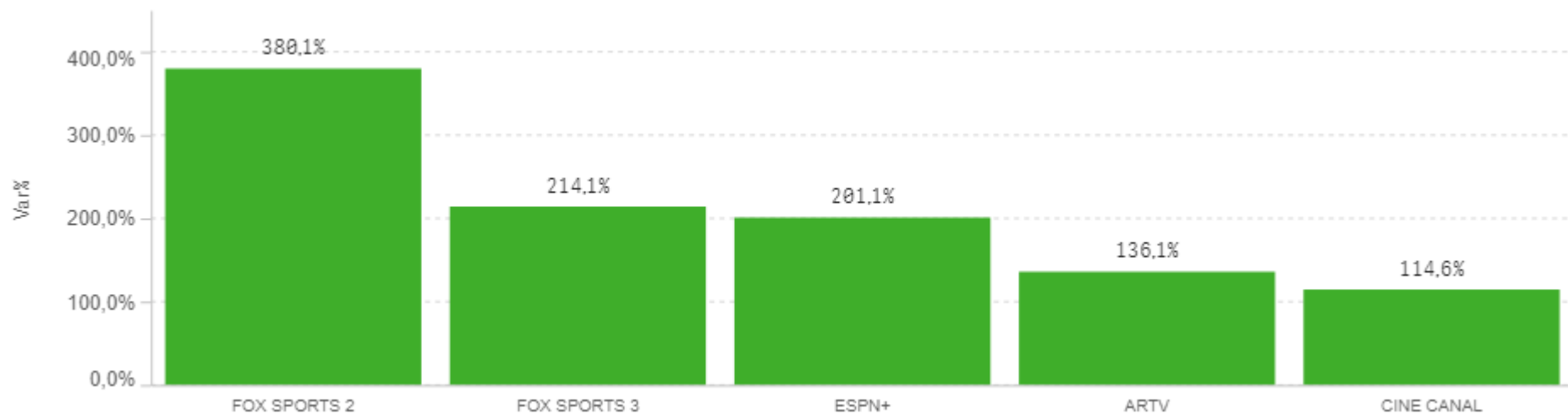


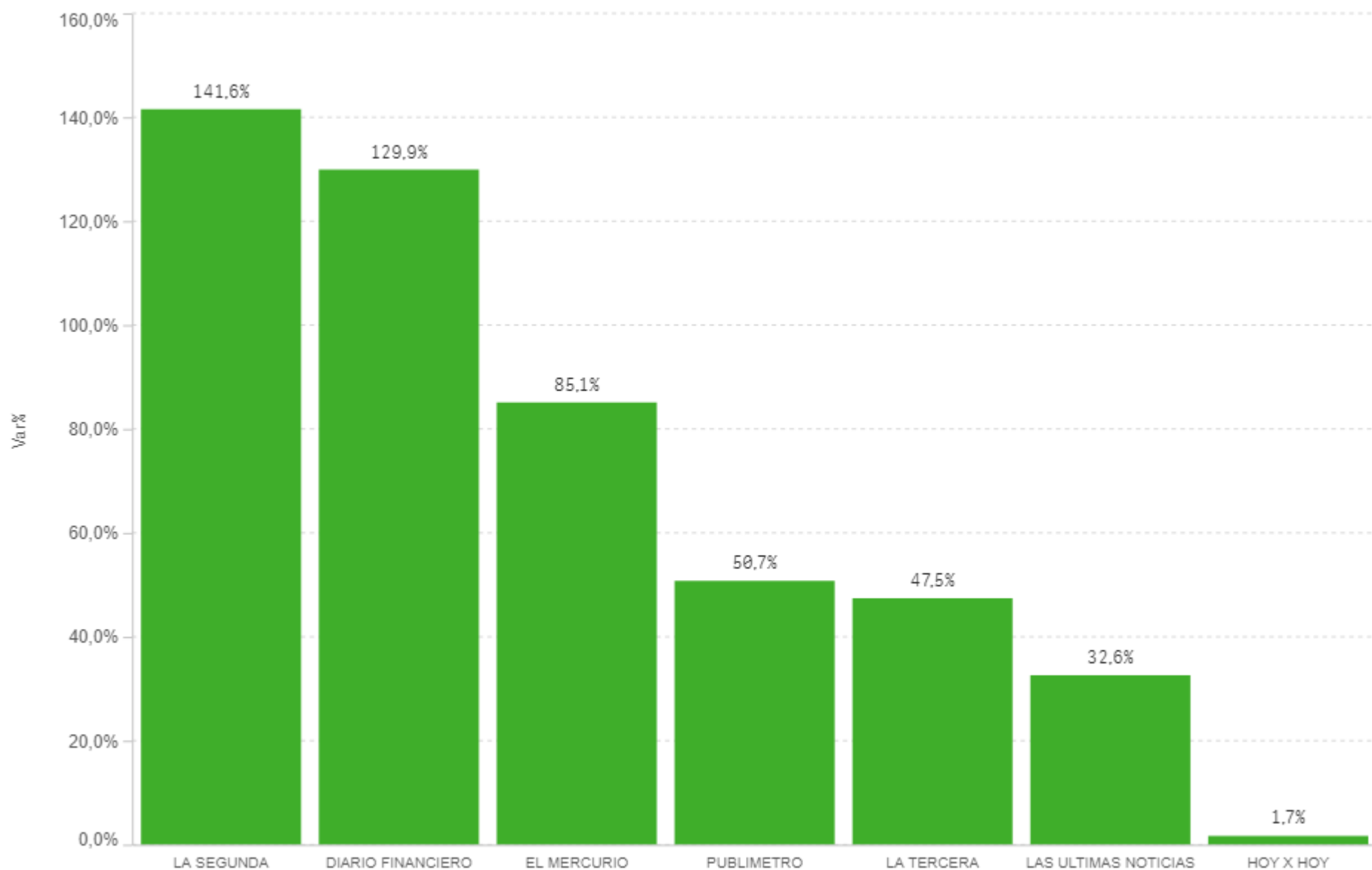
Medios	Prensa	Radio	TV Abierta	TV Paga	Vía Pública + Metro
%Var	-15,8% ↓	13,5% ↑	17,1% ↑	2,8% ↑	117,8% ↑

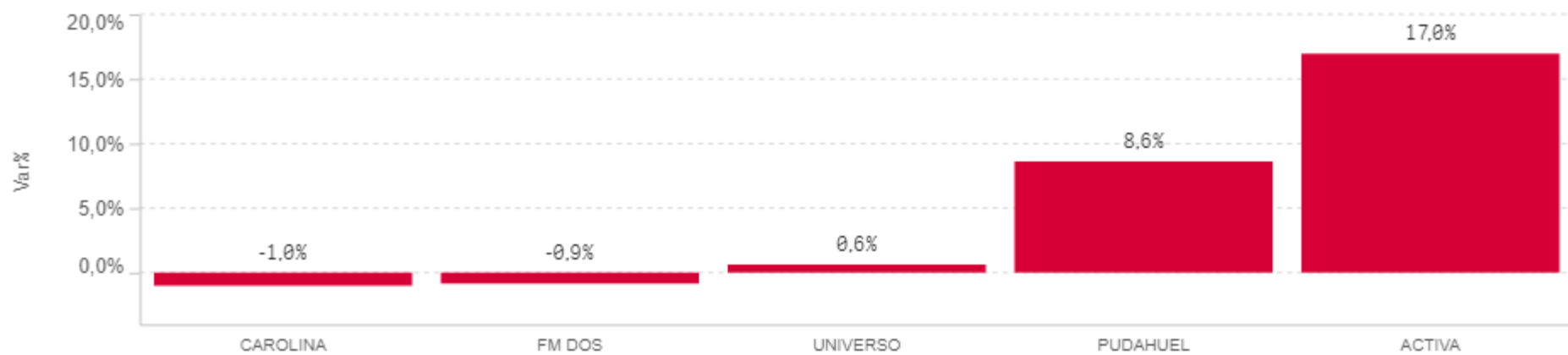
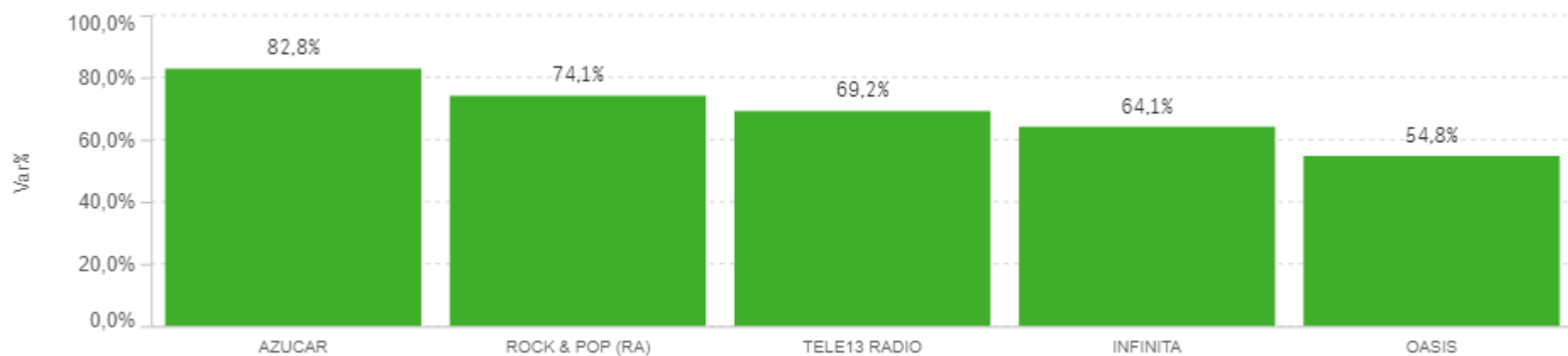
%Var. TV Abierta

Marzo 2022



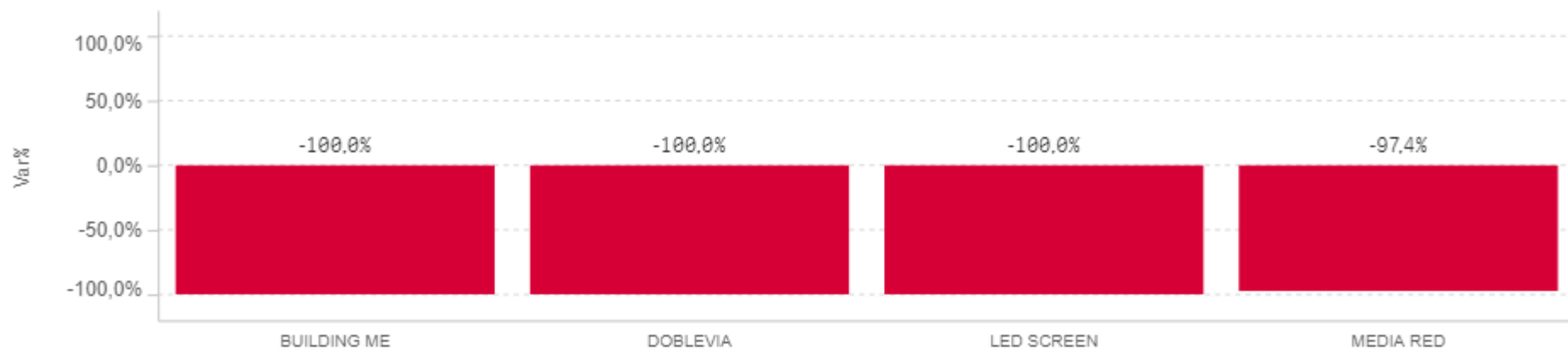
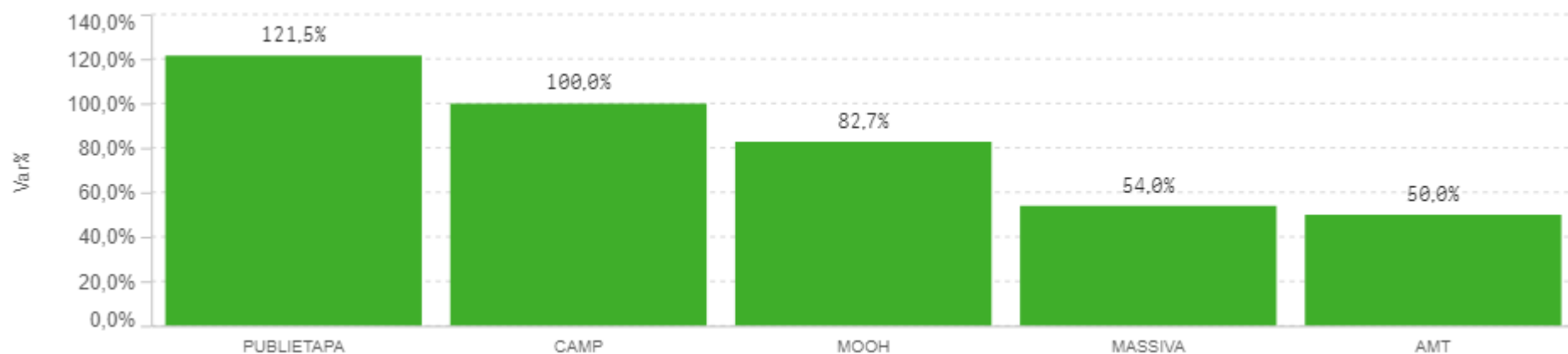






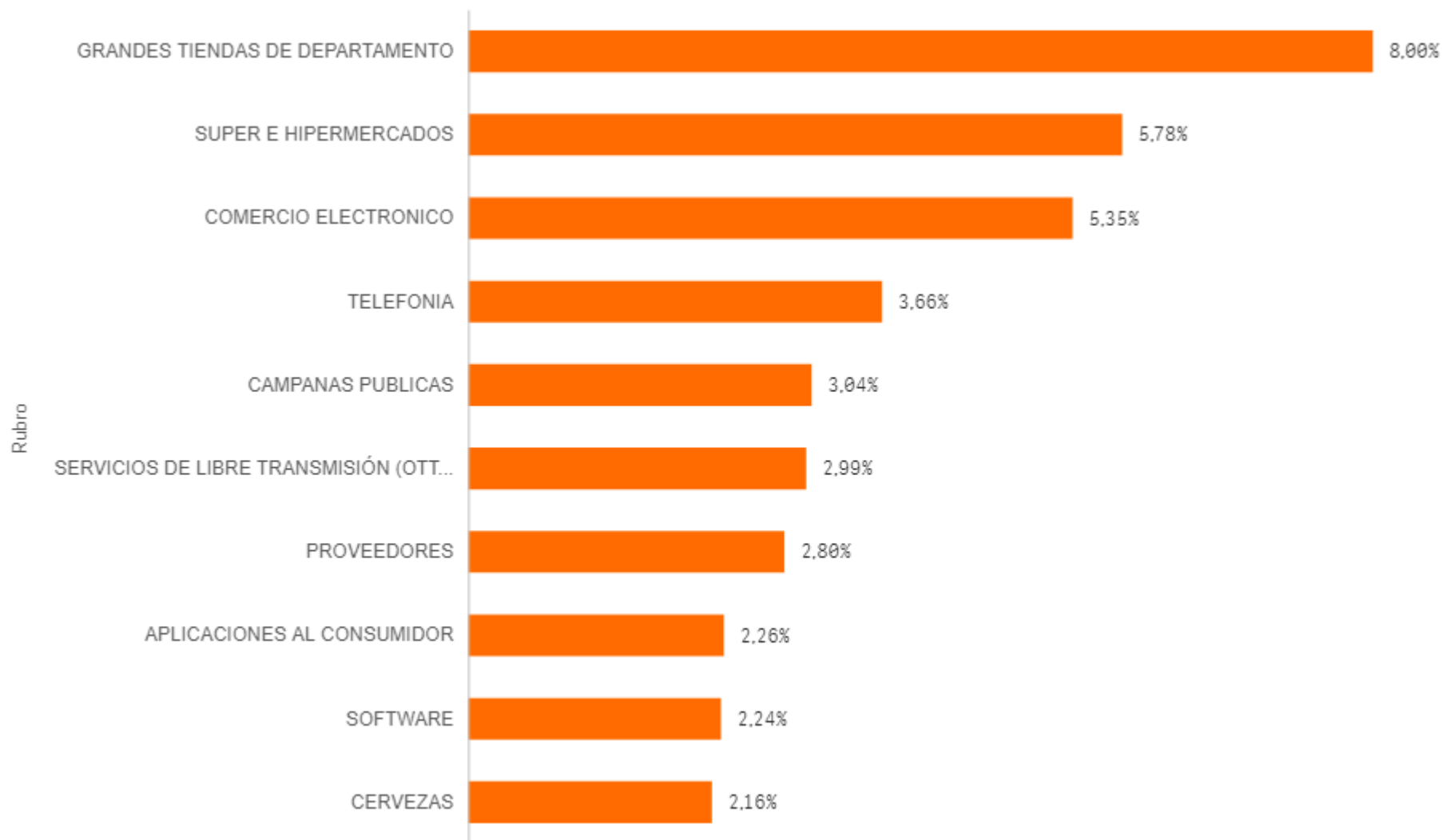
%Var. Vía Pública + Metro

Marzo 2022

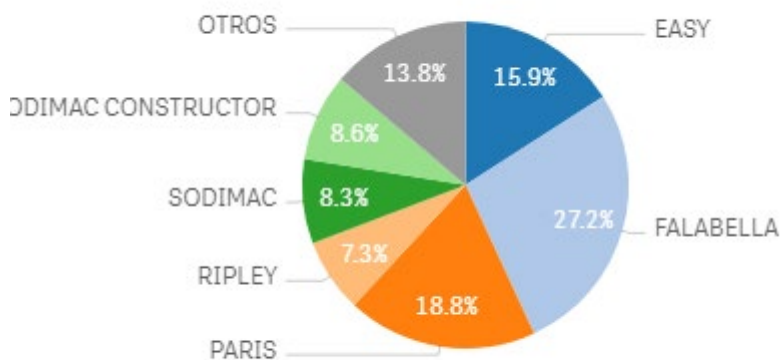


Top 10 Rubros

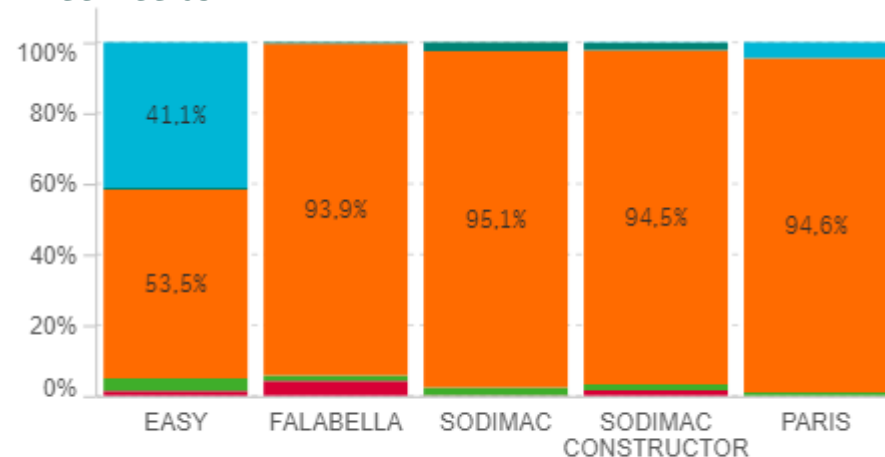
Marzo 2022



%SOI

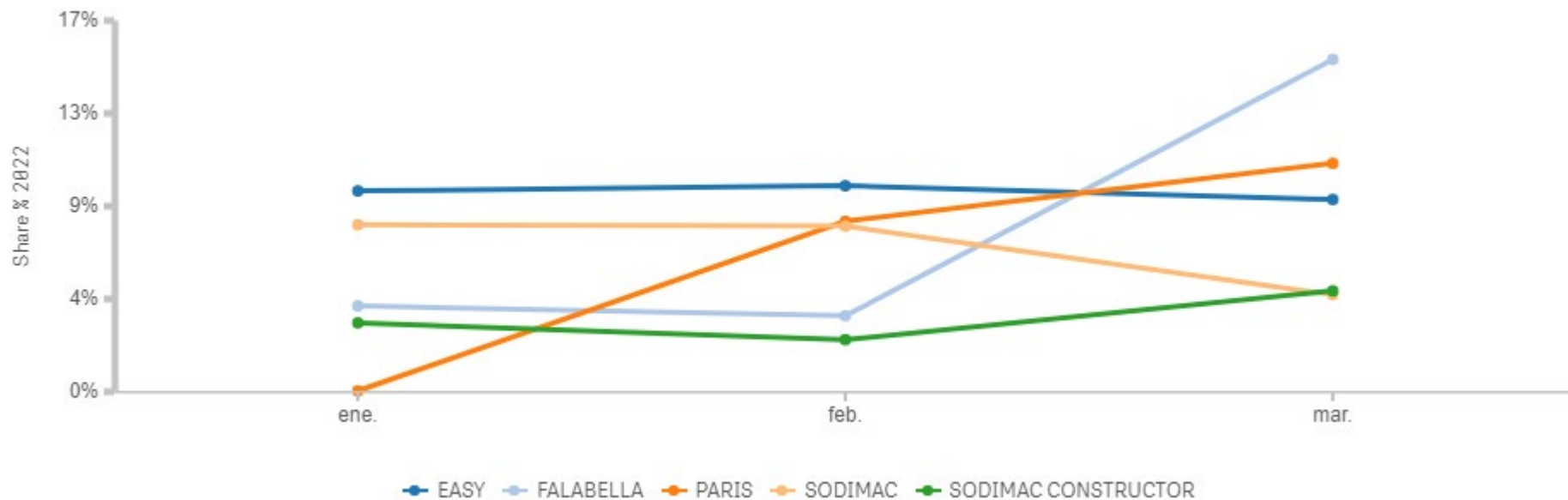


Mix de medios

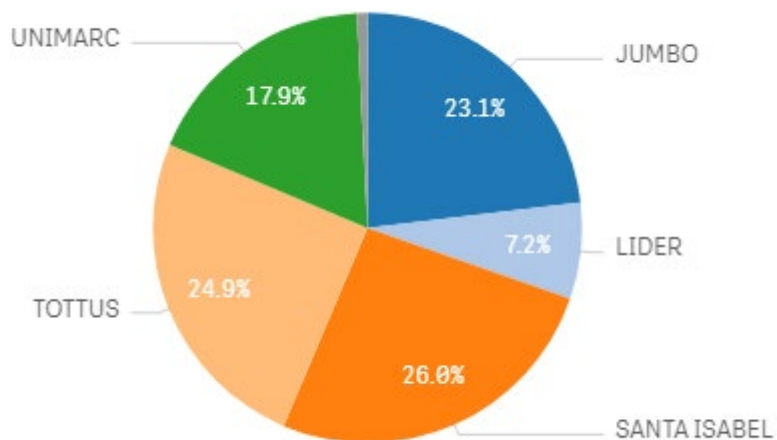


TV Abierta TV Paga Vía Pública + Metro Prensa Radio

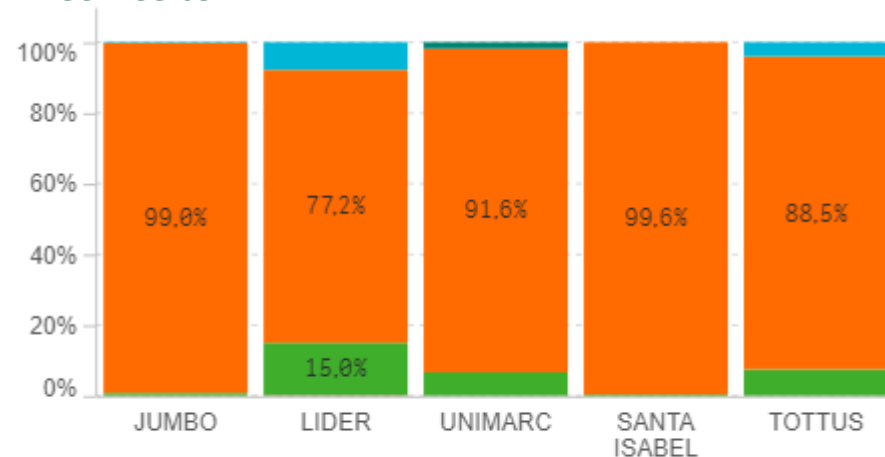
Estacionalidad



%SOI

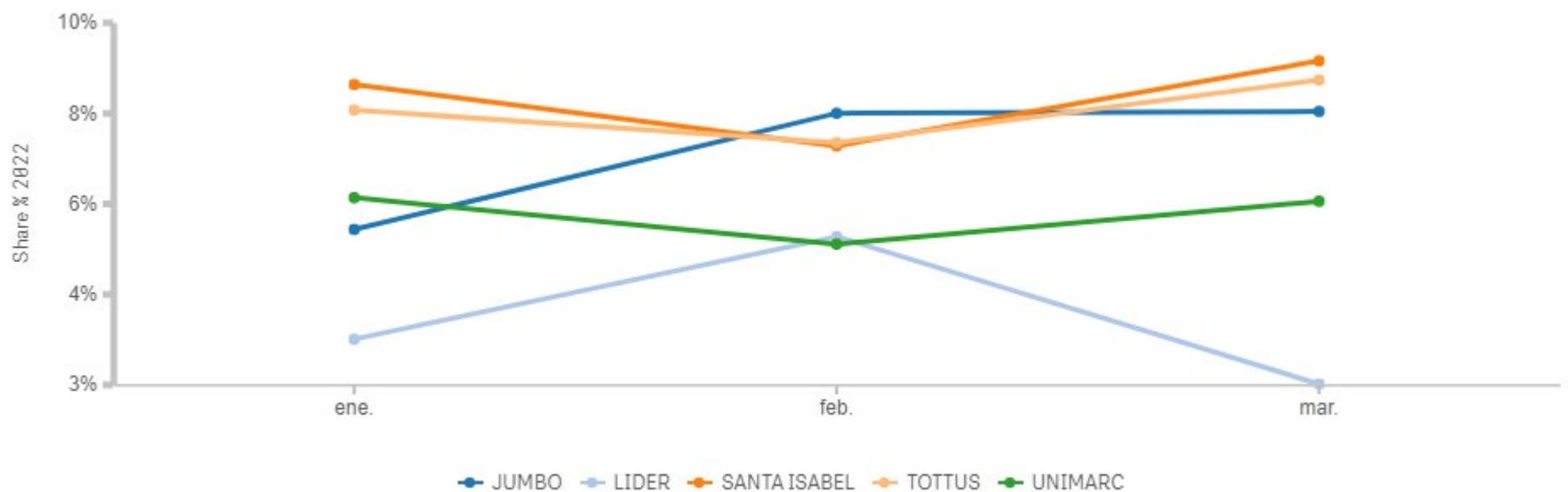


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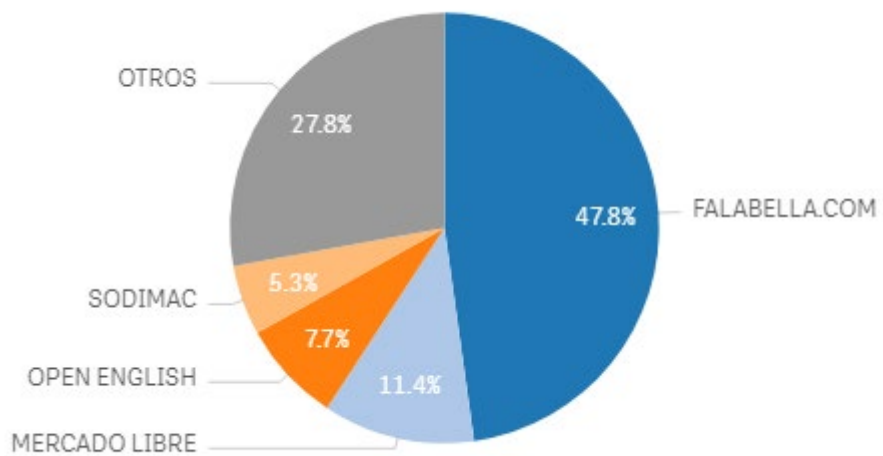


TV Abierta TV Paga Vía Pública + Metro Prensa Radio

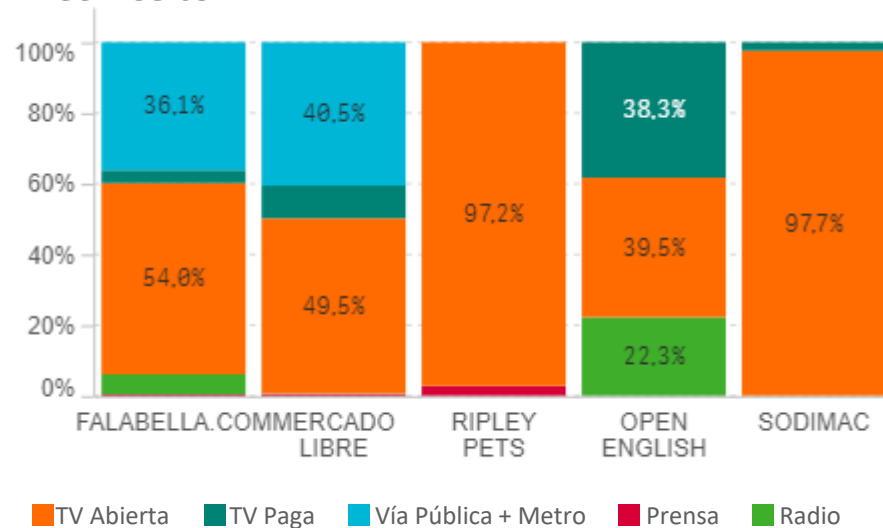
Estacionalidad



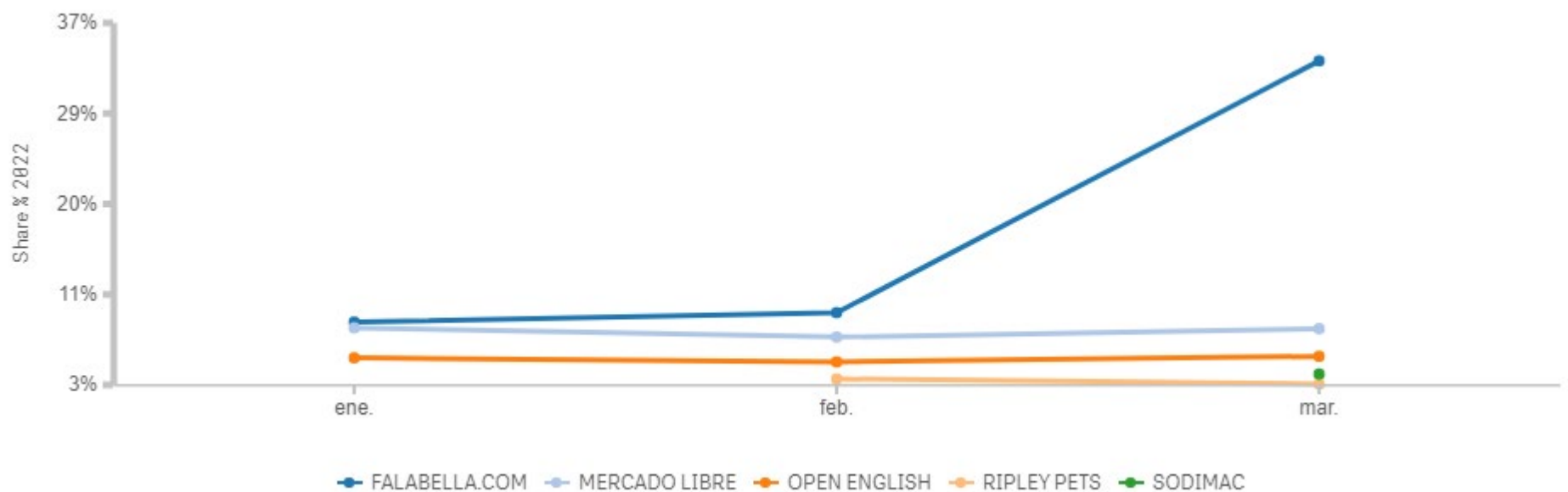
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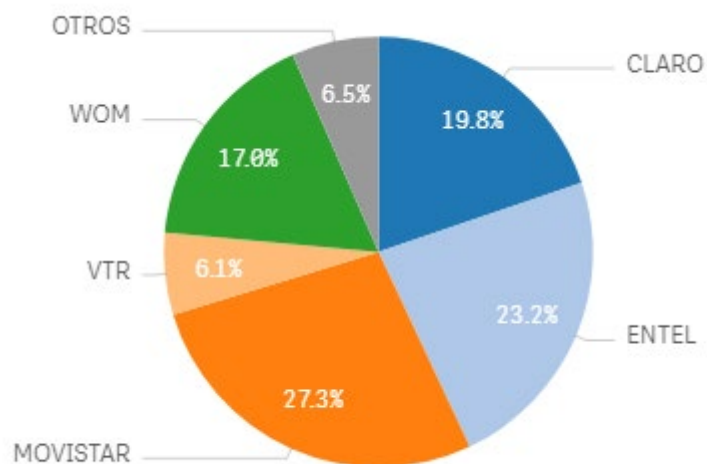
Mix de medios



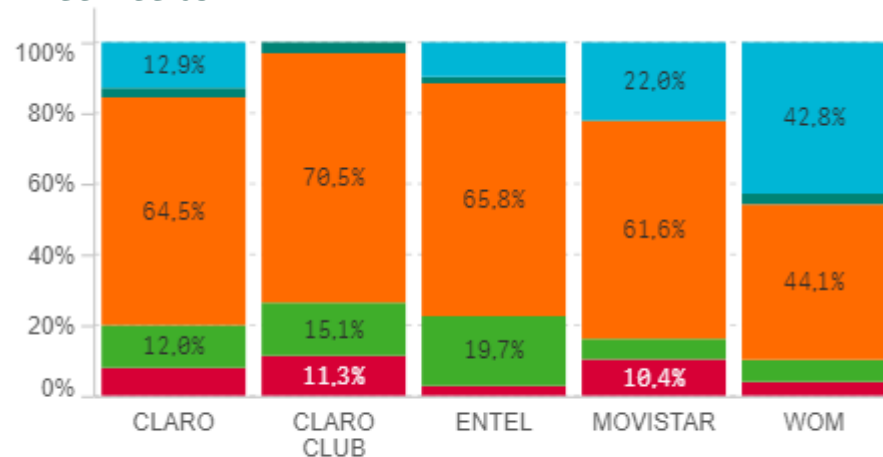
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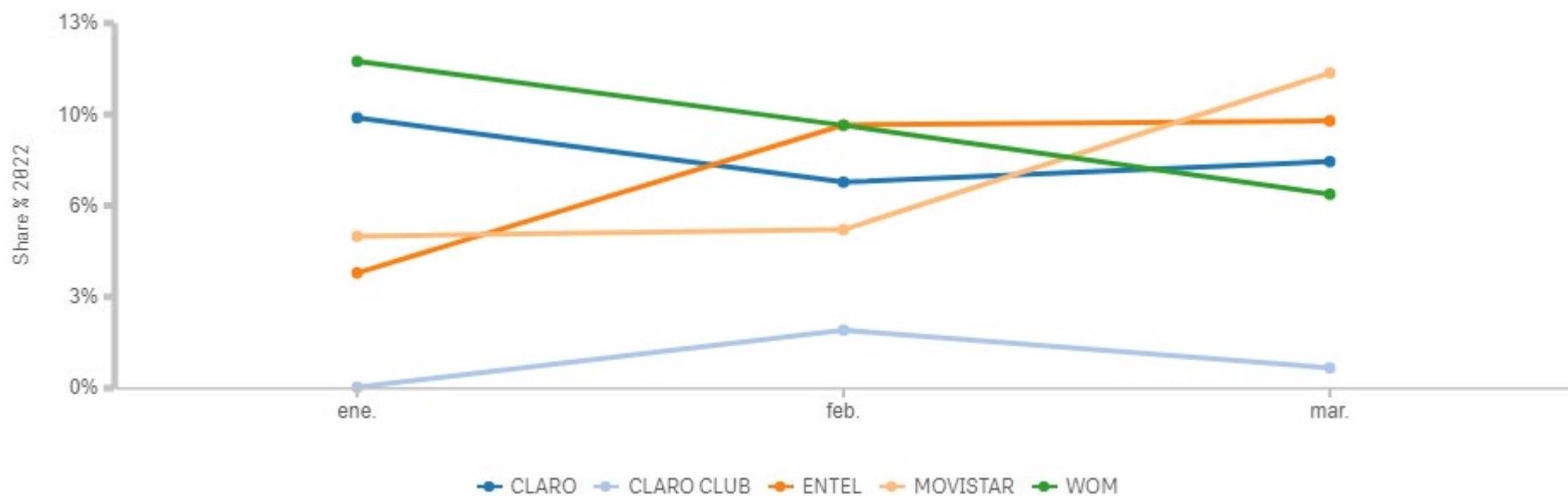


Mix de medios

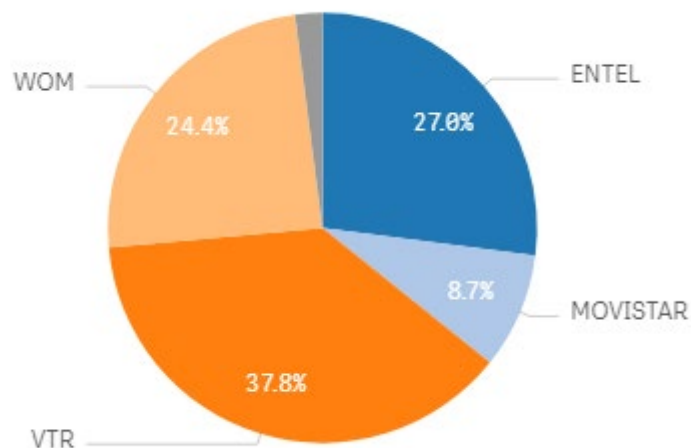


TV Abierta TV Paga Vía Pública + Metro Prensa Radio

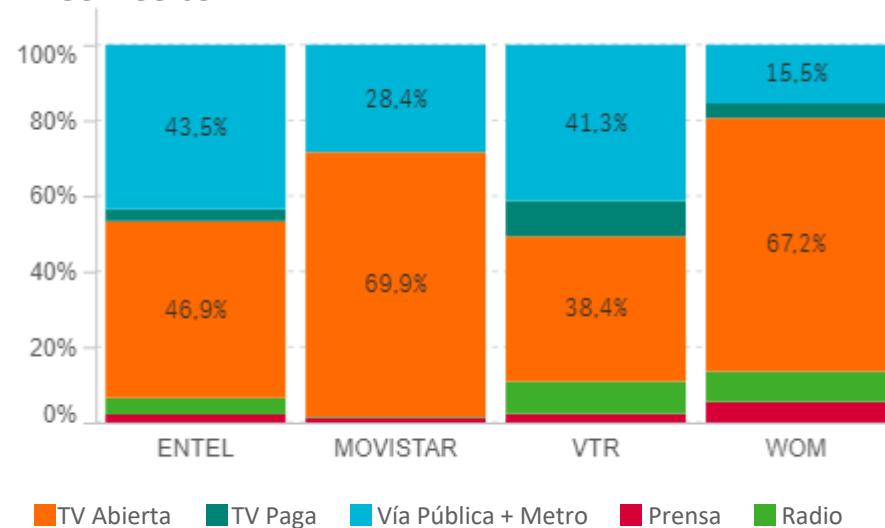
Estacionalidad



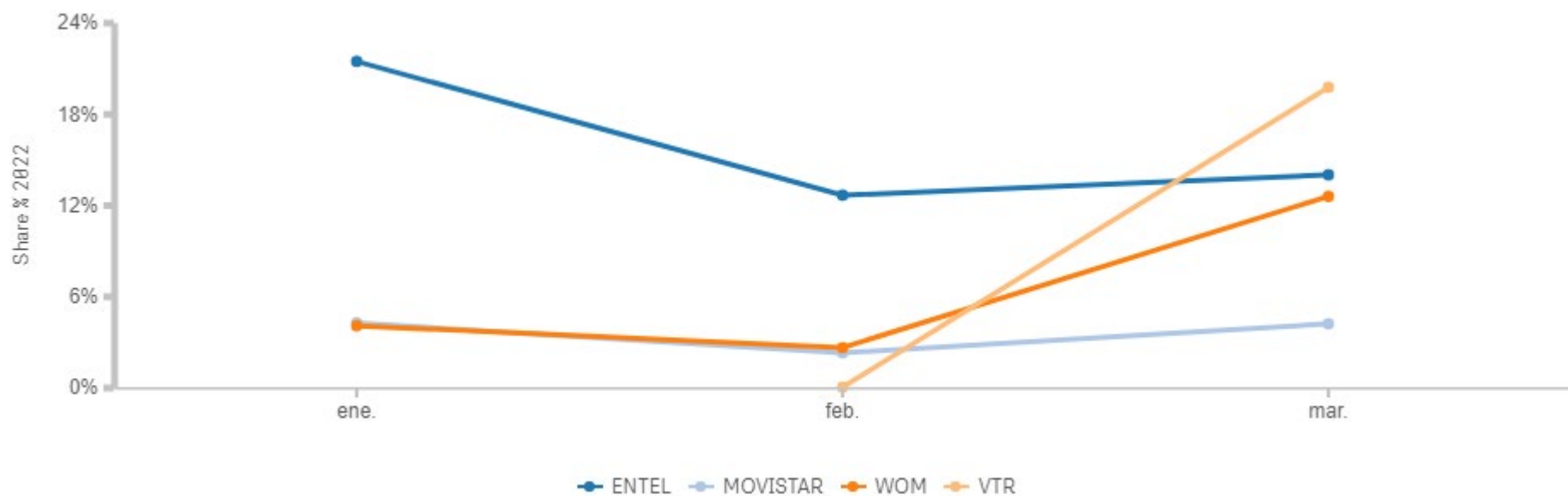
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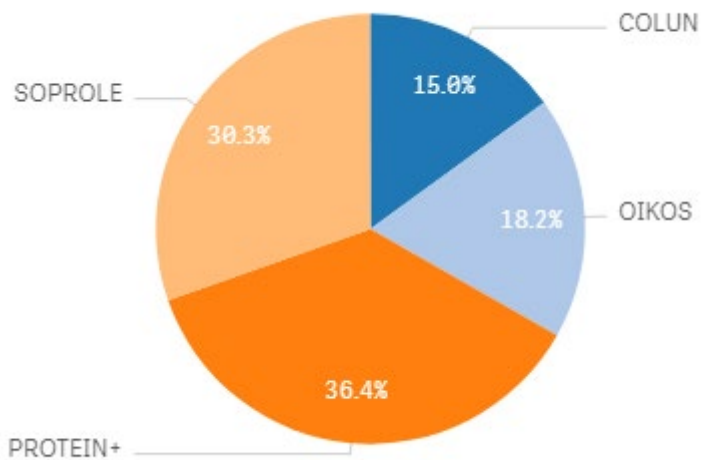
Mix de medios



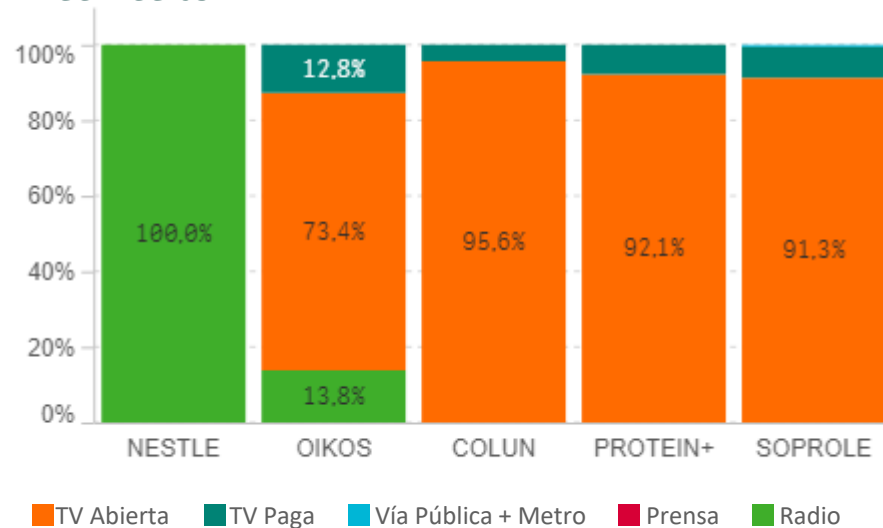
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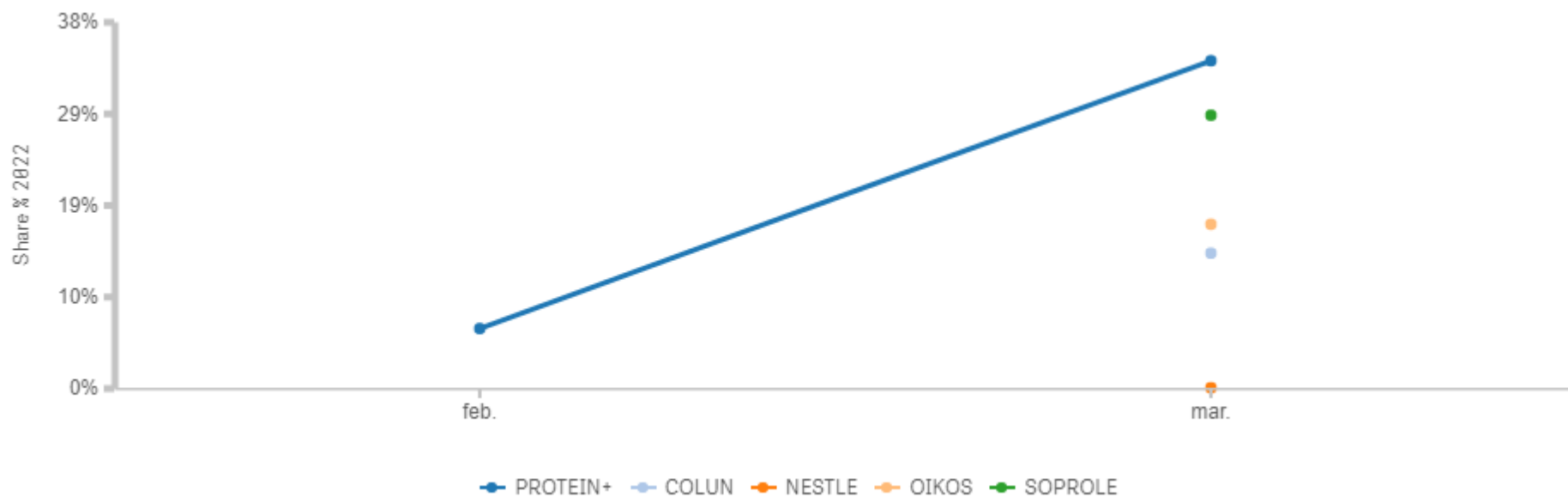
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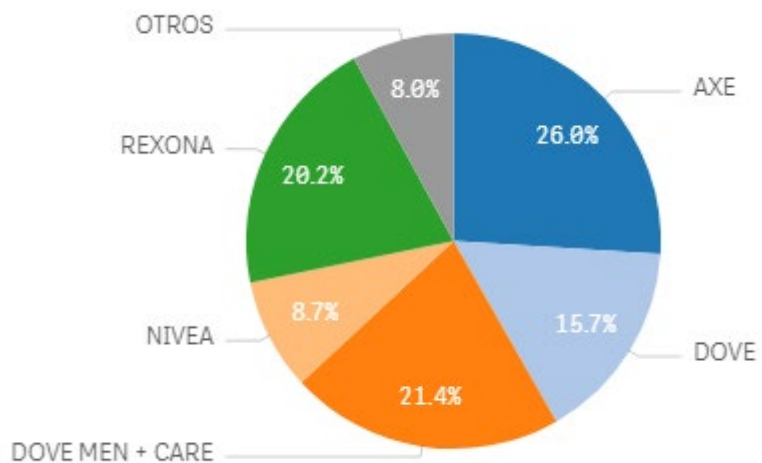
Mix de medios



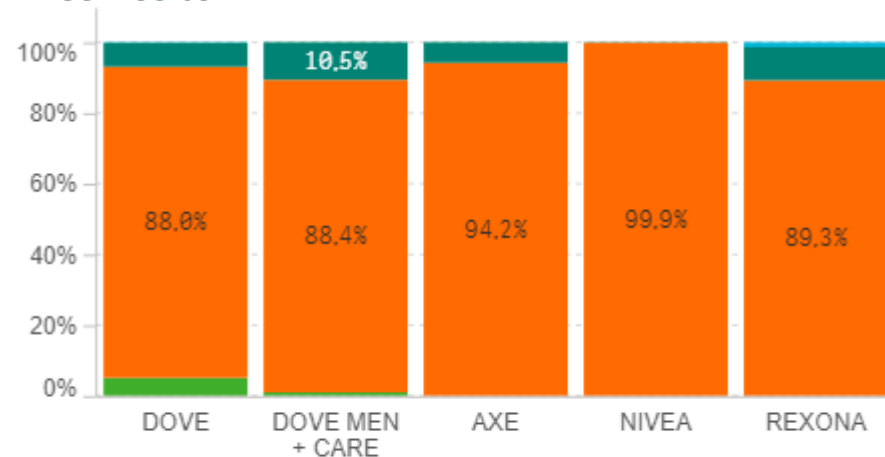
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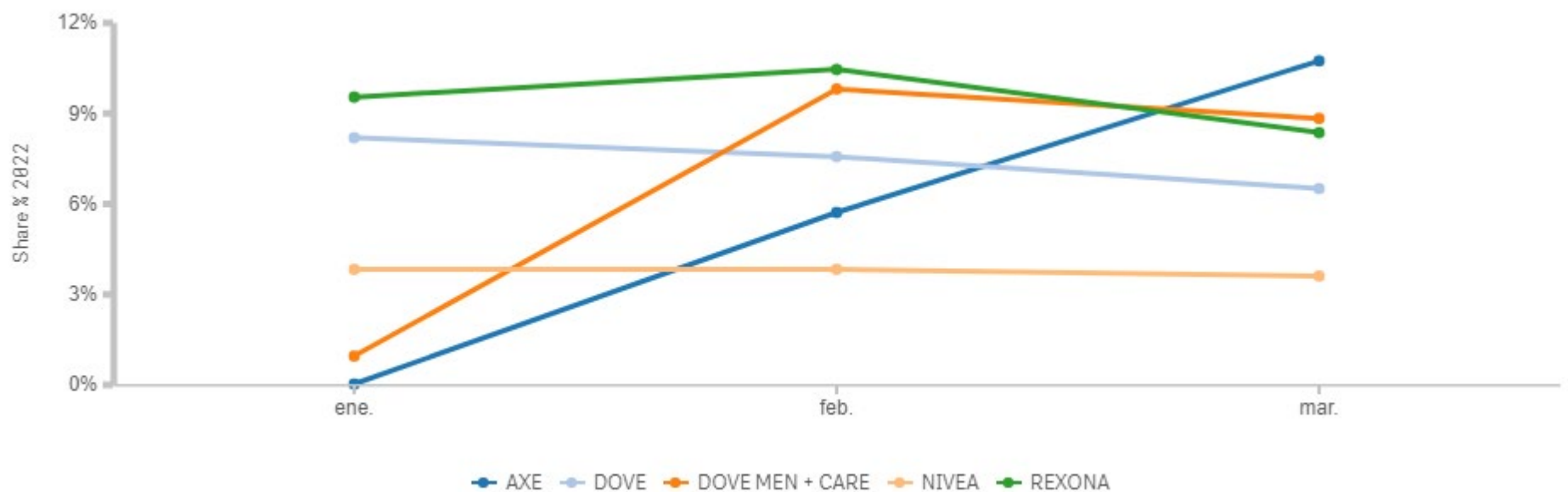


Mix de medios

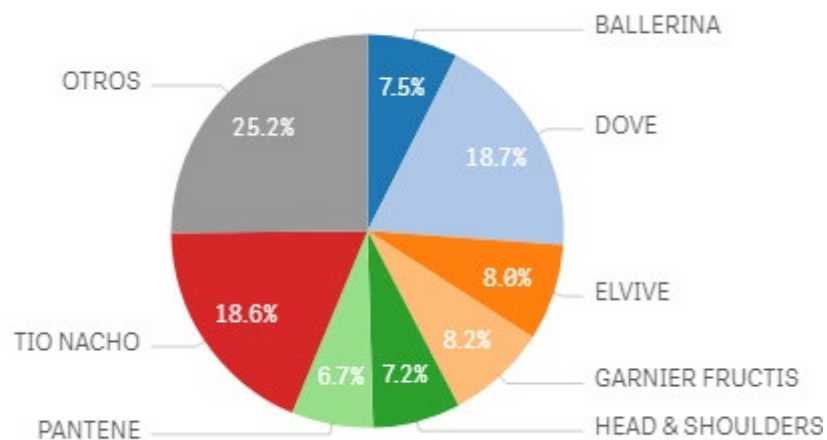


TV Abierta TV Paga Vía Pública + Metro Prensa Radio

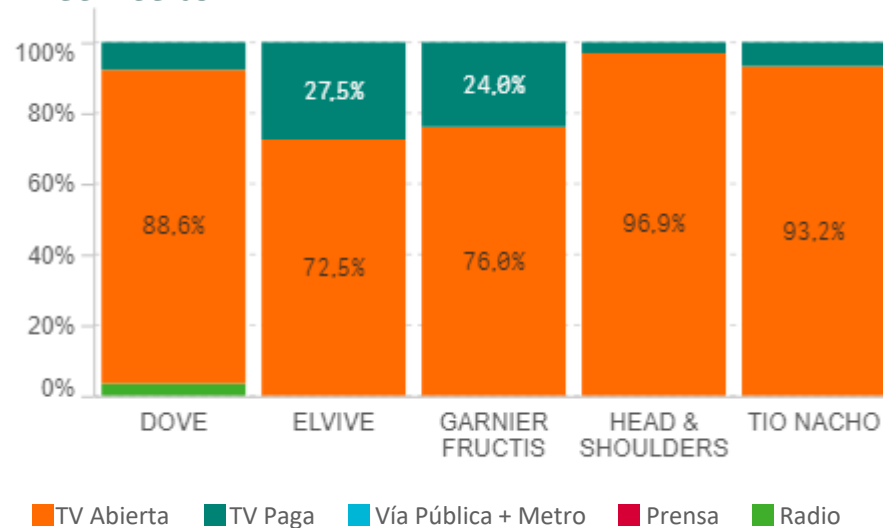
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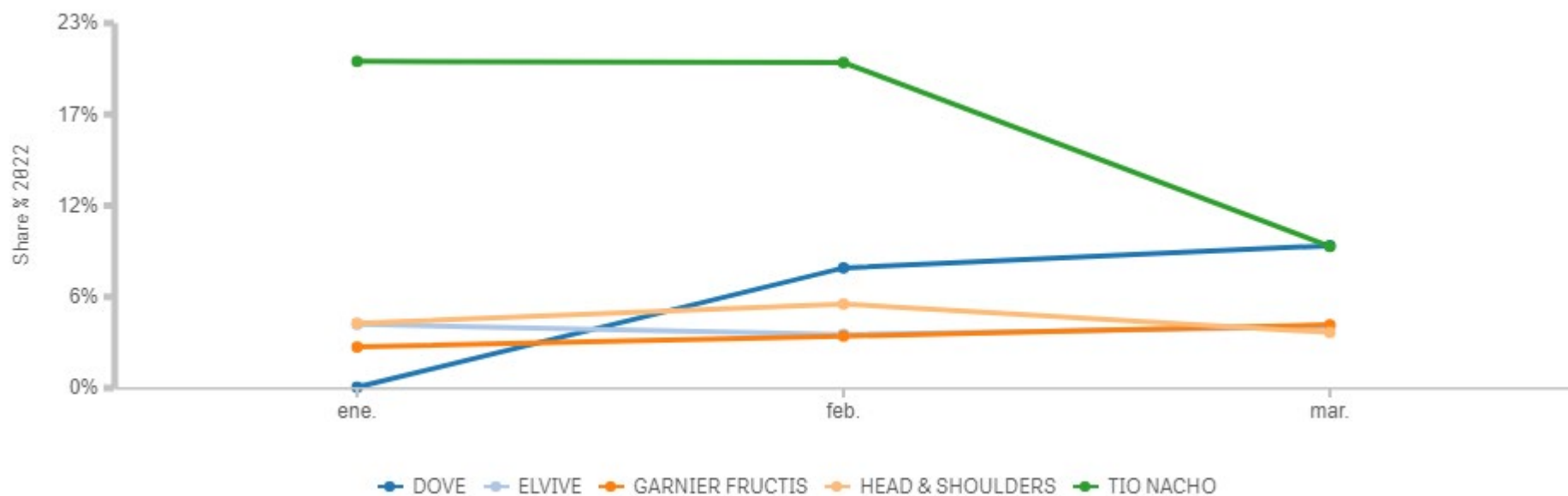
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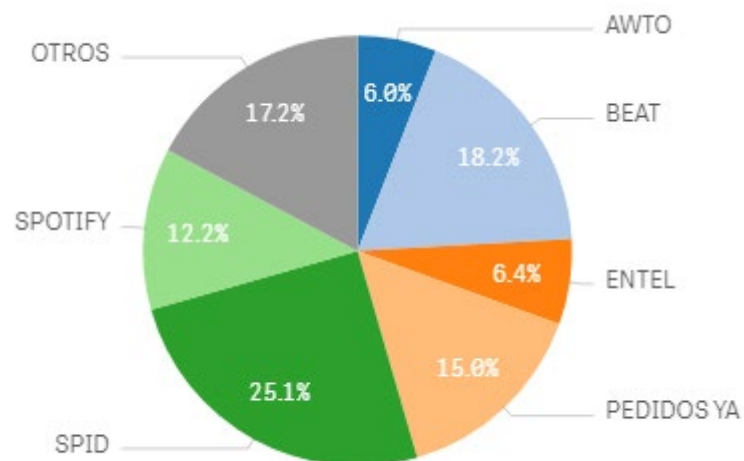
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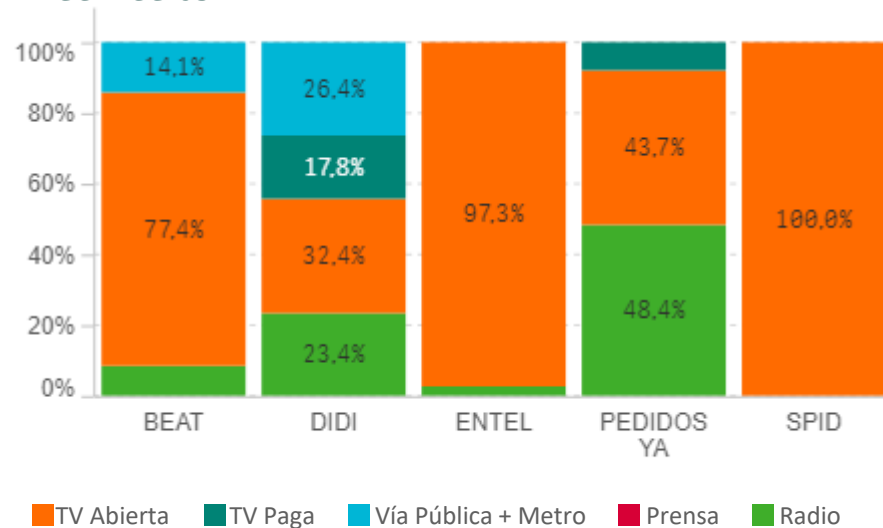
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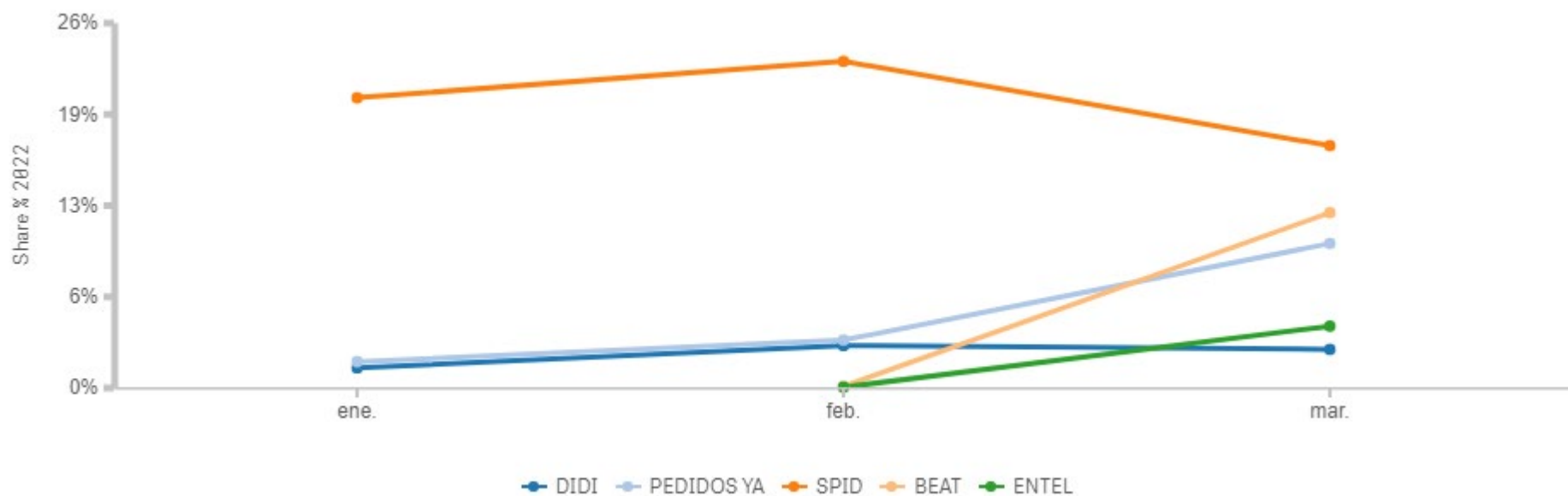
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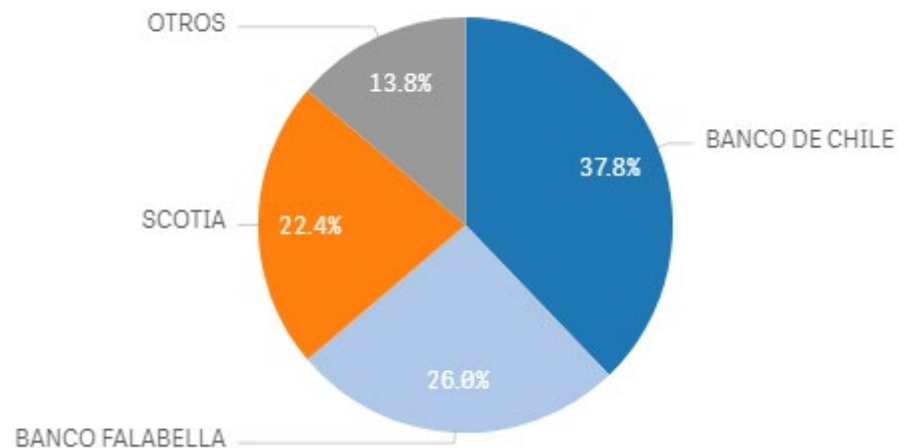
Mix de medios



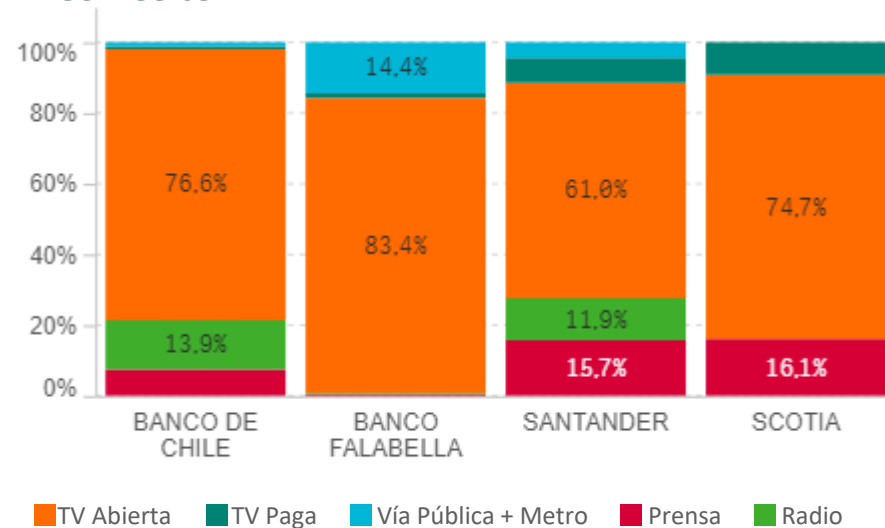
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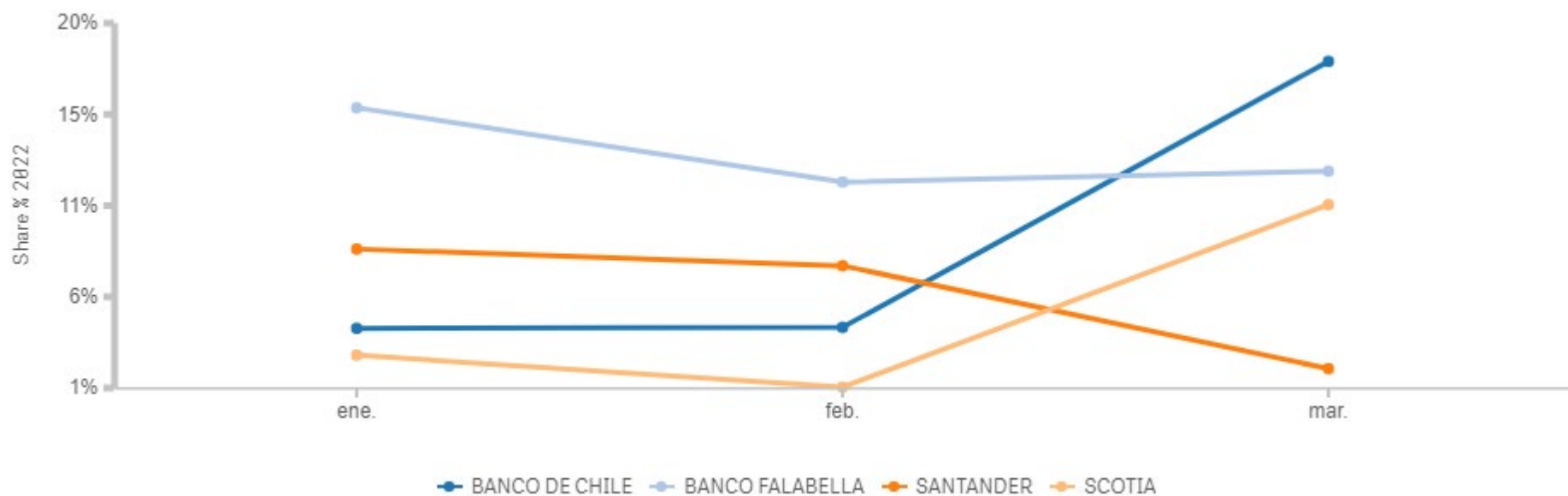
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Mix de medios

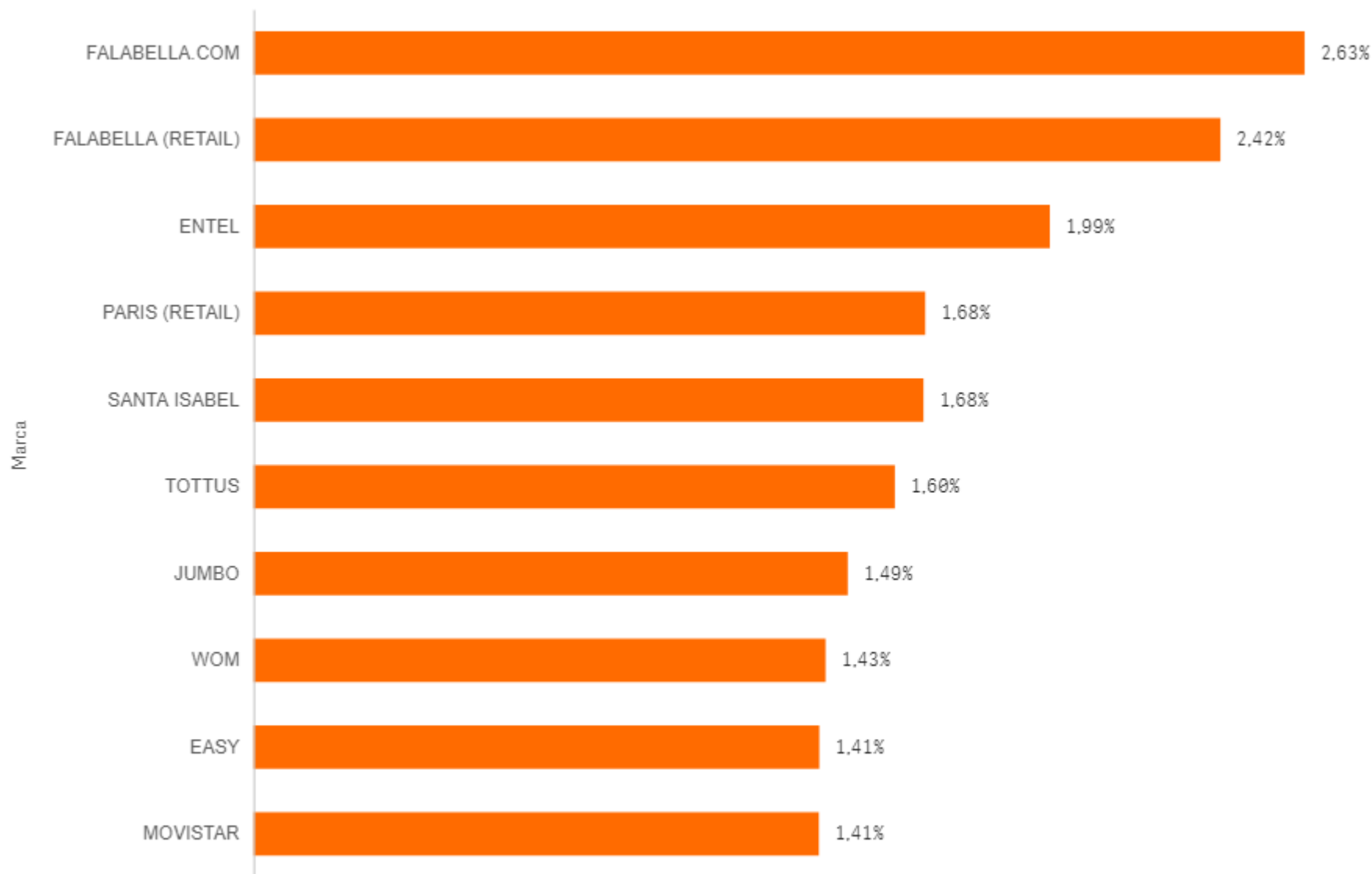


Estacionalidad



Top 10 Marcas

Marzo 2022



Segundos Marzo - 2022

80.987

Inversion Miles de Pesos - Mar...

848,5k

Top 5 Productos



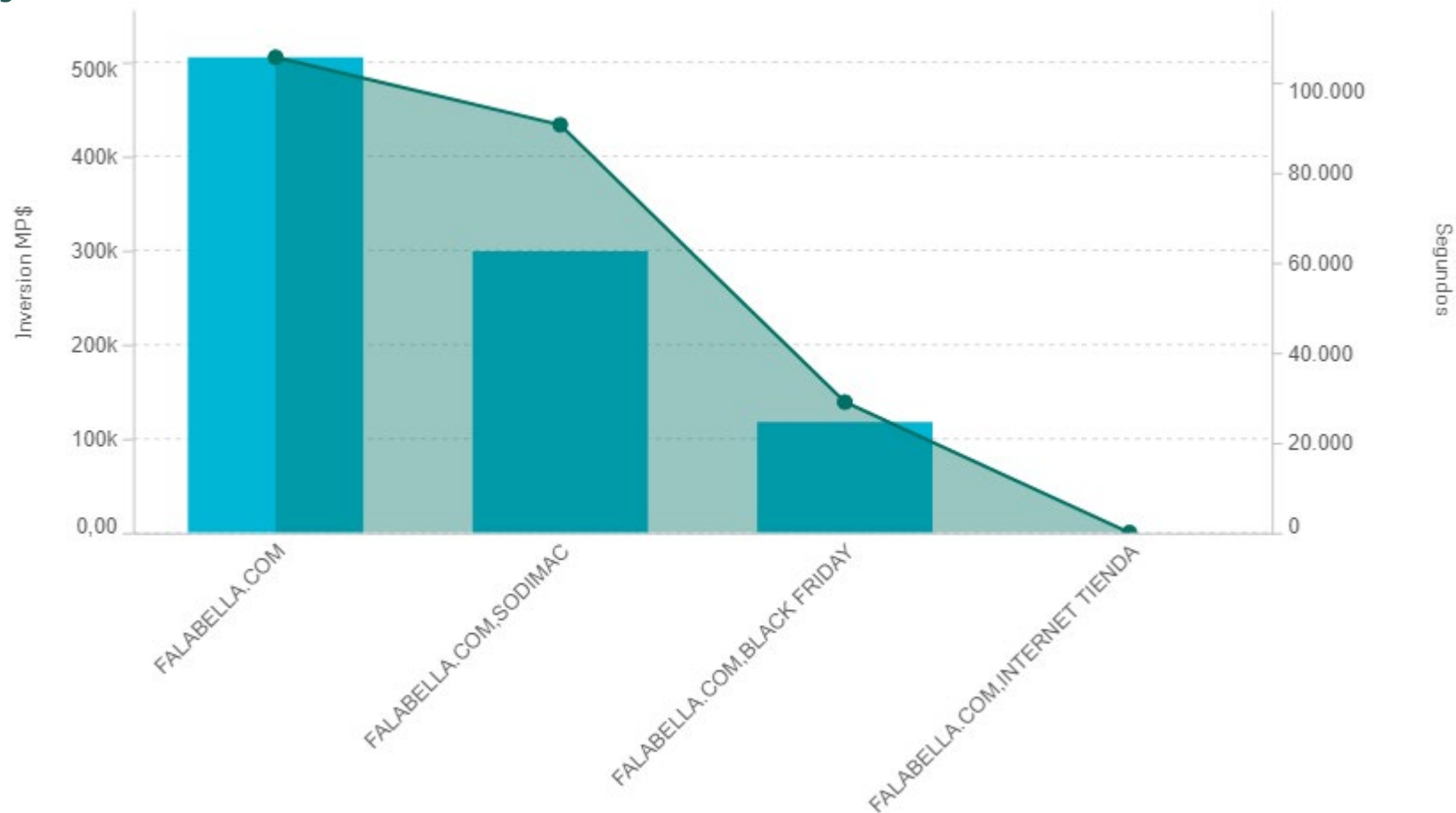
Segundos Marzo - 2022

225.349

Inversion Miles de Pesos - Mar...

922,4k

Top 5 Productos



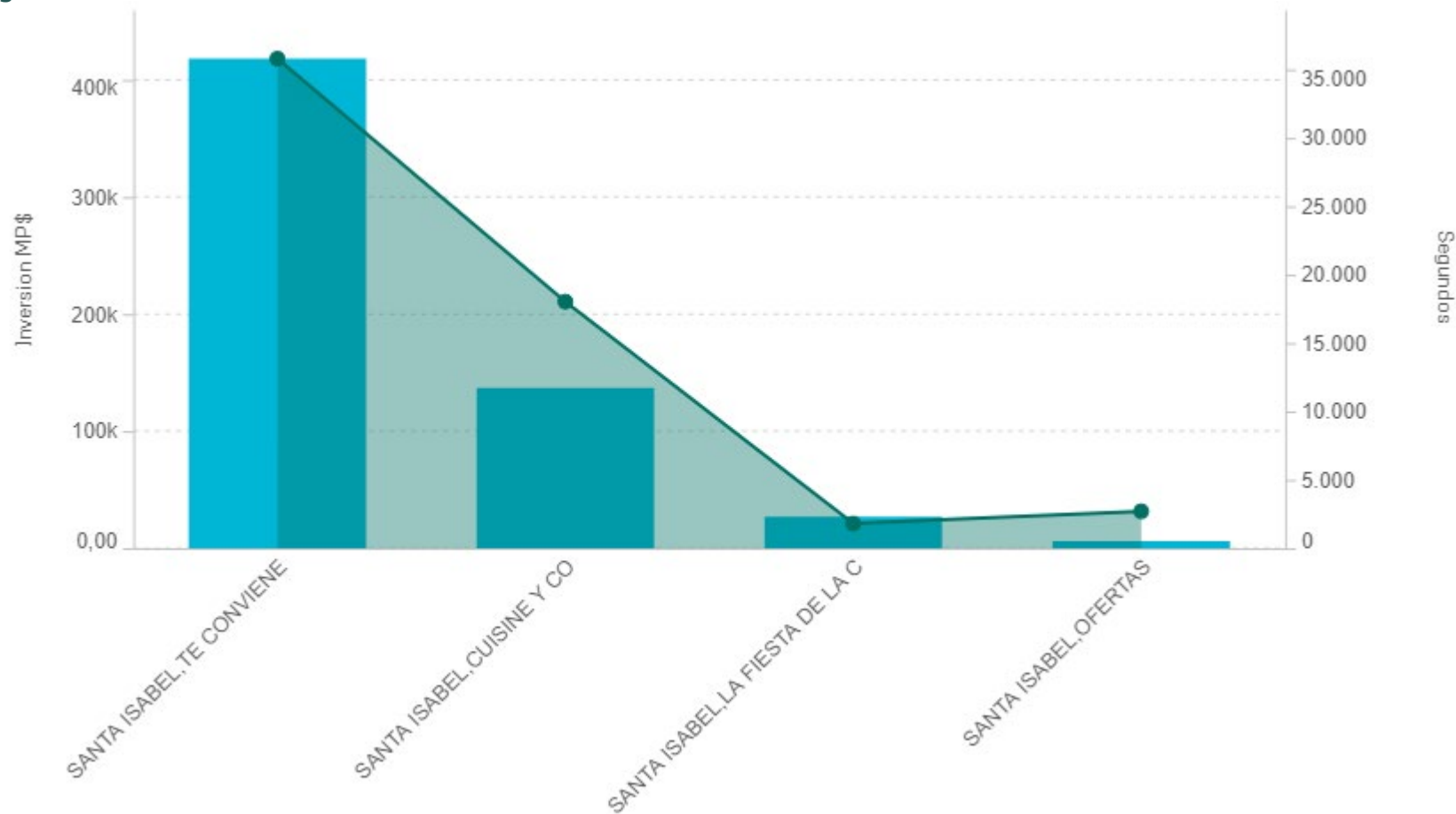
Segundos Marzo - 2022

58.328

Inversion Miles de Pesos - Mar...

587,9k

Top 5 Productos



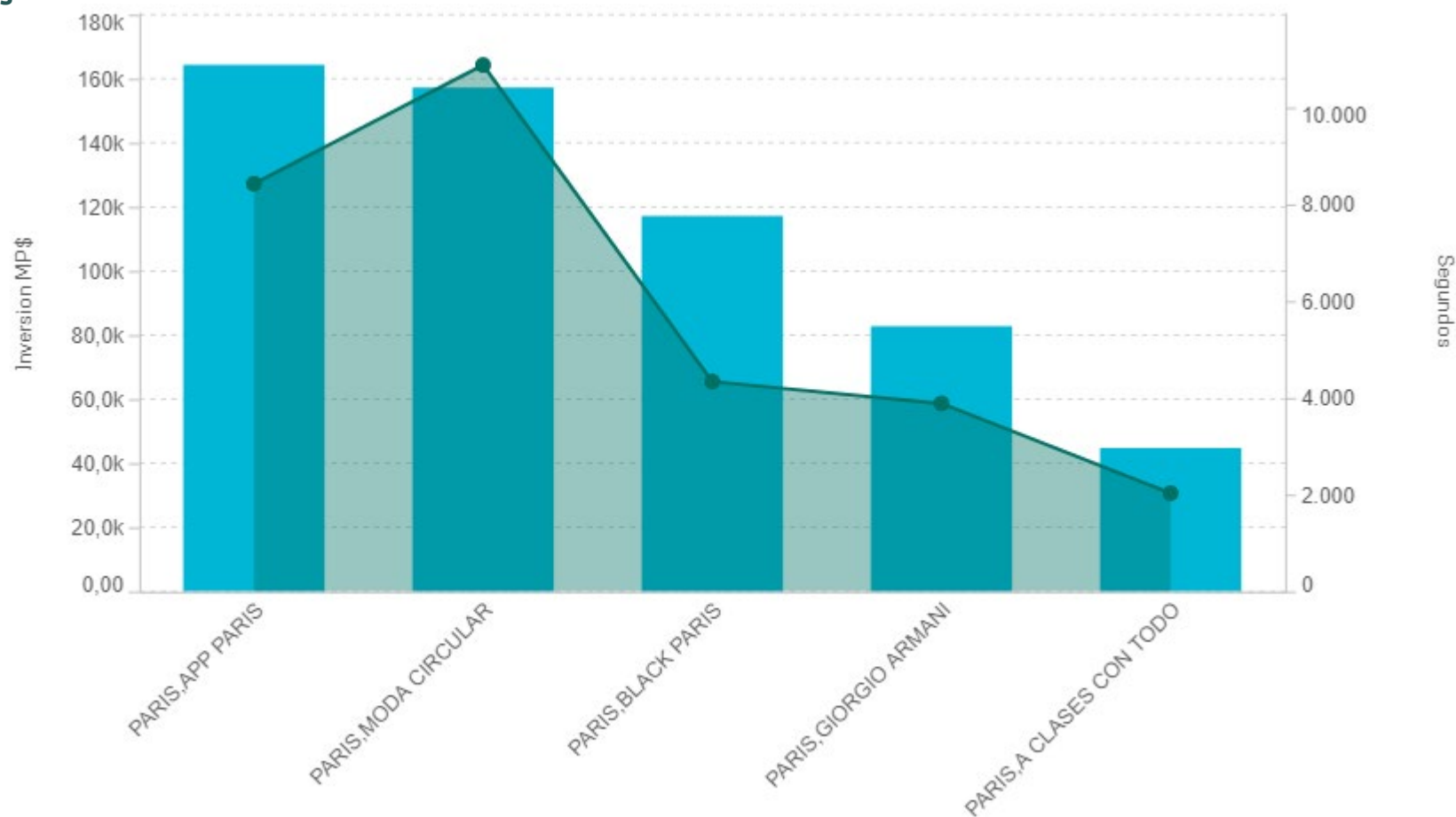
Segundos Marzo - 2022

30.361

Inversion Miles de Pesos - Mar...

589,5k

Top 5 Productos



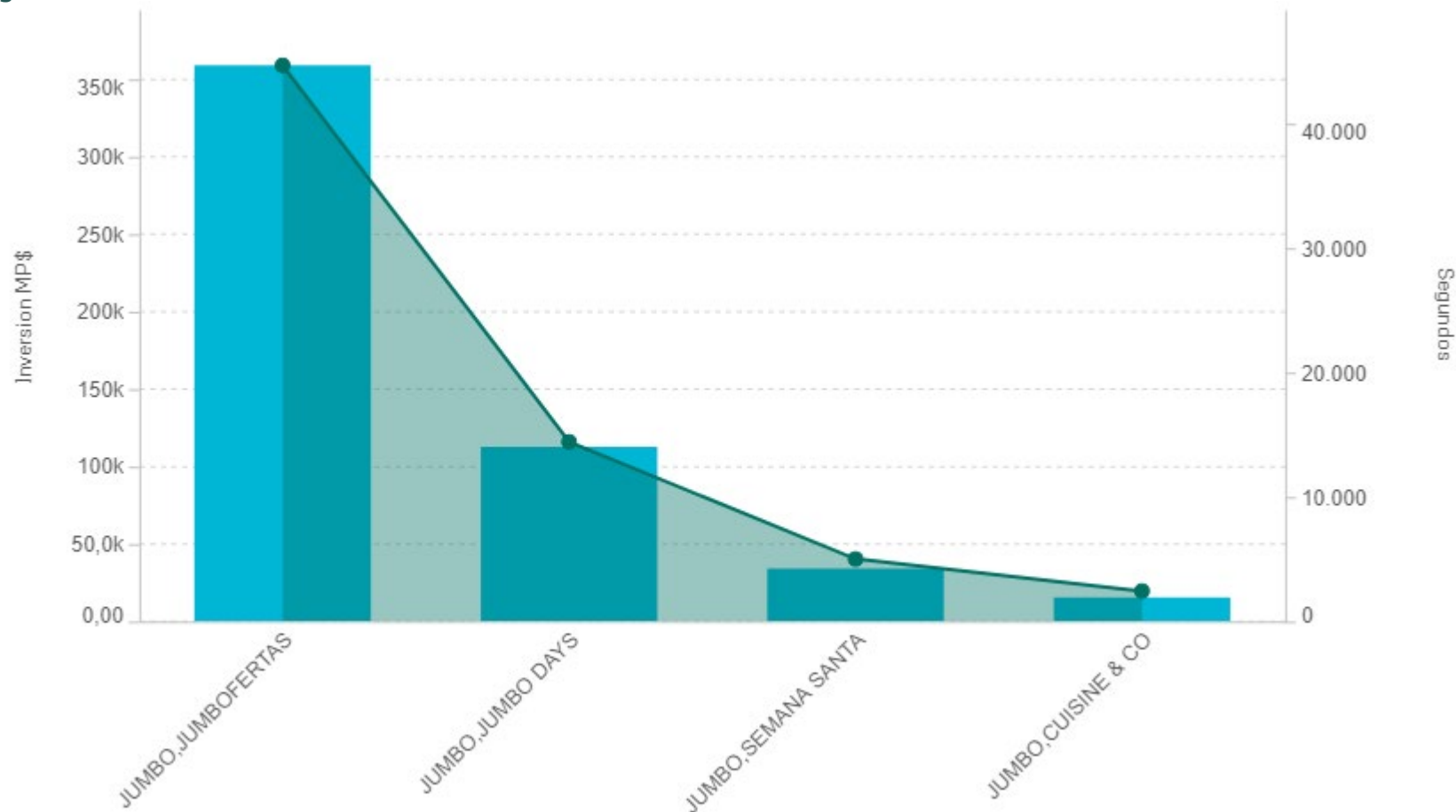
Segundos Marzo - 2022

66.604

Inversion Miles de Pesos - Mar...

521,5k

Top 5 Productos



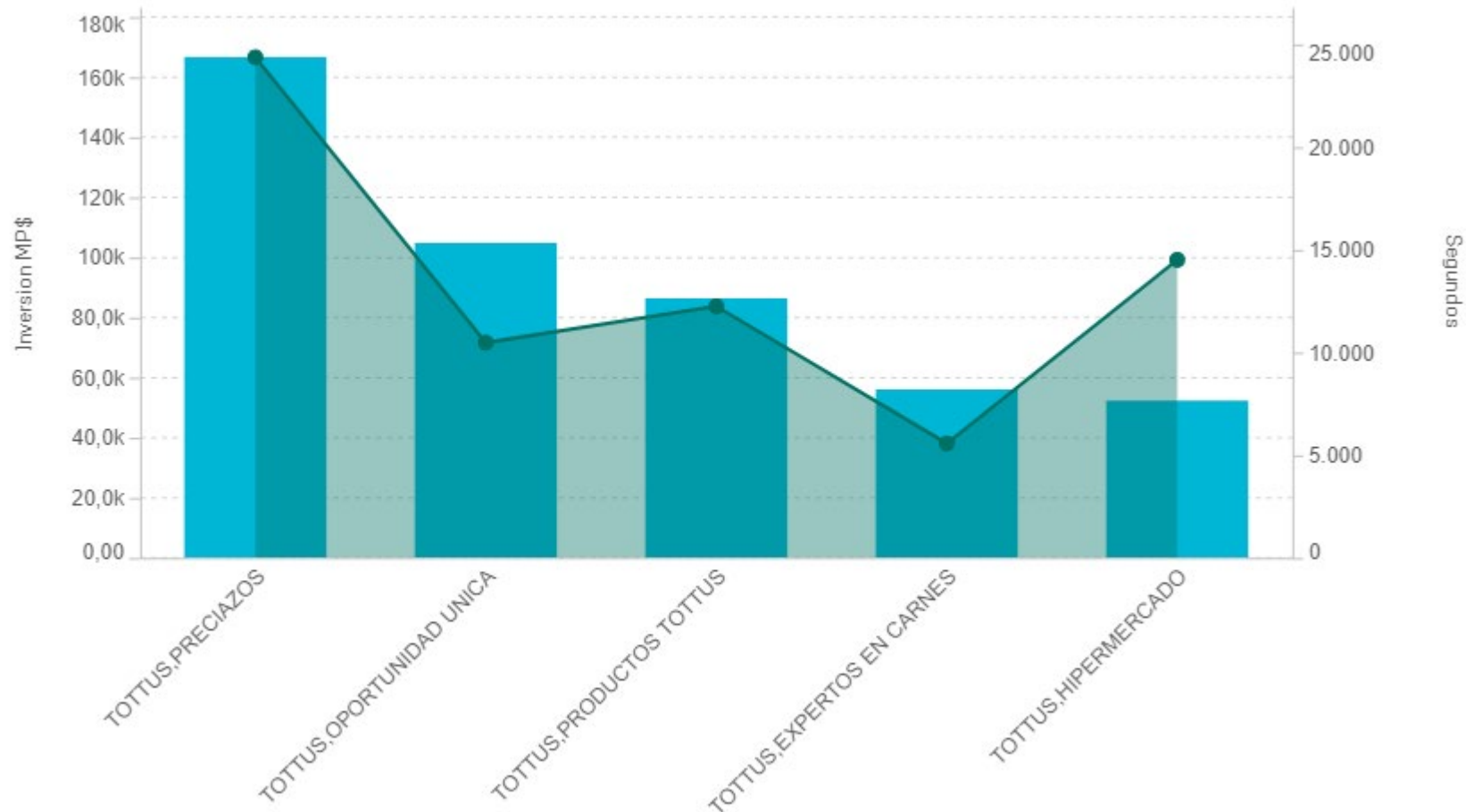
Segundos Marzo - 2022

87.191

Inversion Miles de Pesos - Mar...

562,8k

Top 5 Productos



Segundos Marzo - 2022

158.799

Inversion Miles de Pesos - Mar...

698,8k

Top 5 Productos



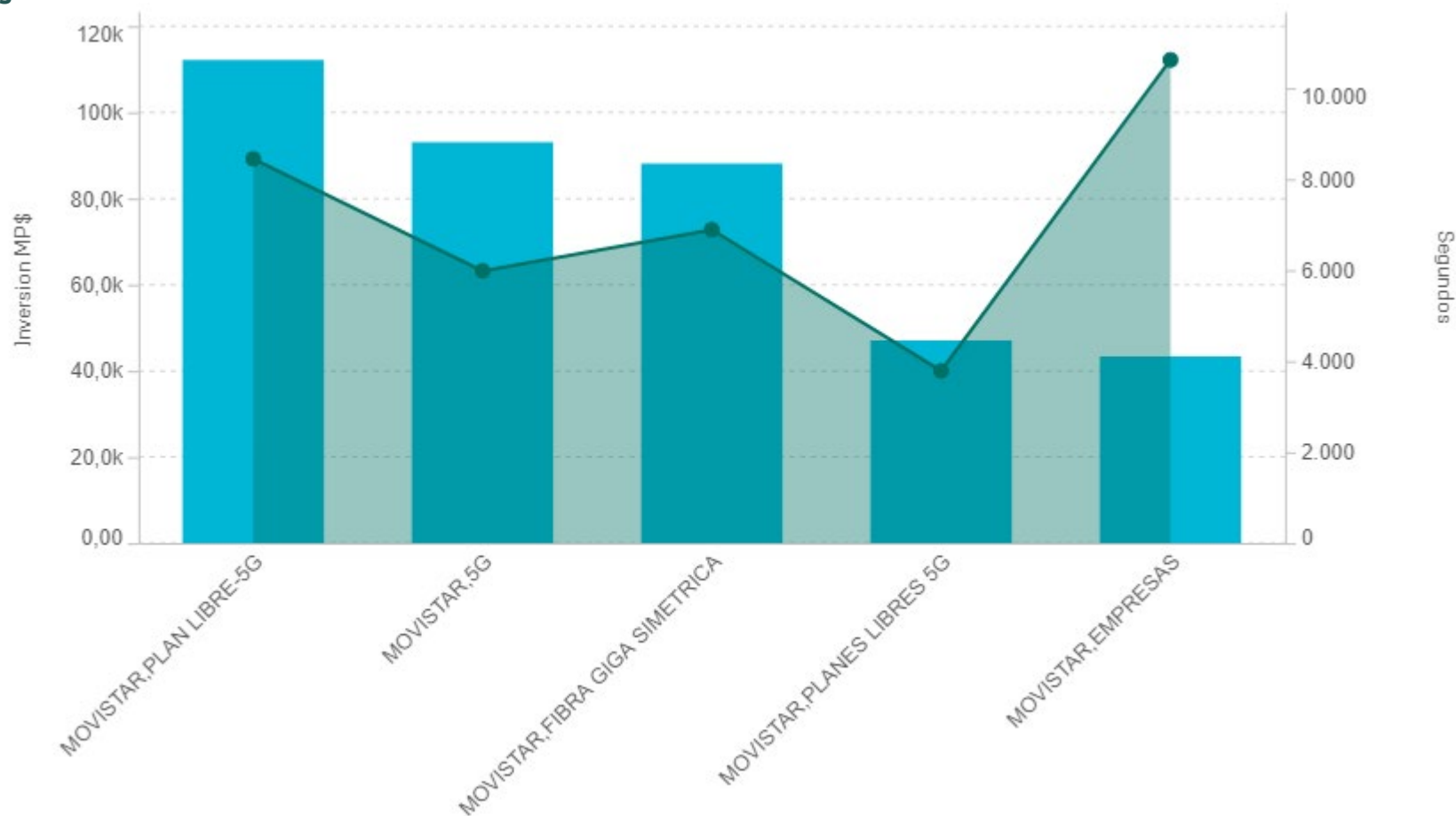
Segundos Marzo - 2022

41.525

Inversion Miles de Pesos - Mar...

496,2k

Top 5 Productos



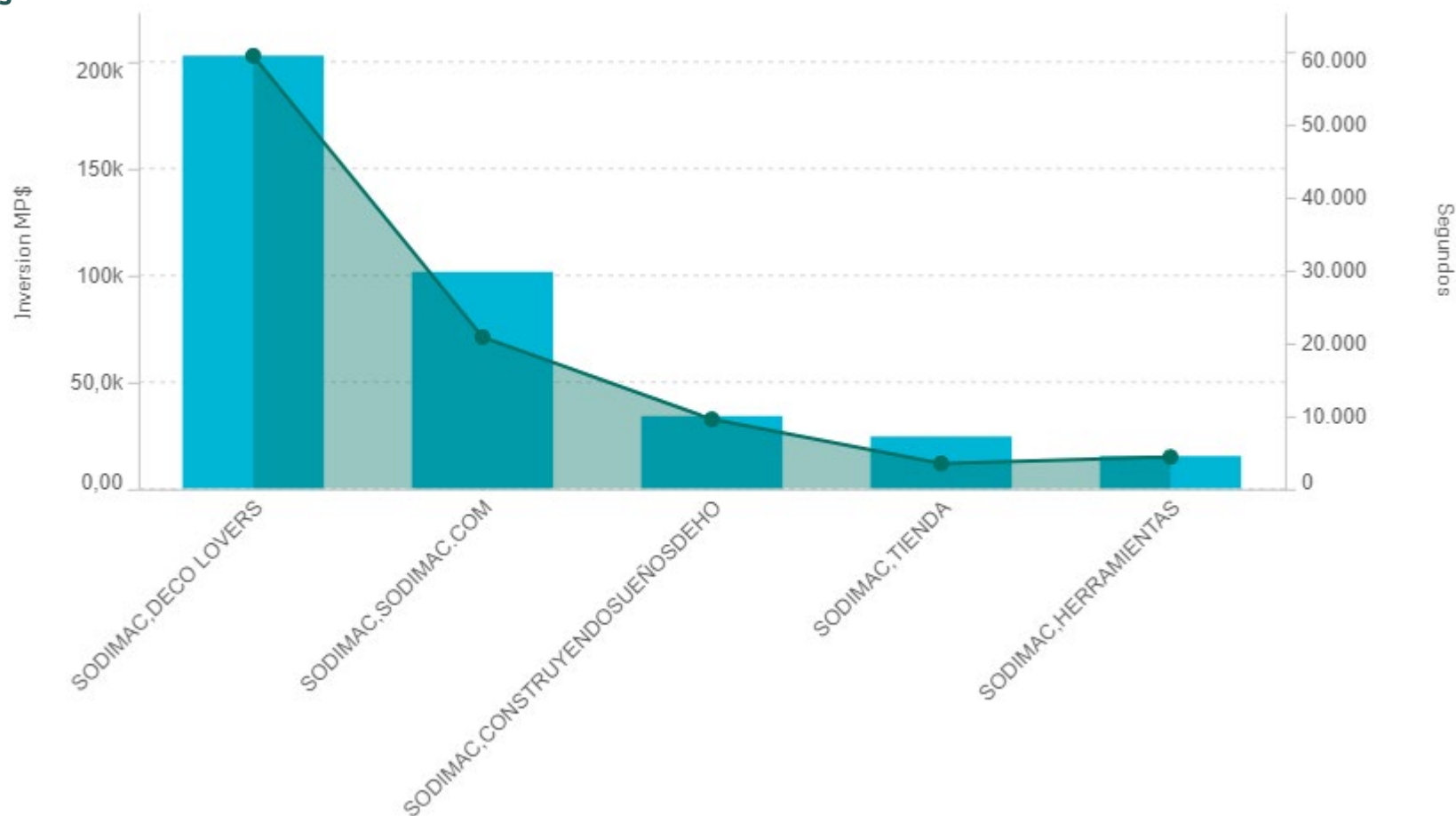
Segundos Marzo - 2022

104.275

Inversion Miles de Pesos - Mar...

401,3k

Top 5 Productos



Segundos Marzo - 2022

77.599

Inversion Miles de Pesos - Mar...

403,6k

Top 5 Productos

