INFORME DE INVERSIÓN PUBLICITARIA

Mayo 2022

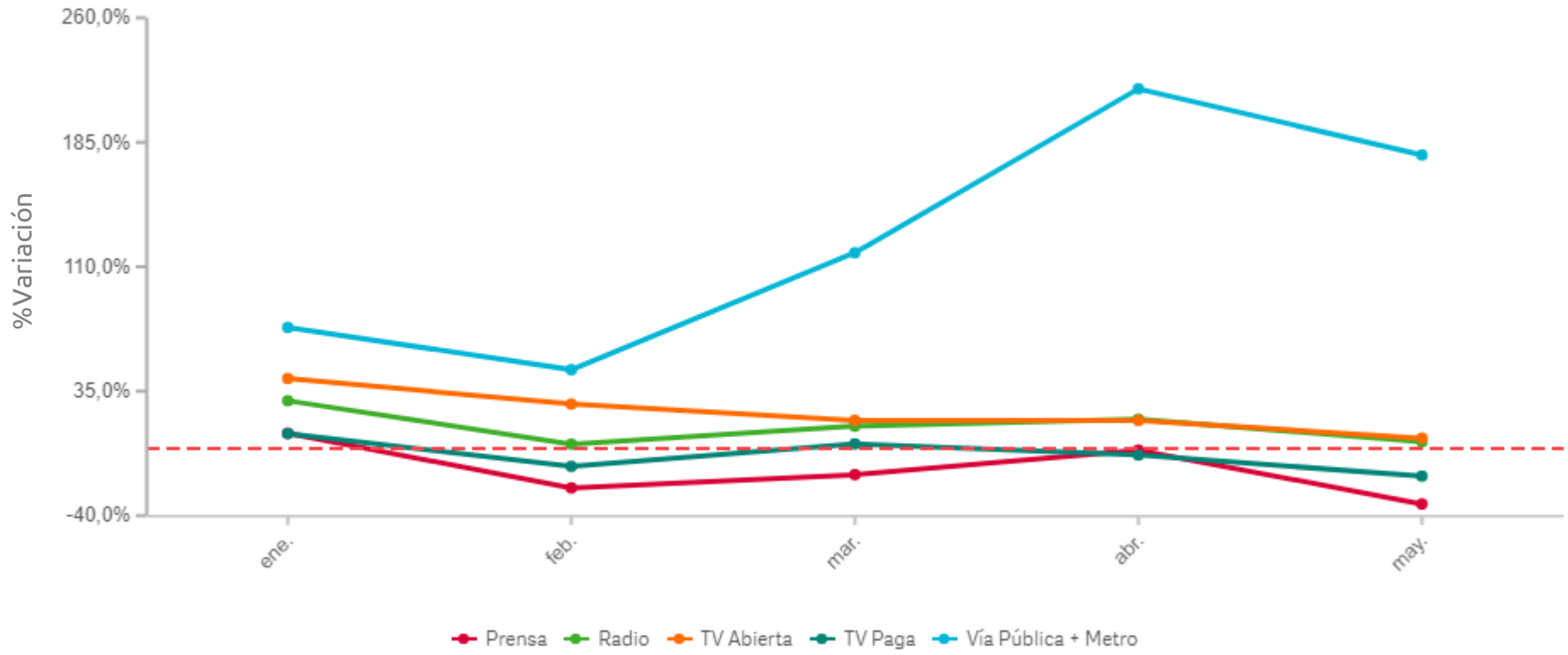
Megatime

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

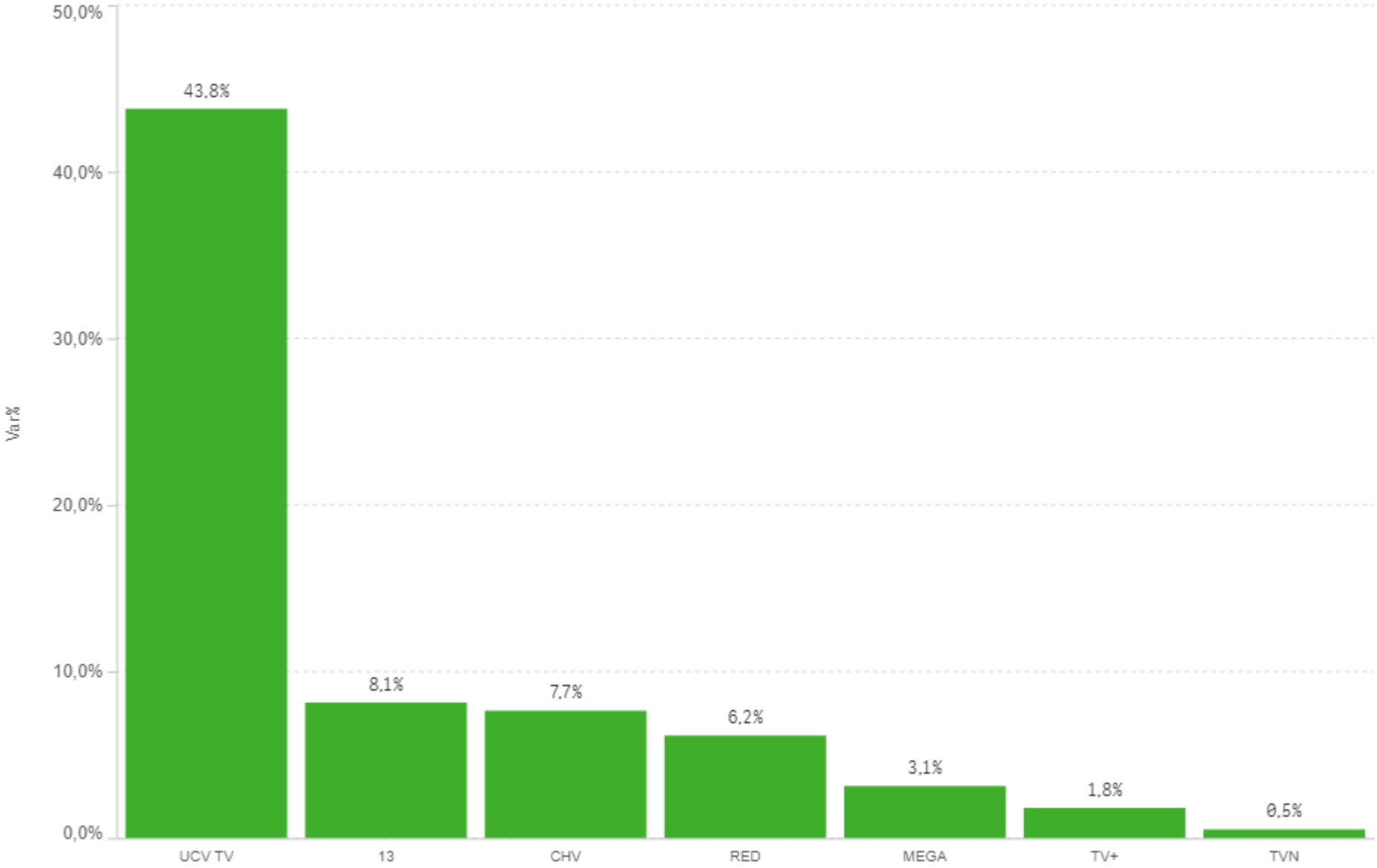
enero - Mayo 2022 vs. 2021



Medios	Prensa	Radio	TV Abierta	TV Paga	Vía Pública + Metro
%Var	-33,5% ↓	4,1% ↑	6,2% ↑	-16,7% ↓	176,8% ↑

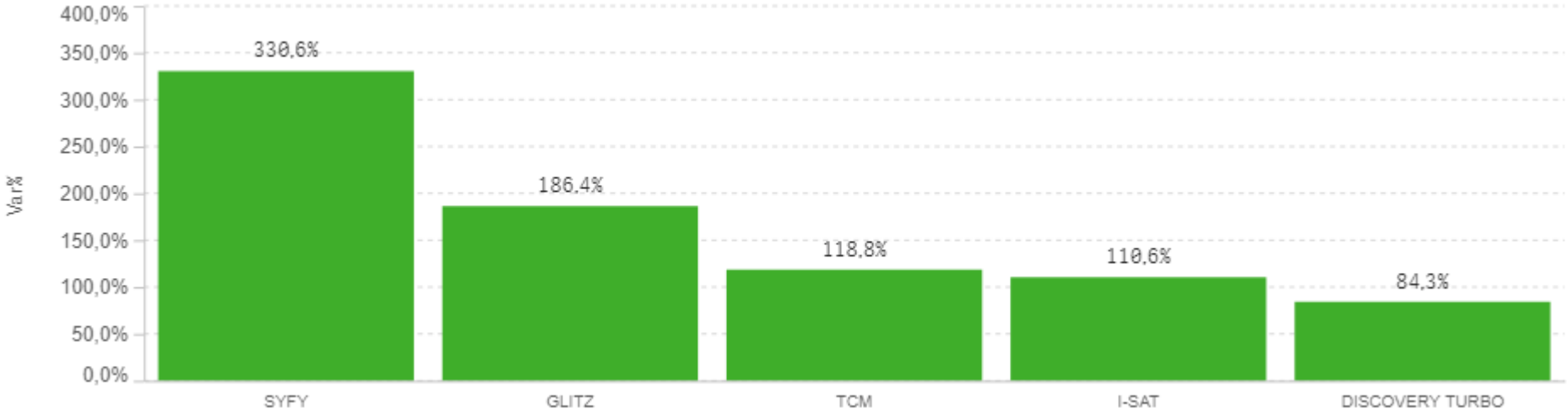
%Var. TV Abierta

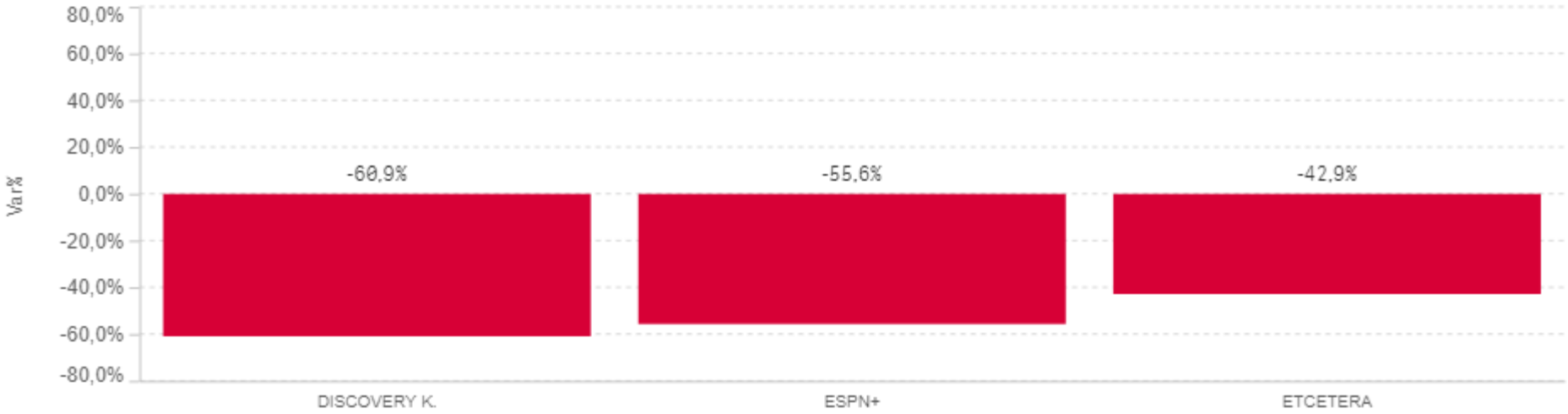
Mayo 2022



%Var. TV Paga

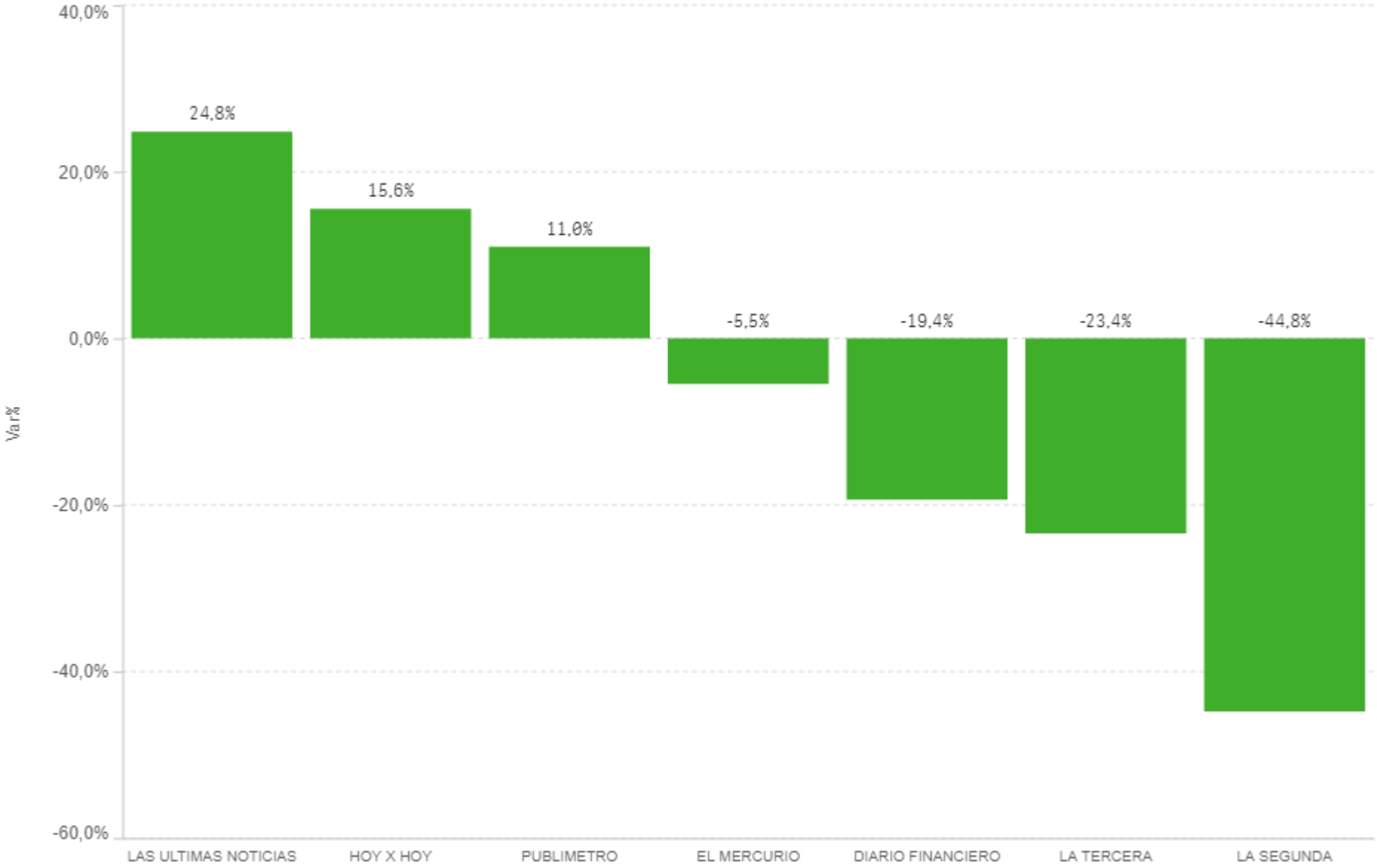
Mayo 2022





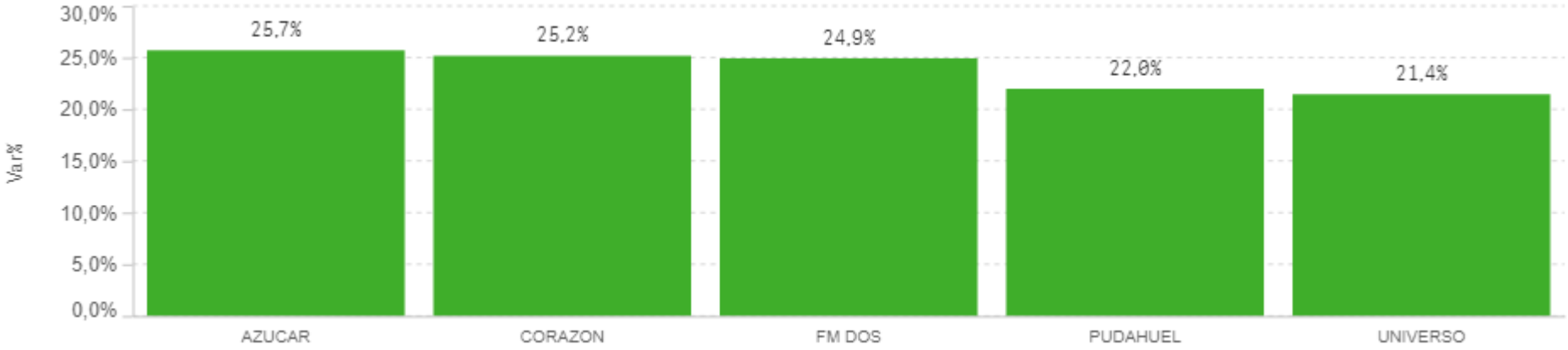
%Var. Prensa

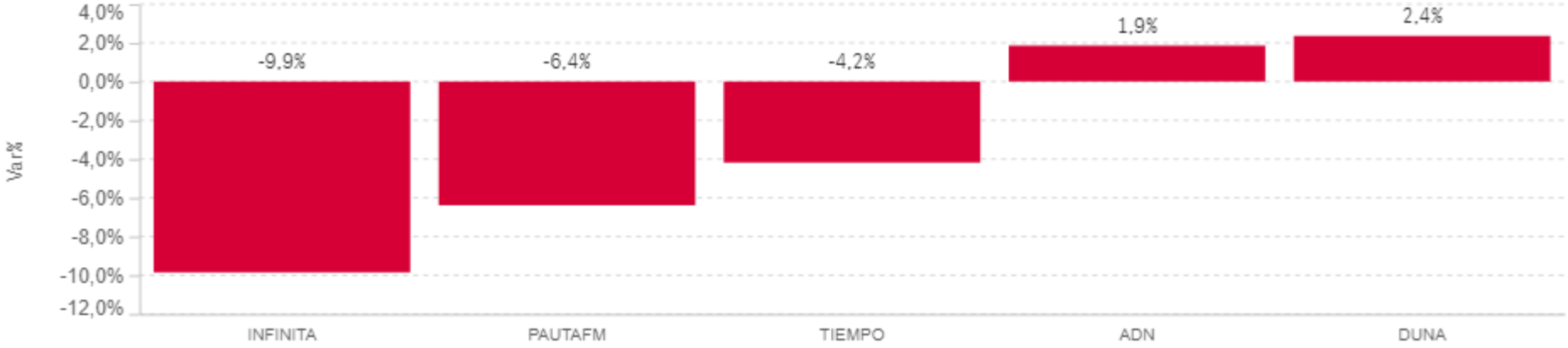
Mayo 2022



%Var. Radio

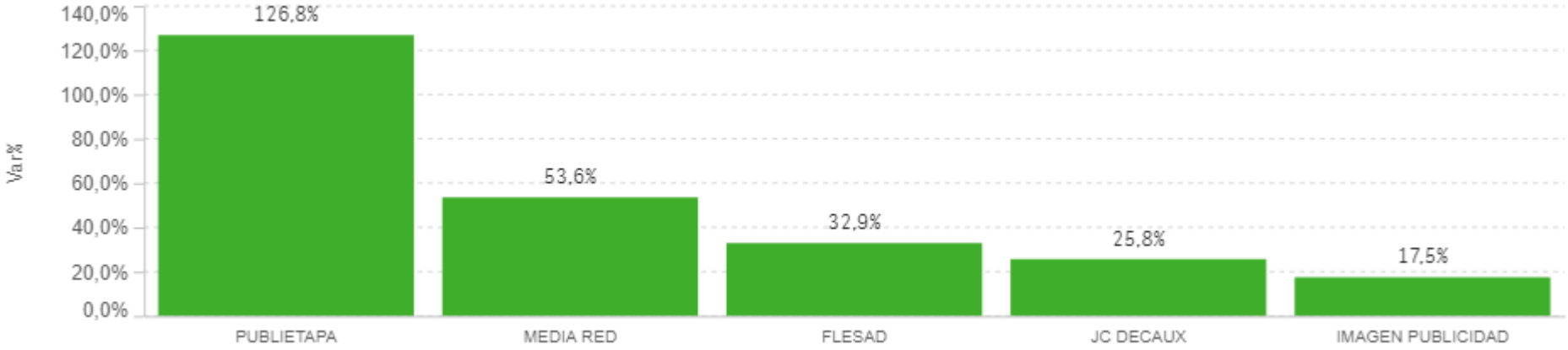
Mayo 2022

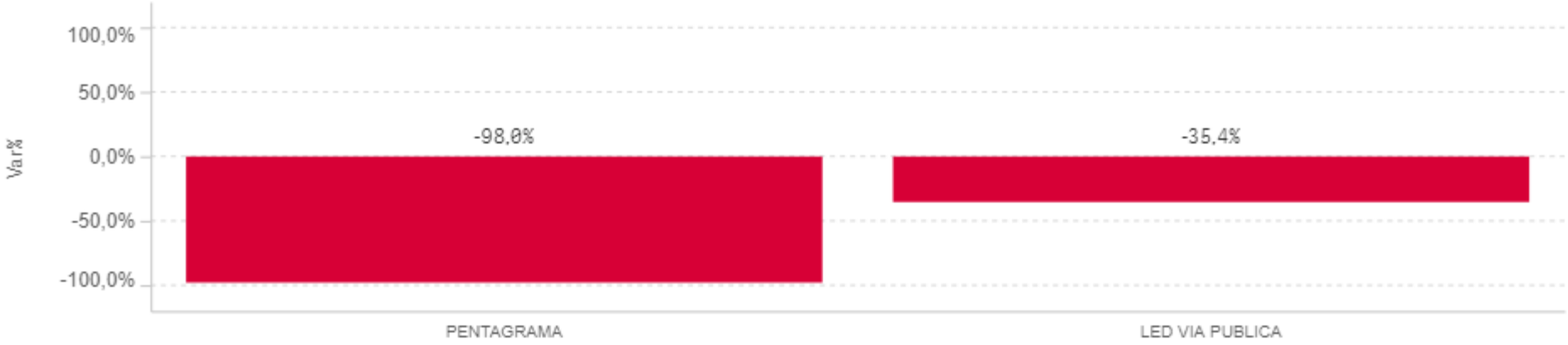




%Var. Vía Pública + Metro

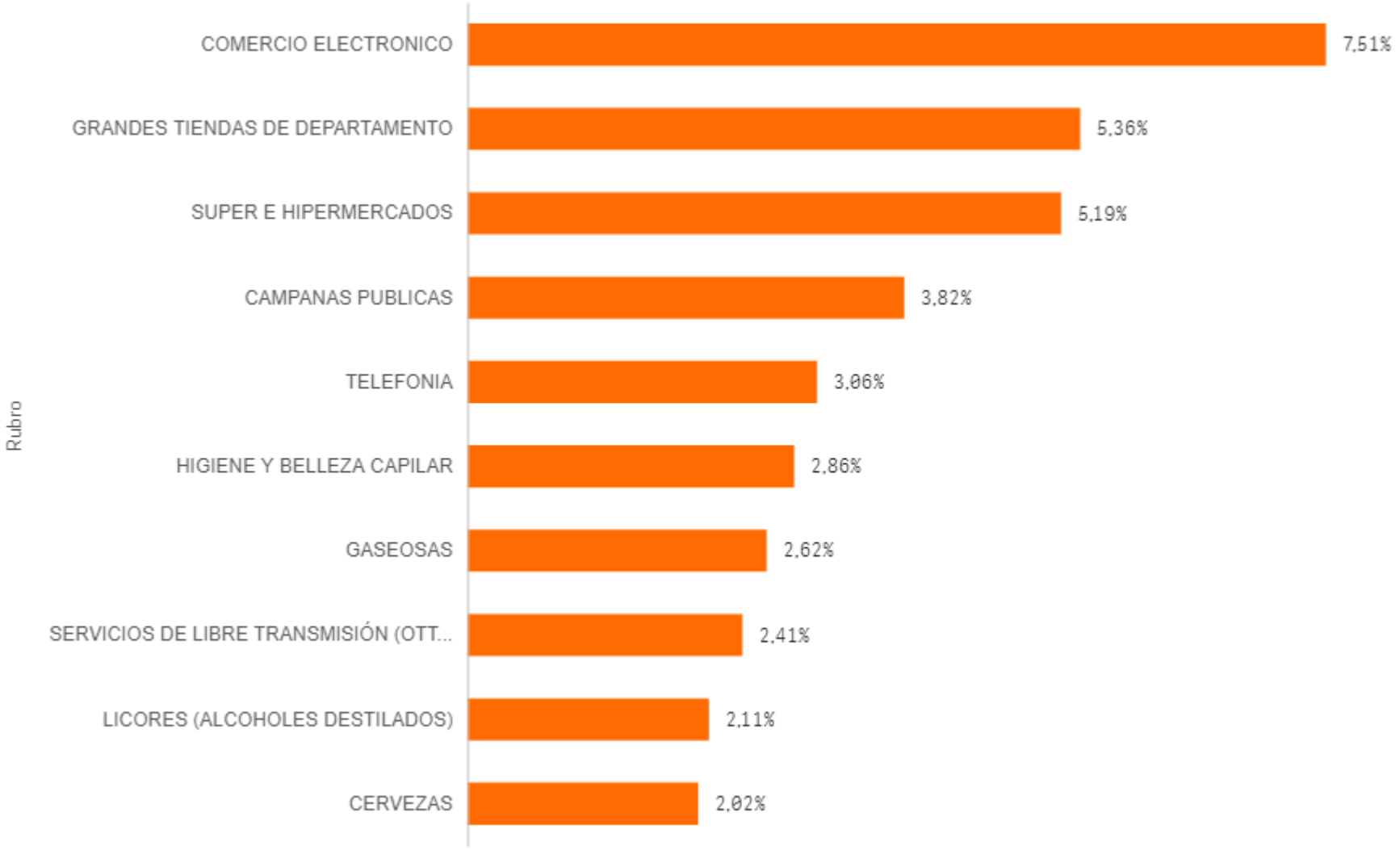
Mayo 2022





Top 10 Rubros

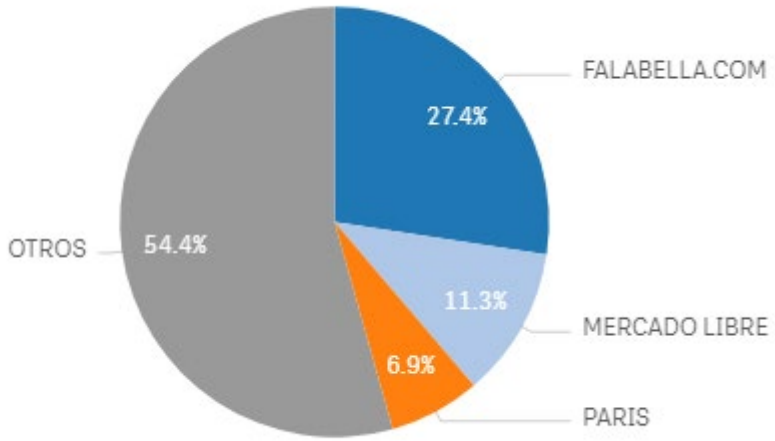
Mayo 2022



COMERCIO ELECTRONICO

Mayo 2022

%SOI



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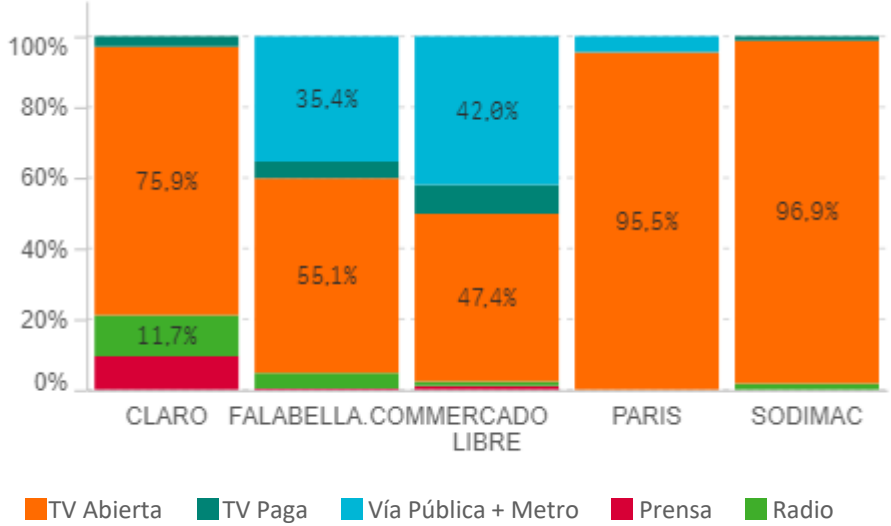

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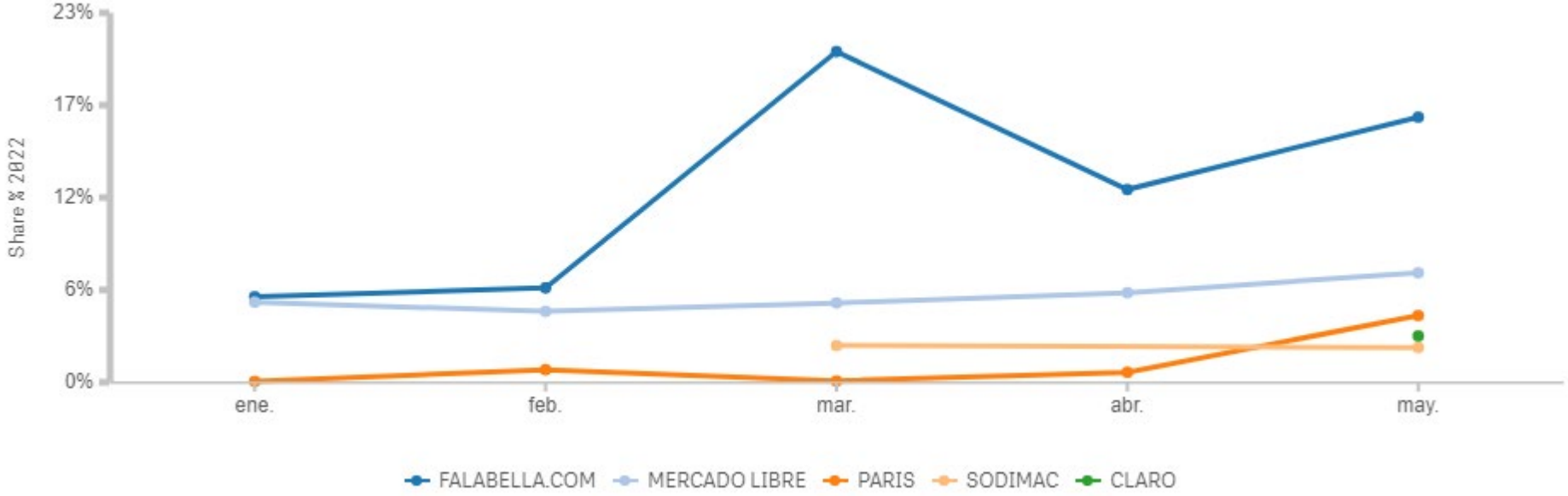
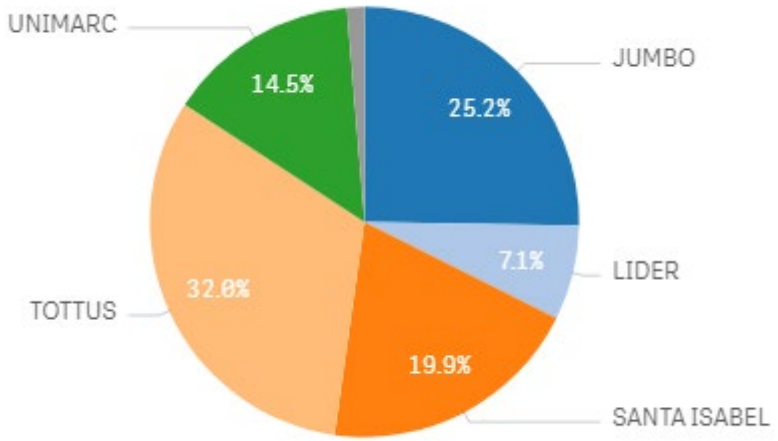


SUPER E HIPERMERCADOS

Mayo 2022

%SOI



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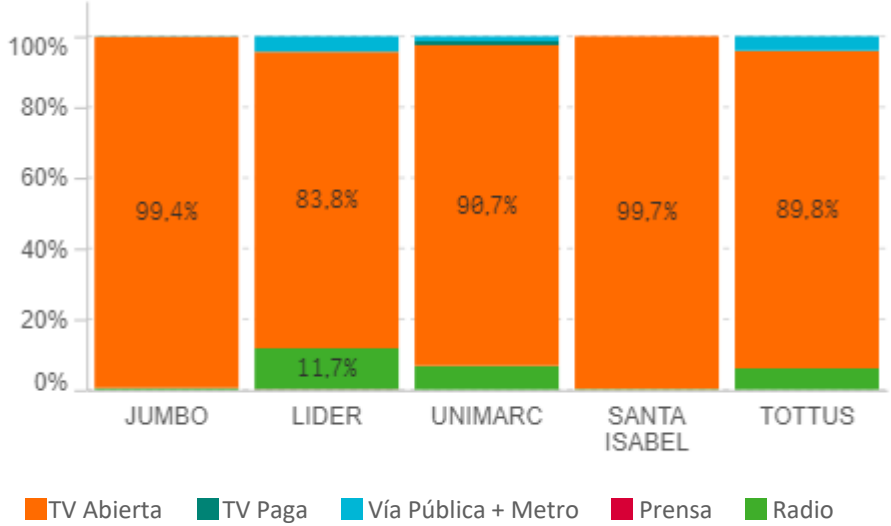

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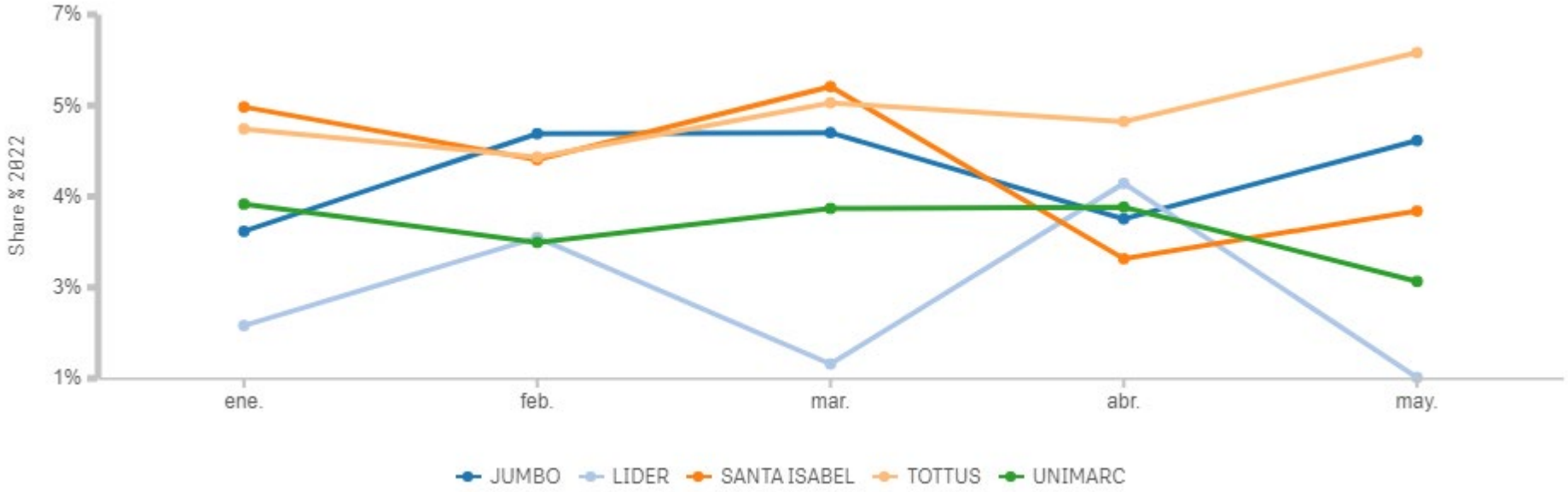
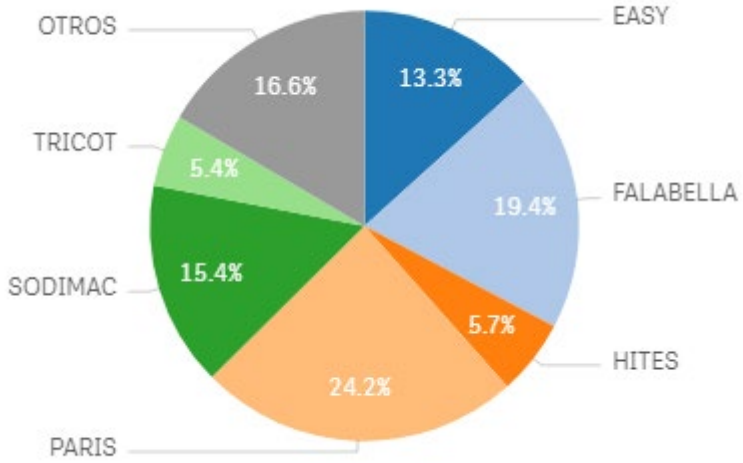


GRANDES TIENDAS POR DEPARTAMENTO

Mayo 2022

%SOI



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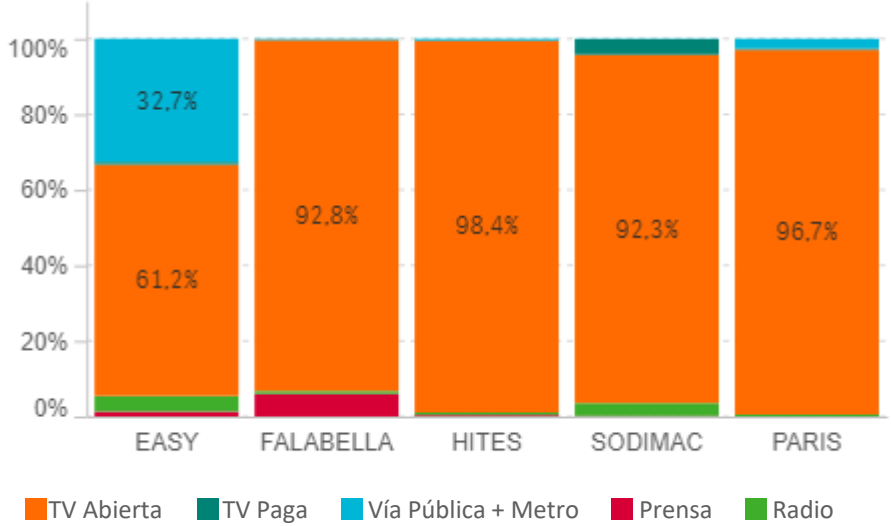

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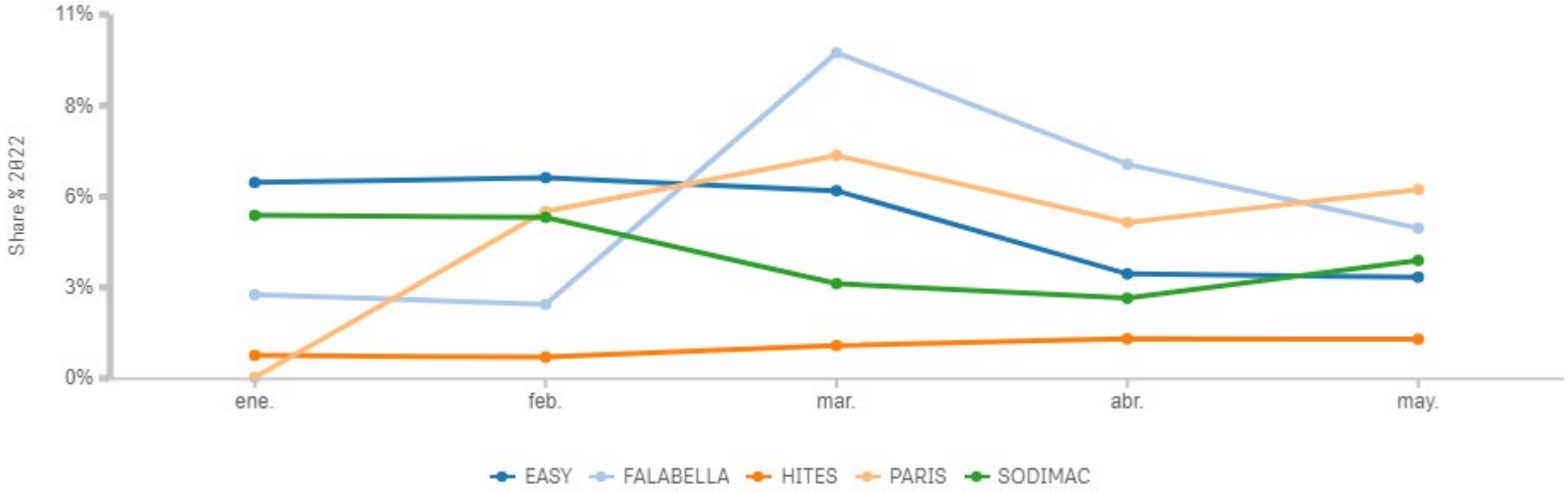
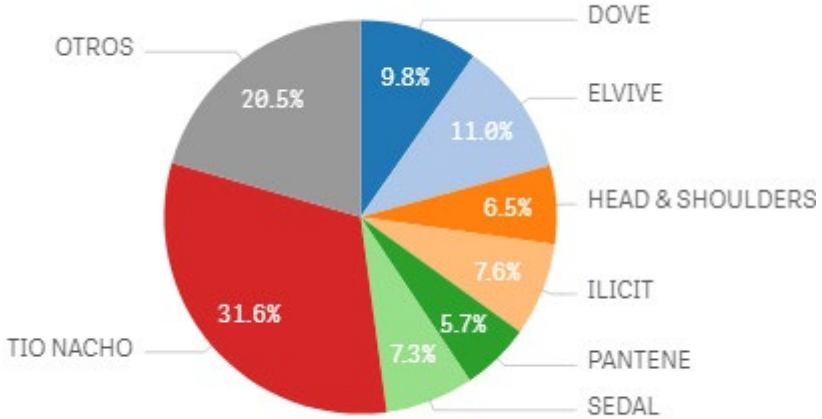


HIGIENE Y BELLEZA CAPILAR

Mayo 2022

%SOI



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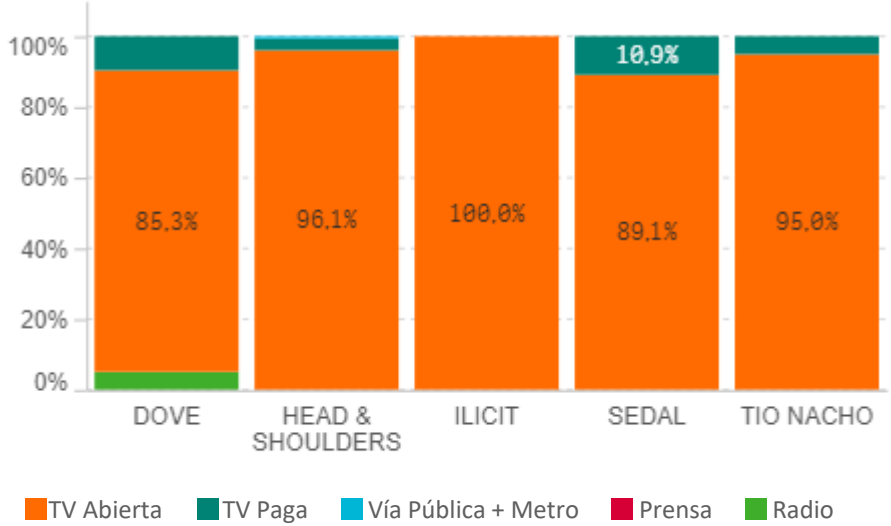

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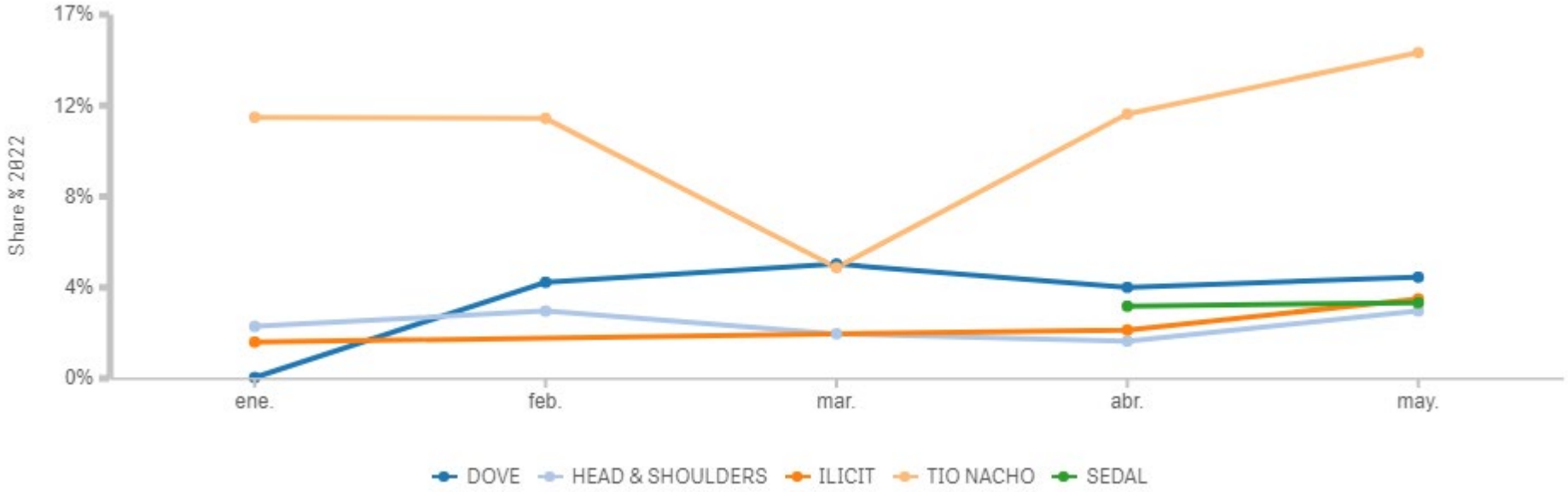
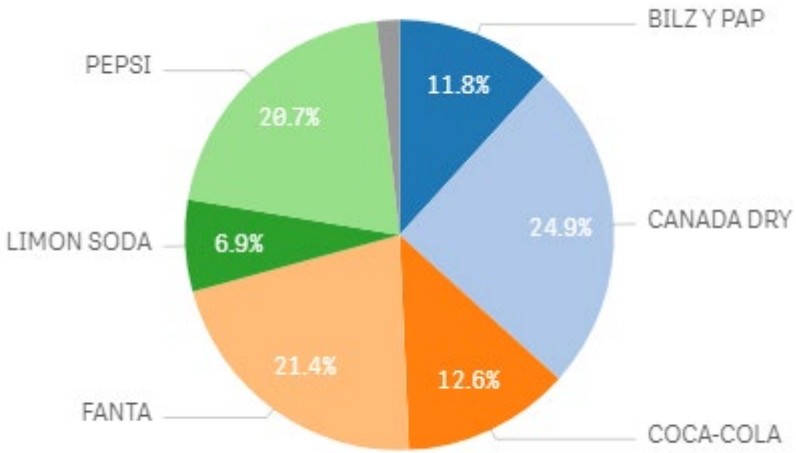


GASEOSAS

Mayo 2022

%SOI



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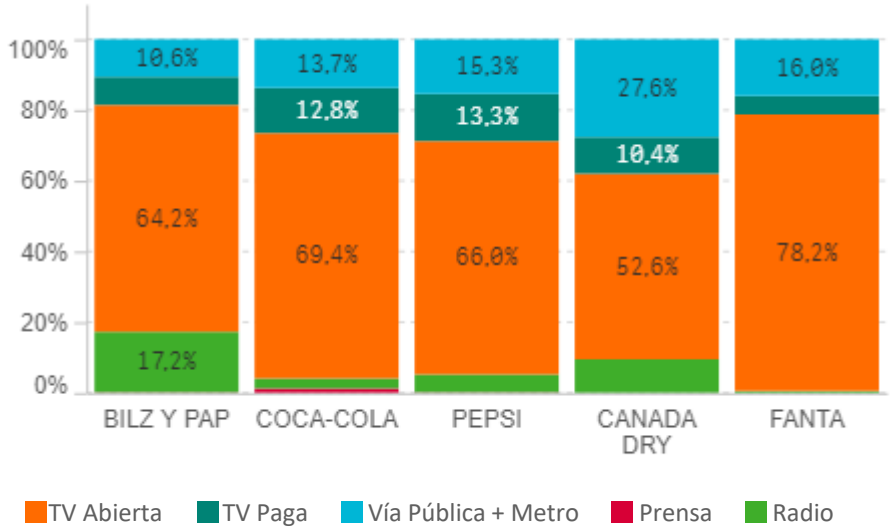

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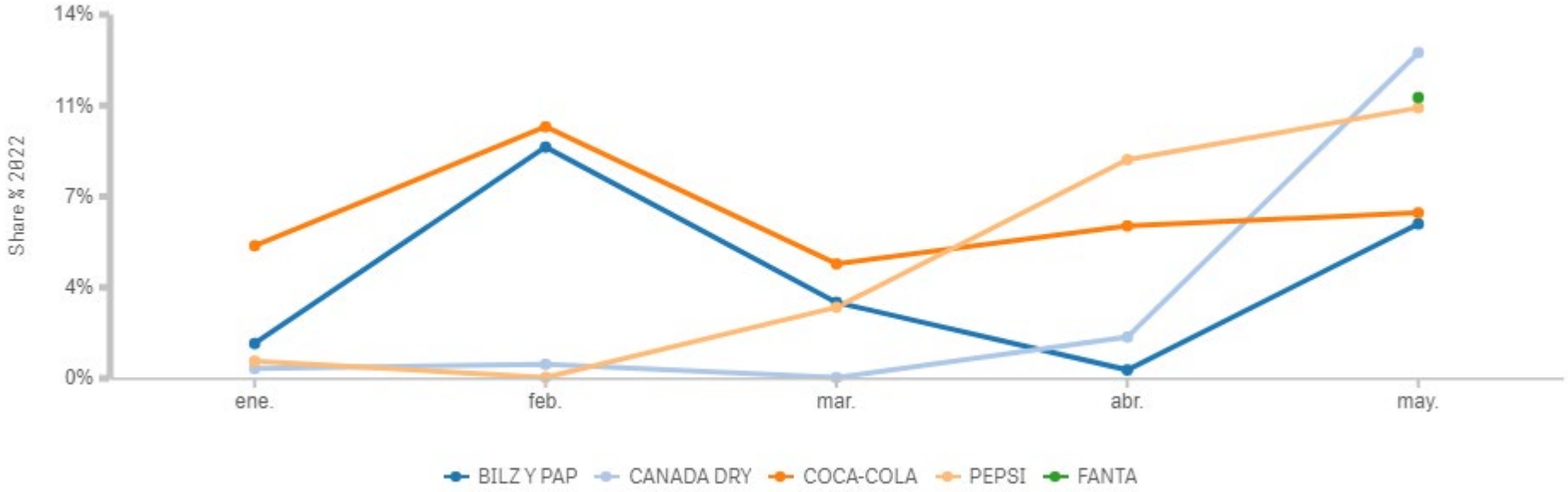
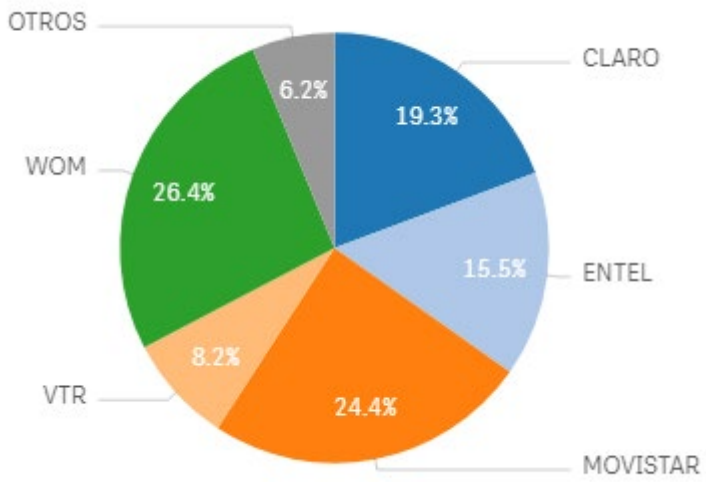


TELEFONIA

Mayo 2022

%SOI



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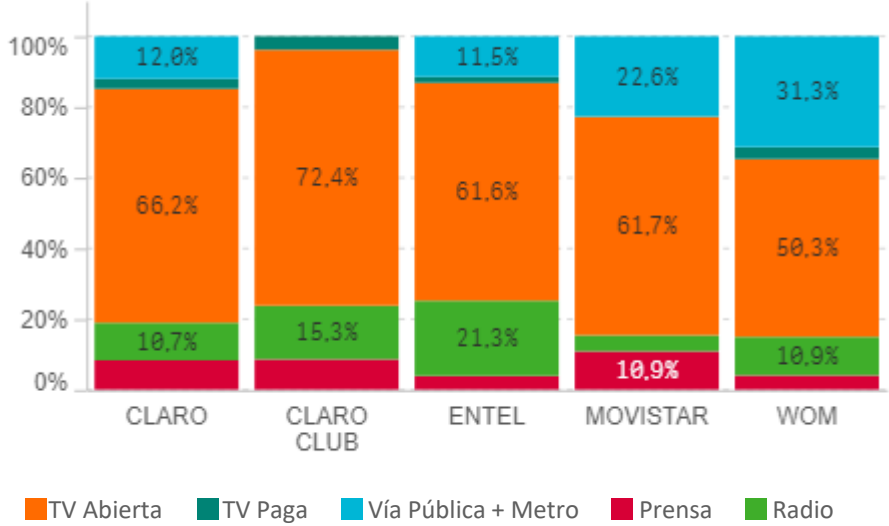

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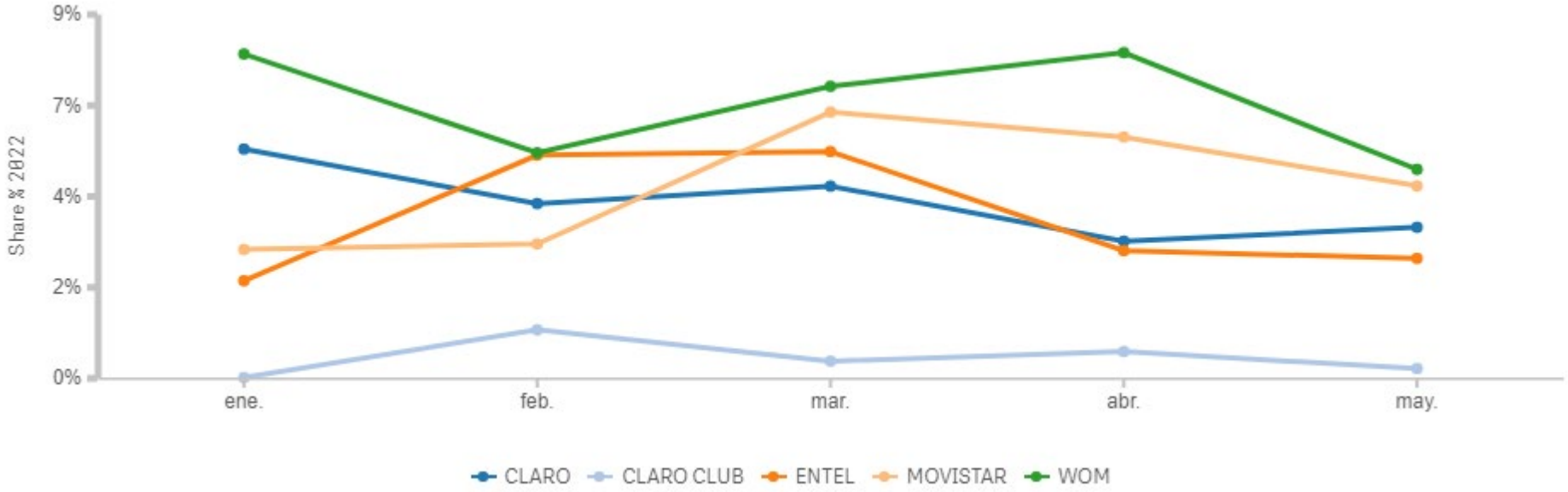
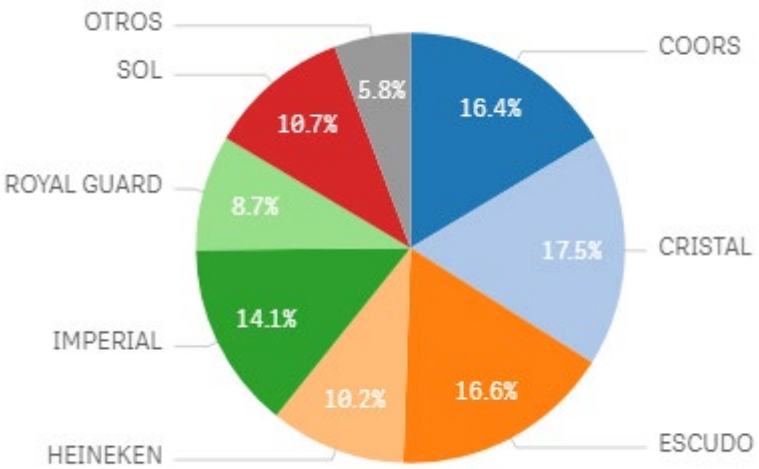


CERVEZAS

Mayo 2022

%SOI



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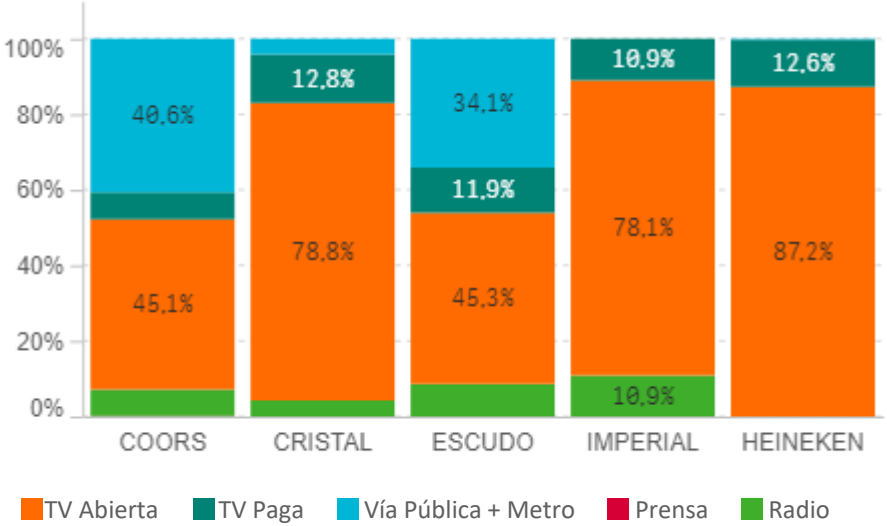

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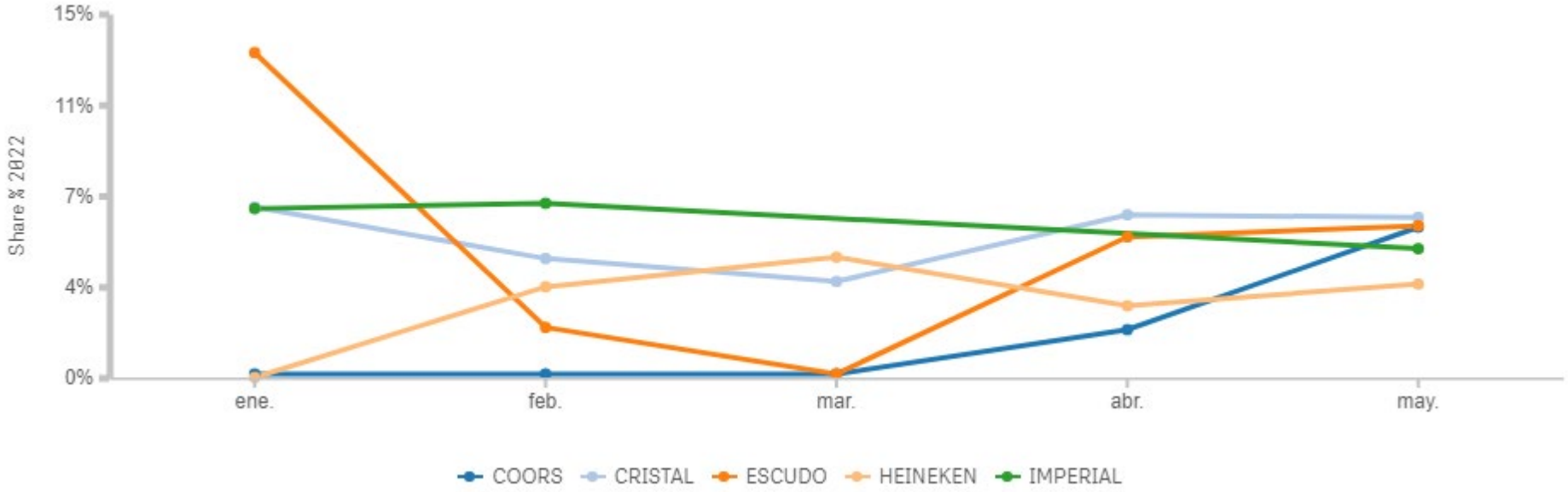
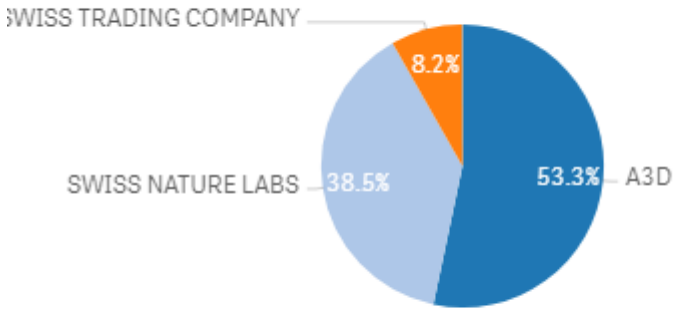


VENTAS TELEFONICAS Y POR CORREO

Mayo 2022

%SOI



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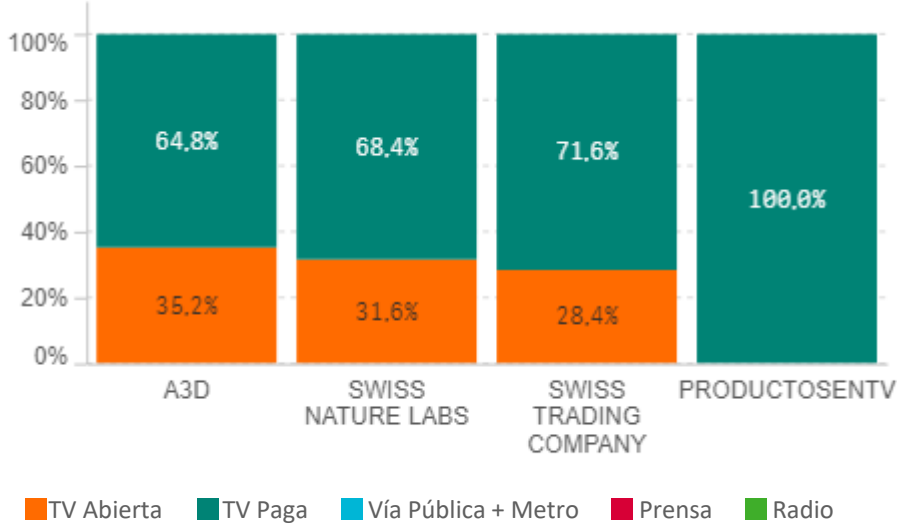

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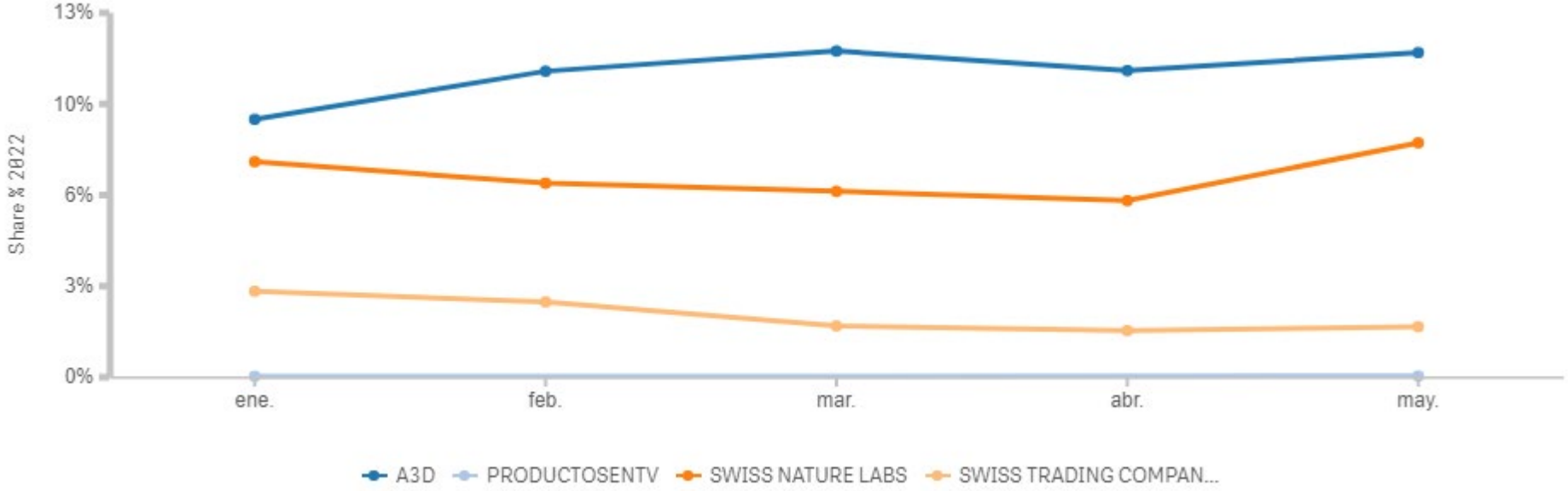
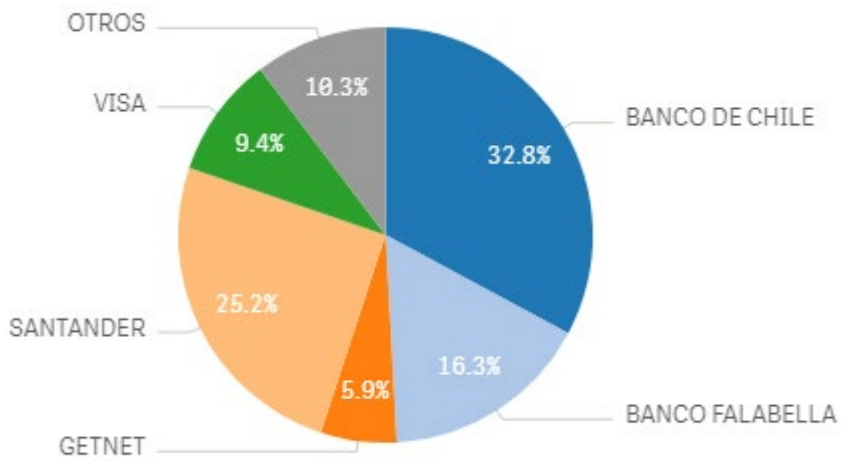


INSTITUCIONES FINANCIERAS

Mayo 2022

%SOI



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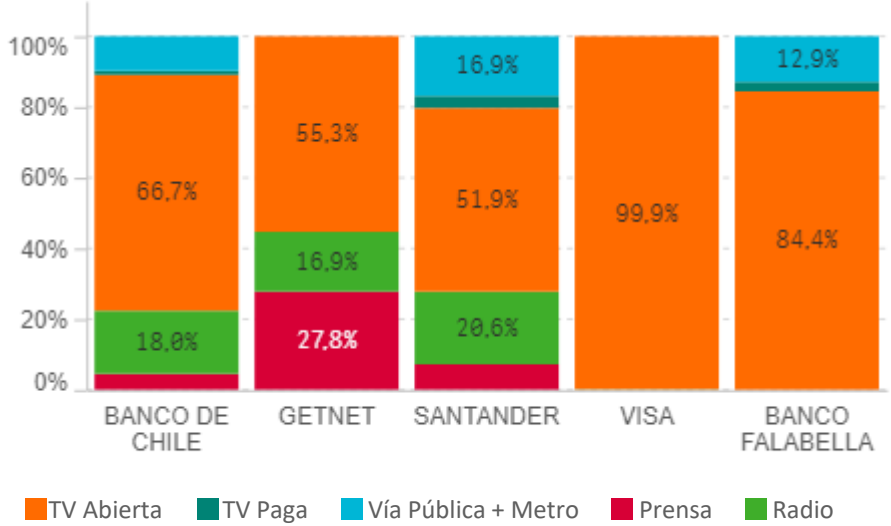

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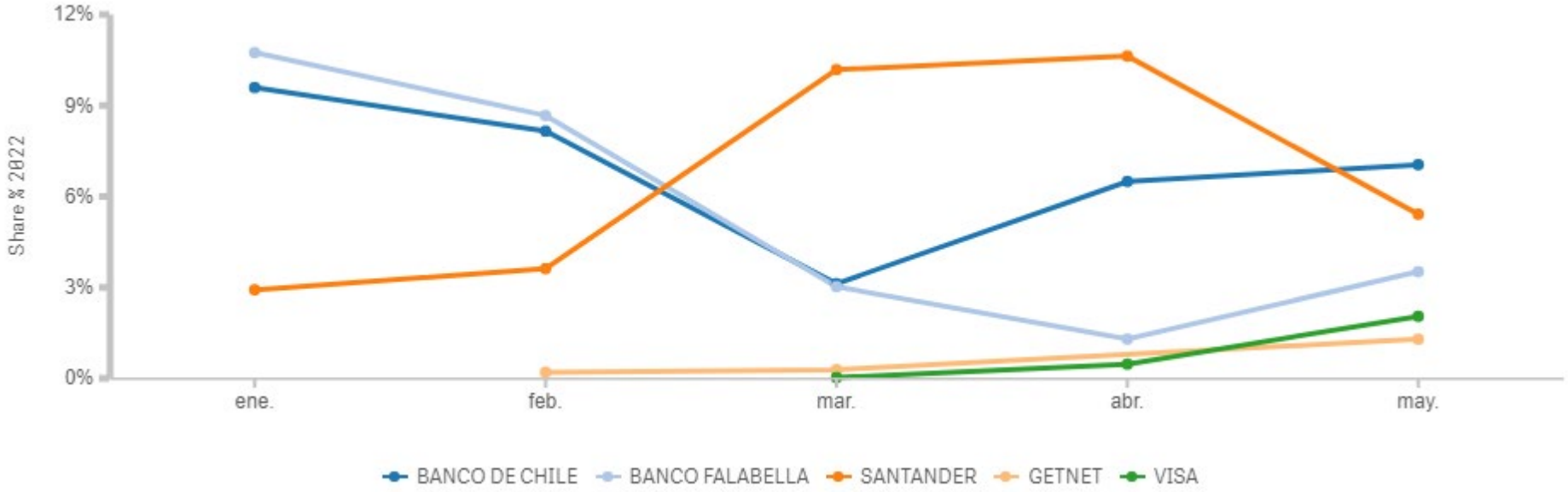
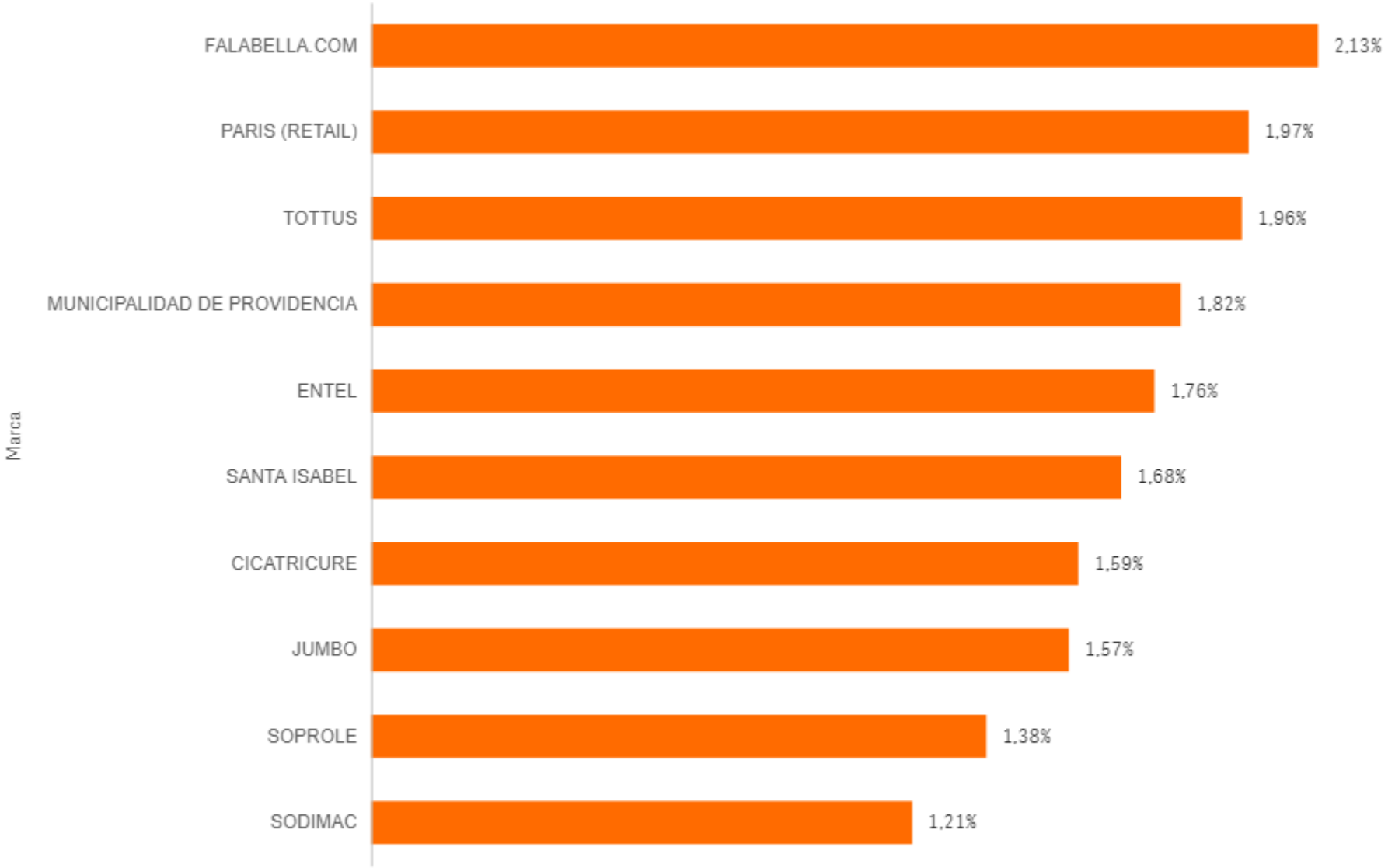


Top 10 Marcas

Mayo 2022



Marca Top #1 PARIS (RETAIL)

TV Abierta | Mayo 2022

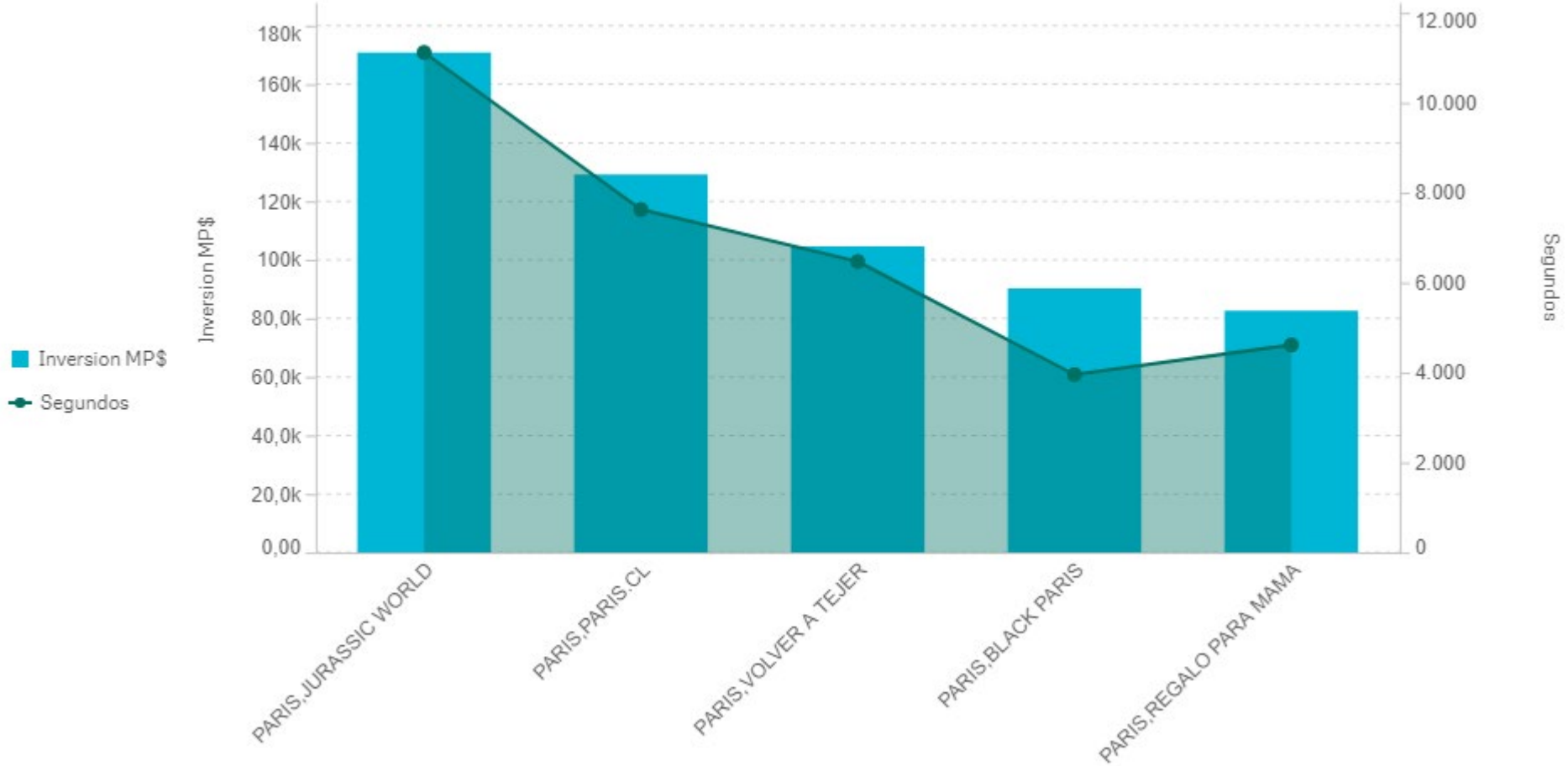
Segundos Mayo - 2022

39.416

Inversion Miles de Pesos - Mayo

685k

Top 5 Productos



Marca Top #2 TOTTUS

TV Abierta | Mayo 2022

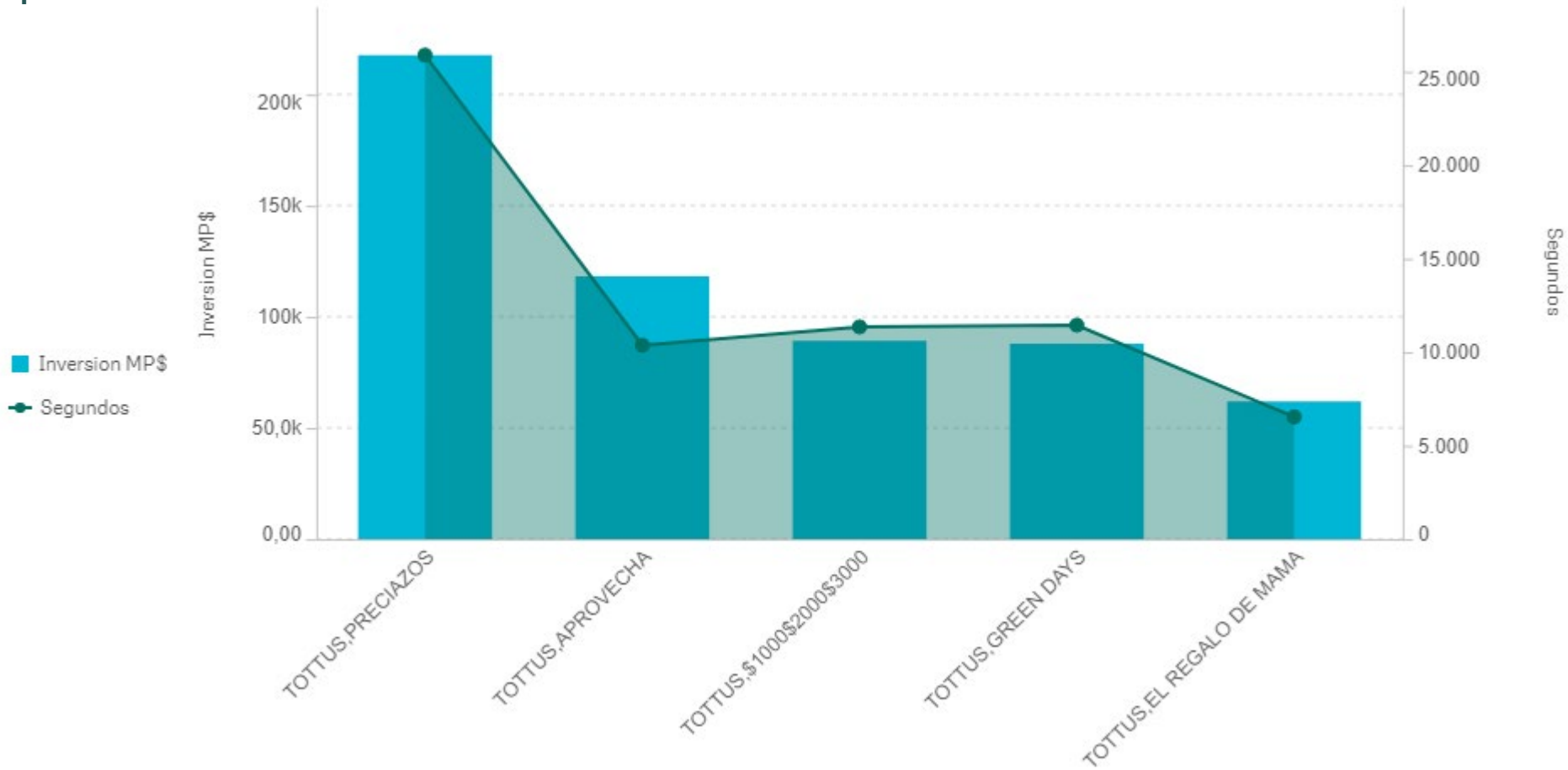
Segundos Mayo - 2022

85.739

Inversion Miles de Pesos - Mayo

679,7k

Top 5 Productos



Marca Top #3 SANTA ISABEL

TV Abierta | Mayo 2022

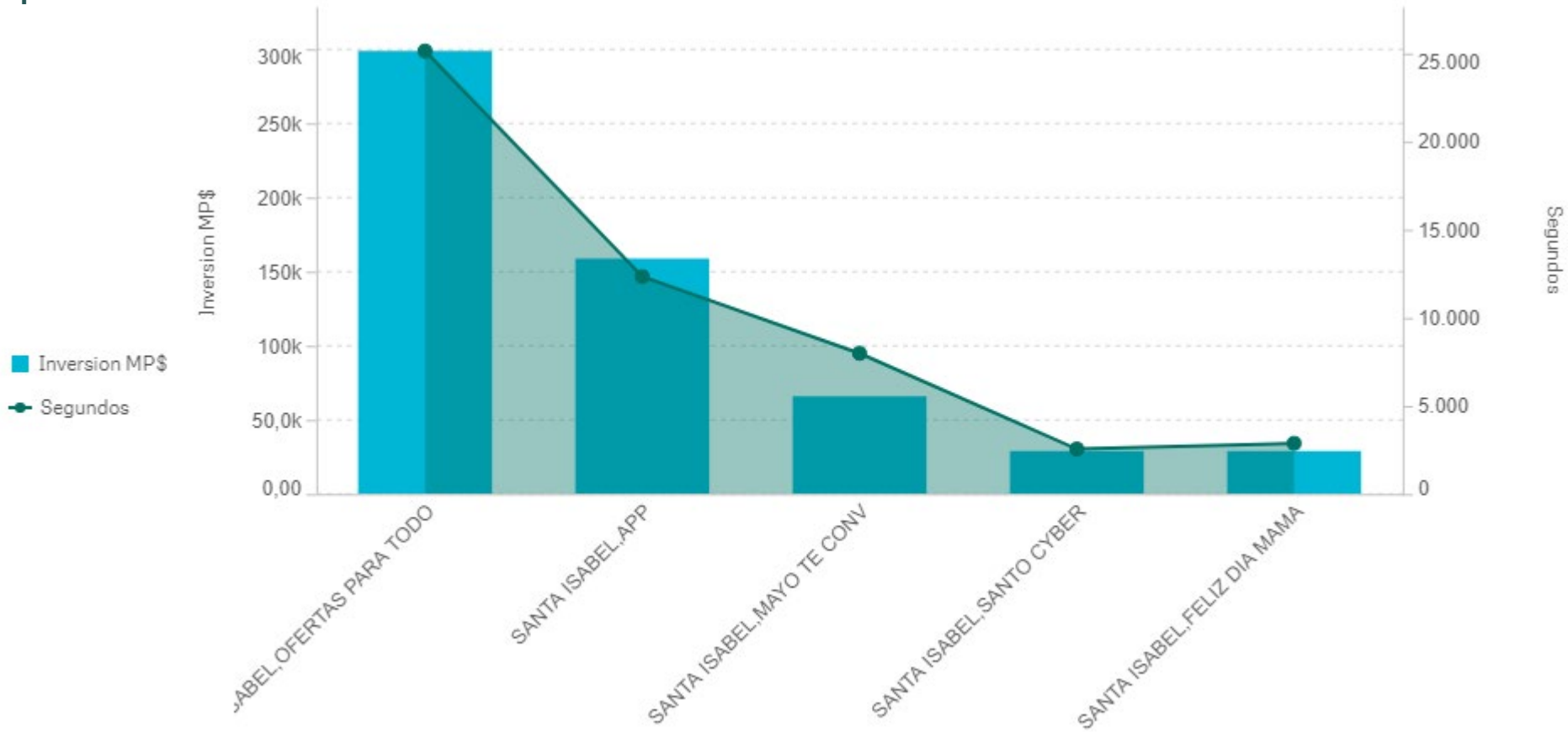
Segundos Mayo - 2022

51.936

Inversion Miles de Pesos - Mayo

585,5k

Top 5 Productos



Marca Top #4 CICATRICURE

TV Abierta | Mayo 2022

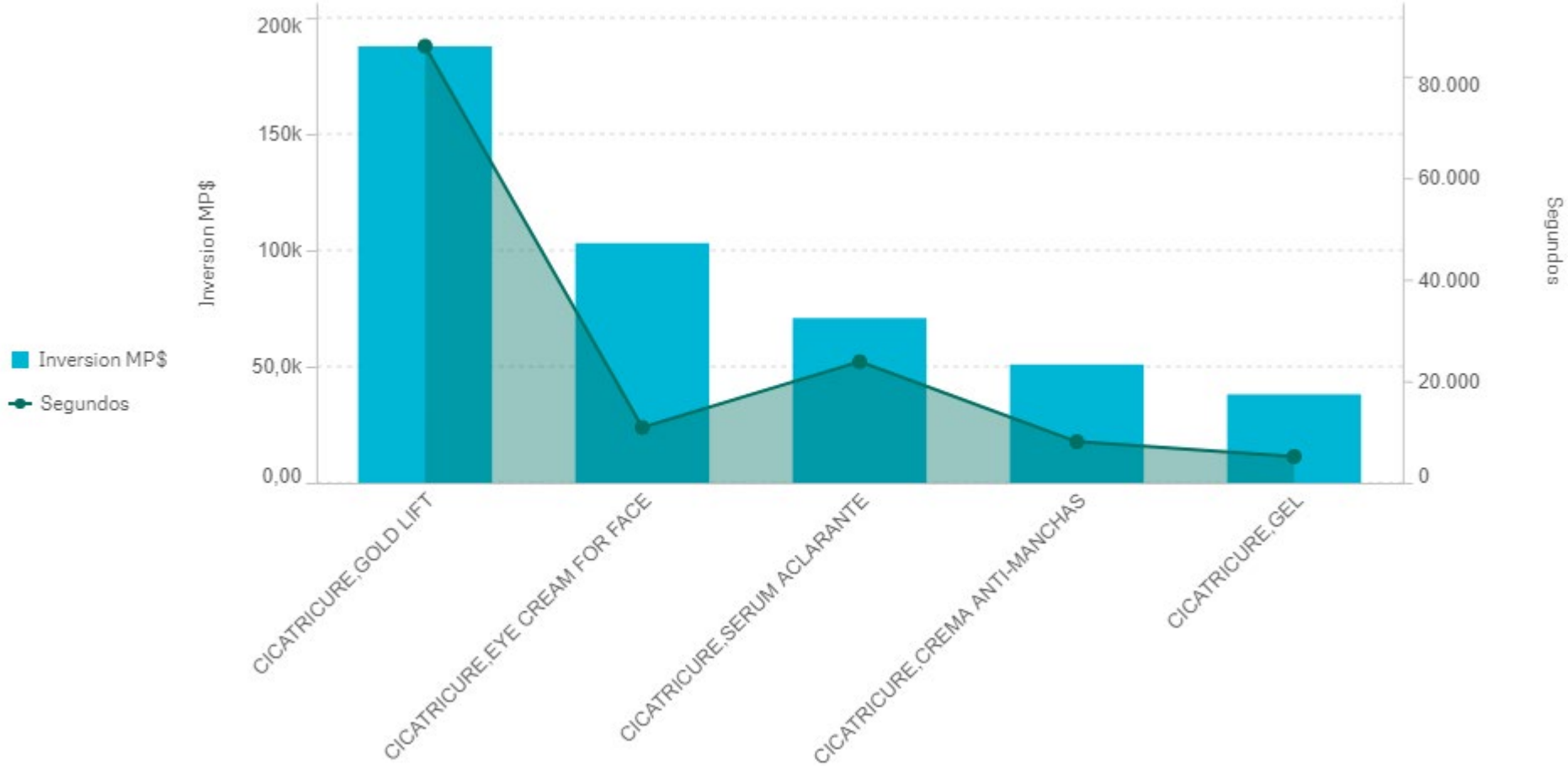
Segundos Mayo - 2022

145.264

Inversion Miles de Pesos - Mayo

552,1k

Top 5 Productos



Marca Top #5 JUMBO

TV Abierta | Mayo 2022

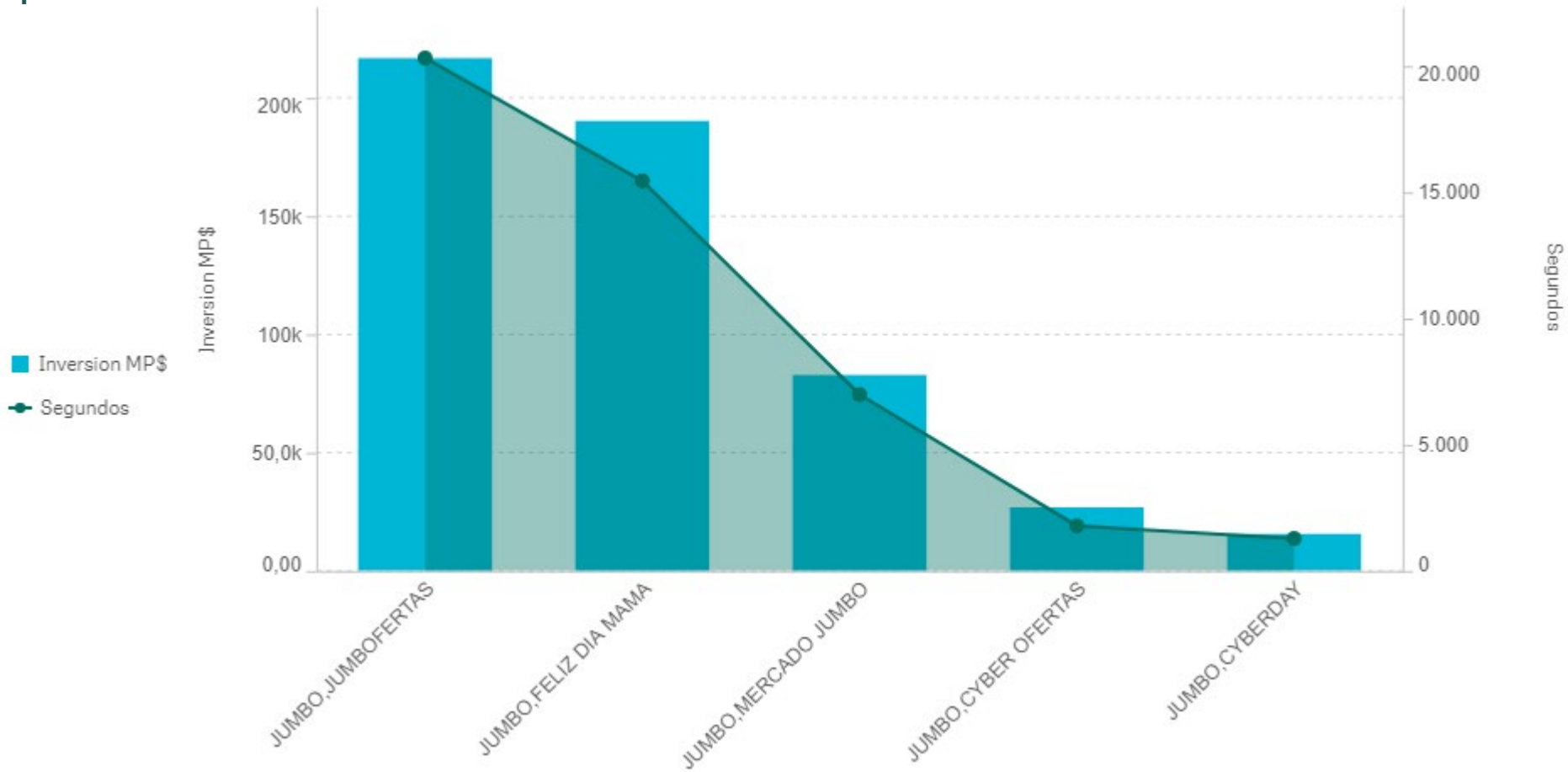
Segundos Mayo - 2022

46.161

Inversion Miles de Pesos - Mayo

544,5k

Top 5 Productos



Marca Top #6 SOPROLE

TV Abierta | Mayo 2022

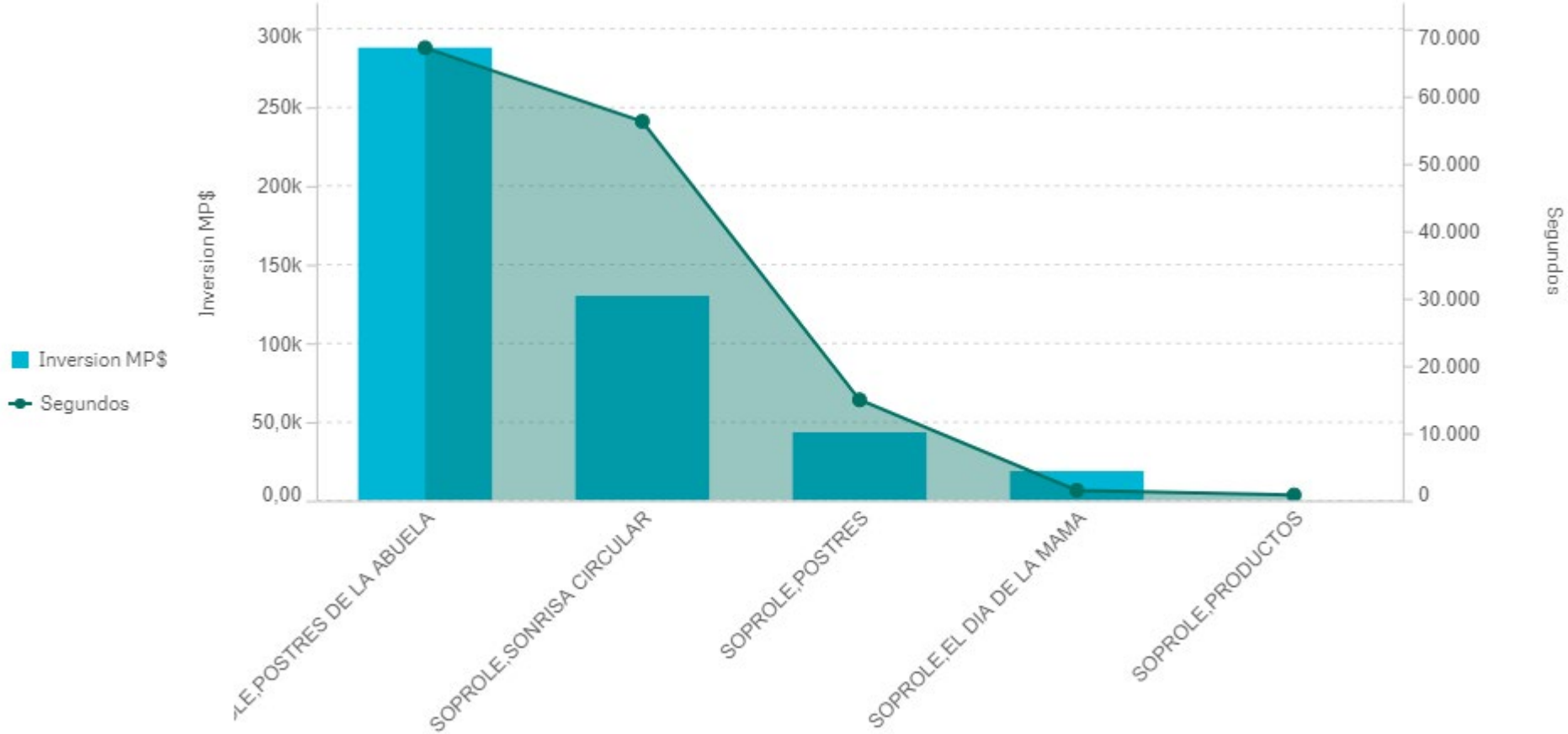
Segundos Mayo - 2022

140.839

Inversion Miles de Pesos - Mayo

480,3k

Top 5 Productos



Marca Top #7 FALABELLA.COM

TV Abierta | Mayo 2022

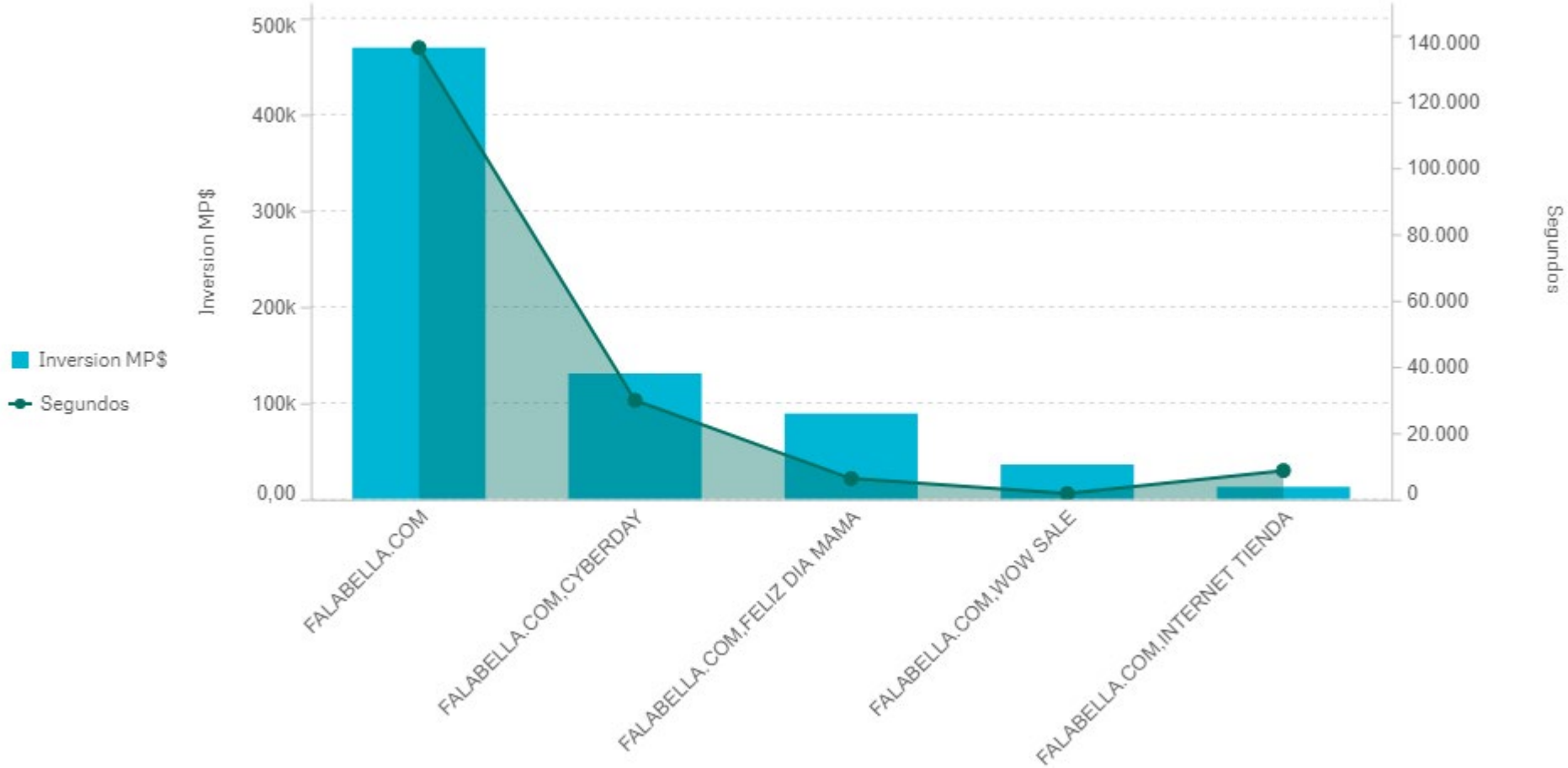
Segundos Mayo - 2022

182.952

Inversion Miles de Pesos - Mayo

739,1k

Top 5 Productos



Marca Top #8 FALABELLA (RETAIL)

TV Abierta | Mayo 2022

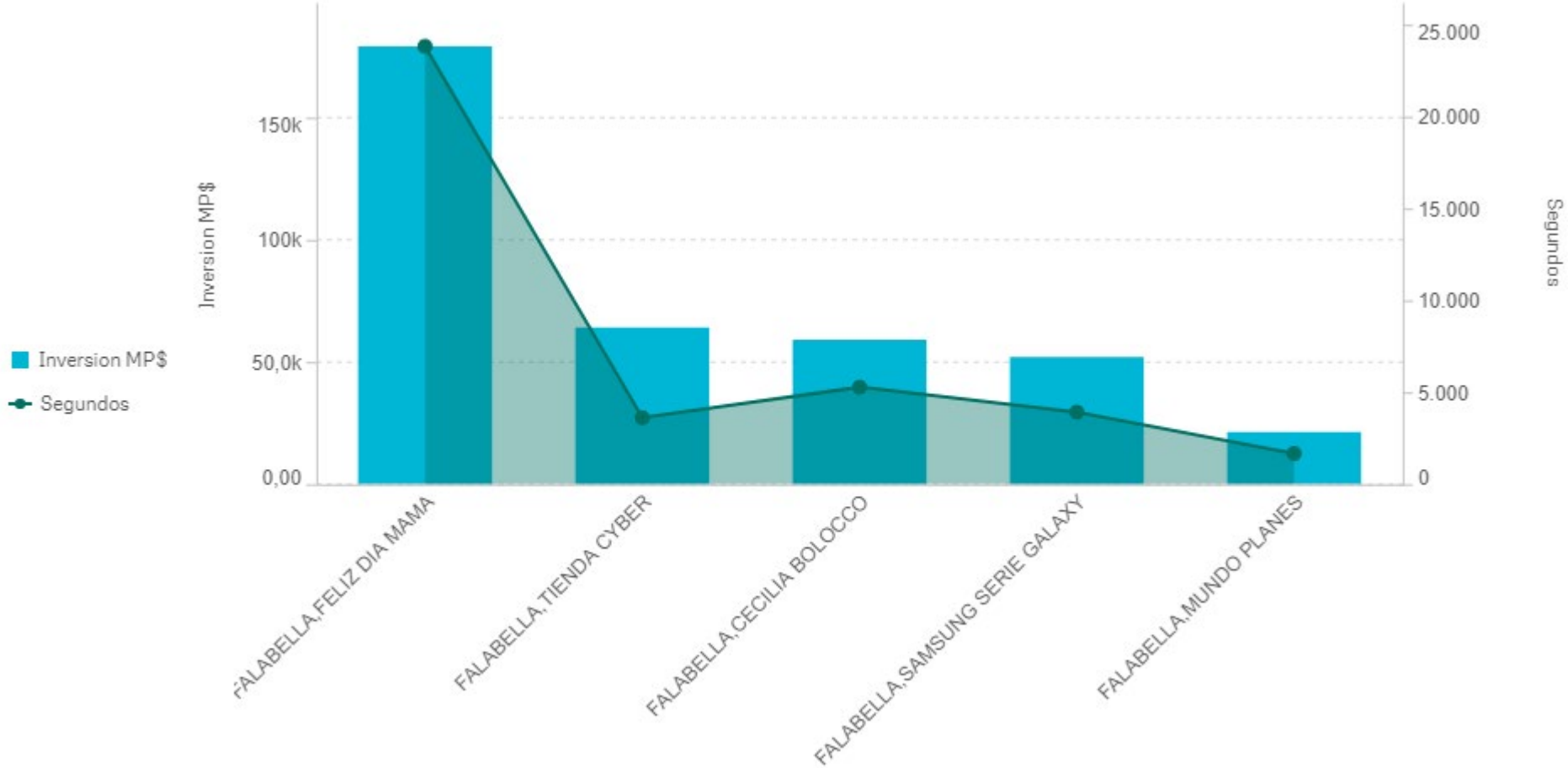
Segundos Mayo - 2022

50.624

Inversion Miles de Pesos - Mayo

418,1k

Top 5 Productos



Marca Top #9 SODIMAC

TV Abierta | Mayo 2022

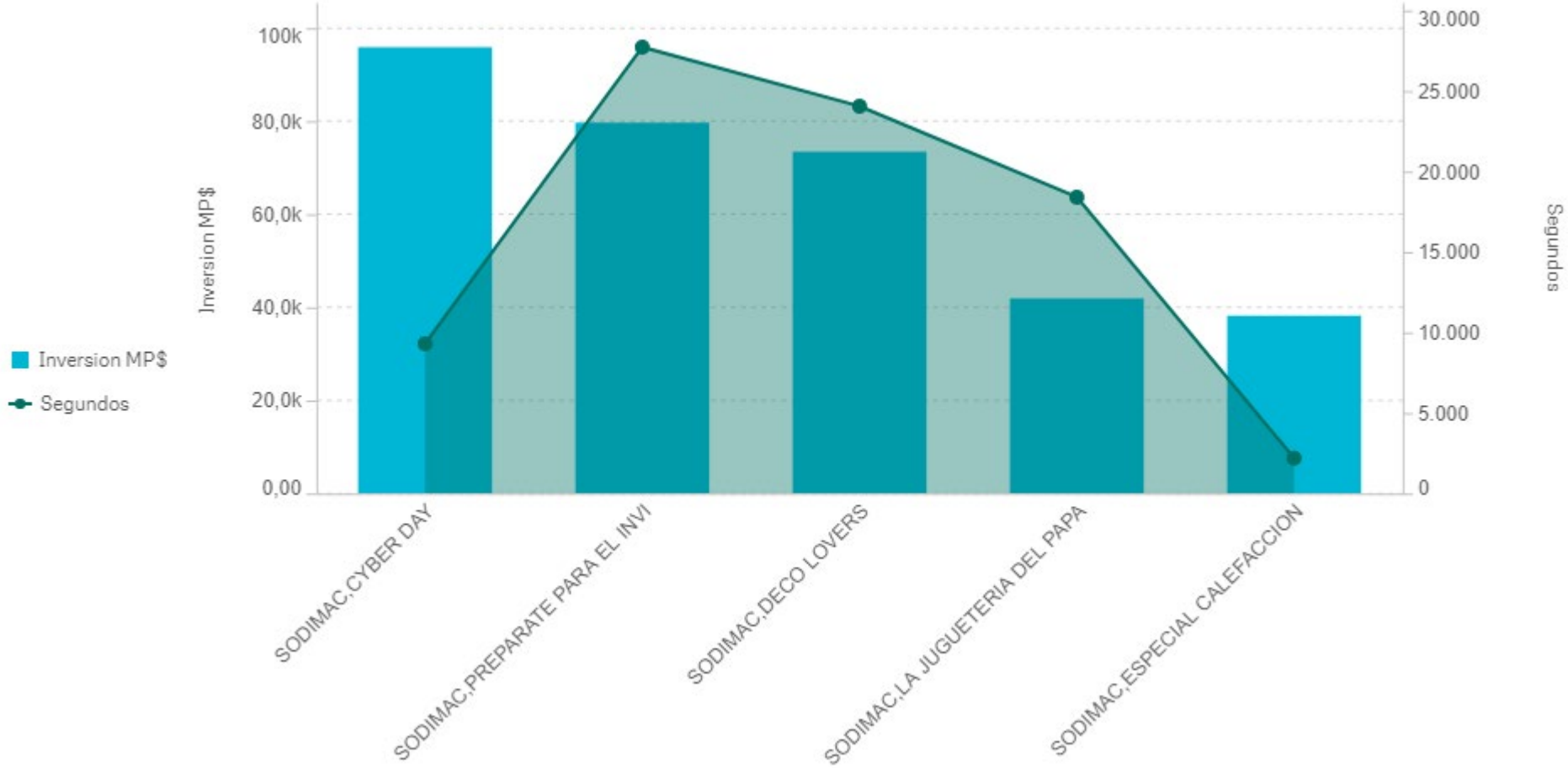
Segundos Mayo - 2022

121.723

Inversion Miles de Pesos - Mayo

422,4k

Top 5 Productos



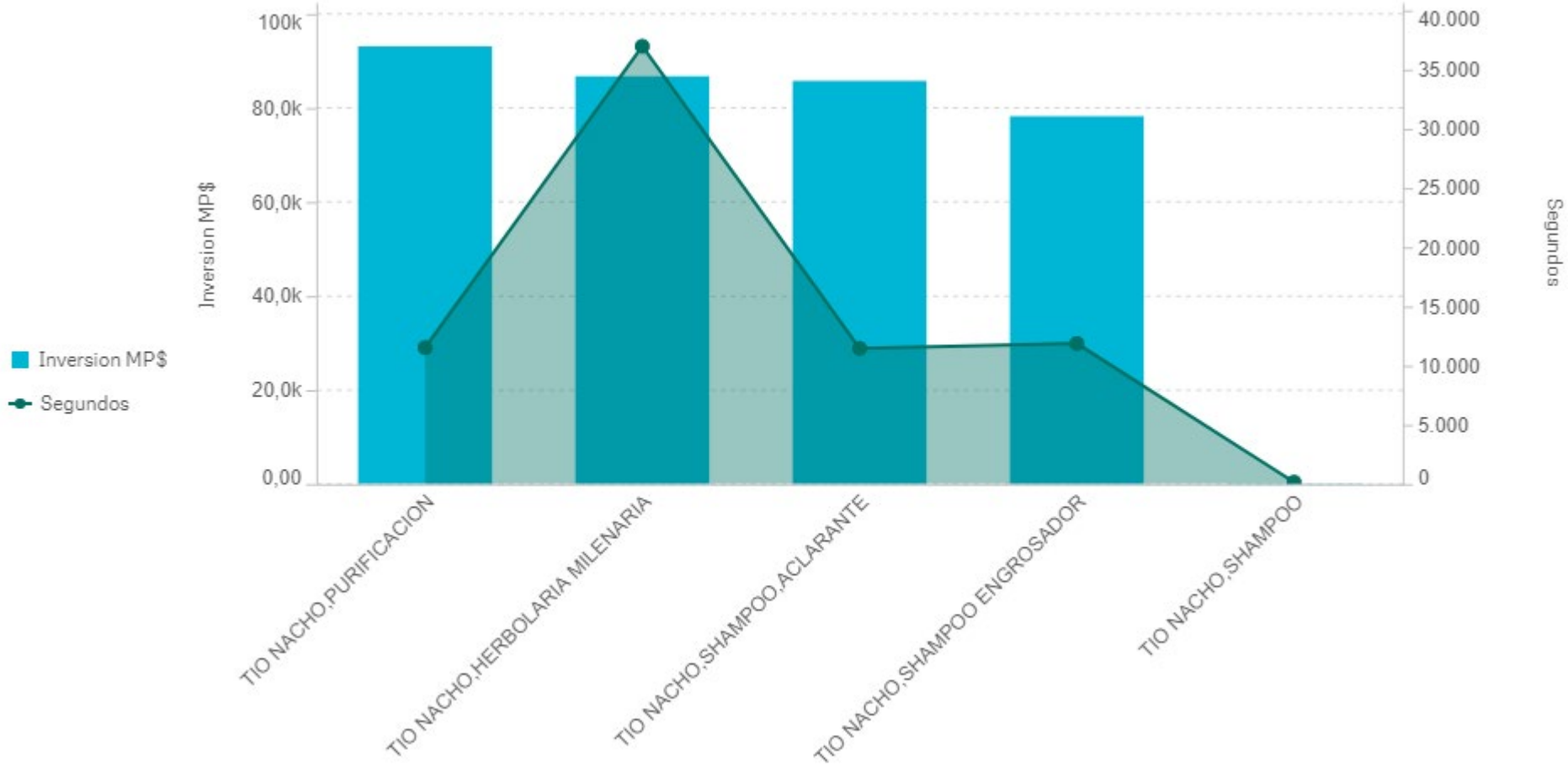
Marca Top #10 TIO NACHO

TV Abierta | Mayo 2022

Segundos Mayo - 2022

71.978

Inversion Miles de Pesos - Mayo

344k

Top 5 Productos