
INFORME DE INVERSIÓN PUBLICITARIA

Agosto 2022

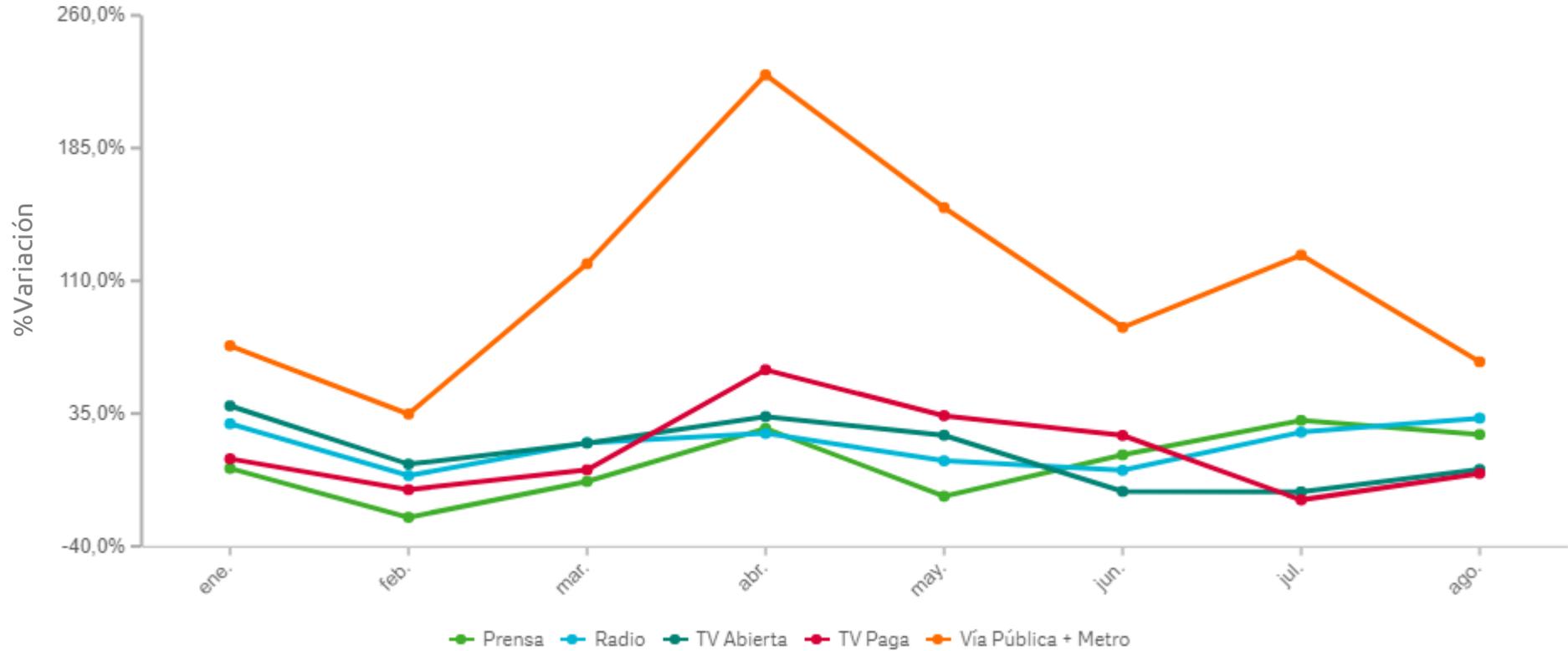


IMPORTANTE

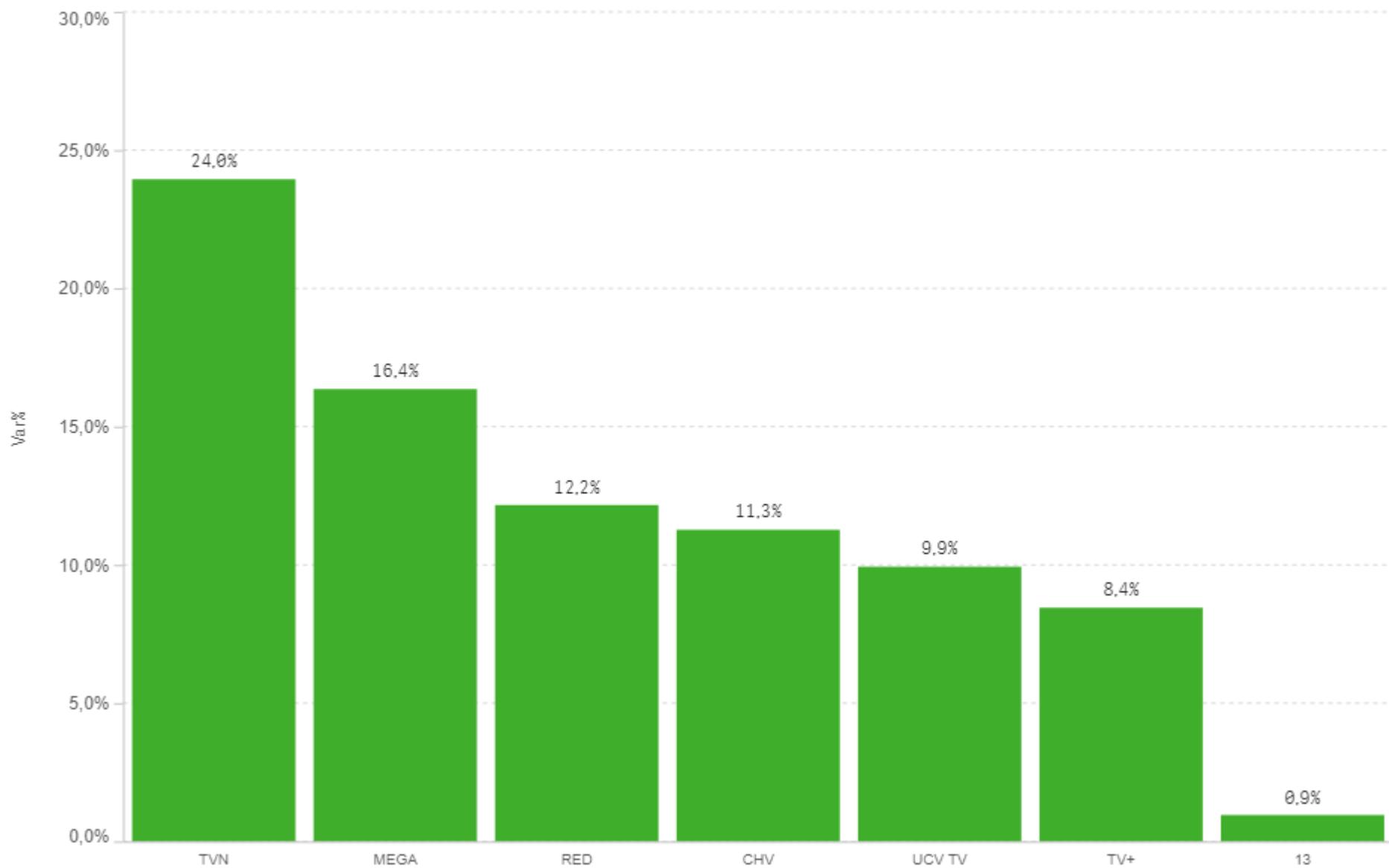
Los valores de inversión mostrados en este informe son deflactados en base a lo publicado por Megatime y la Asociación de Agencias de Medios (AAM)

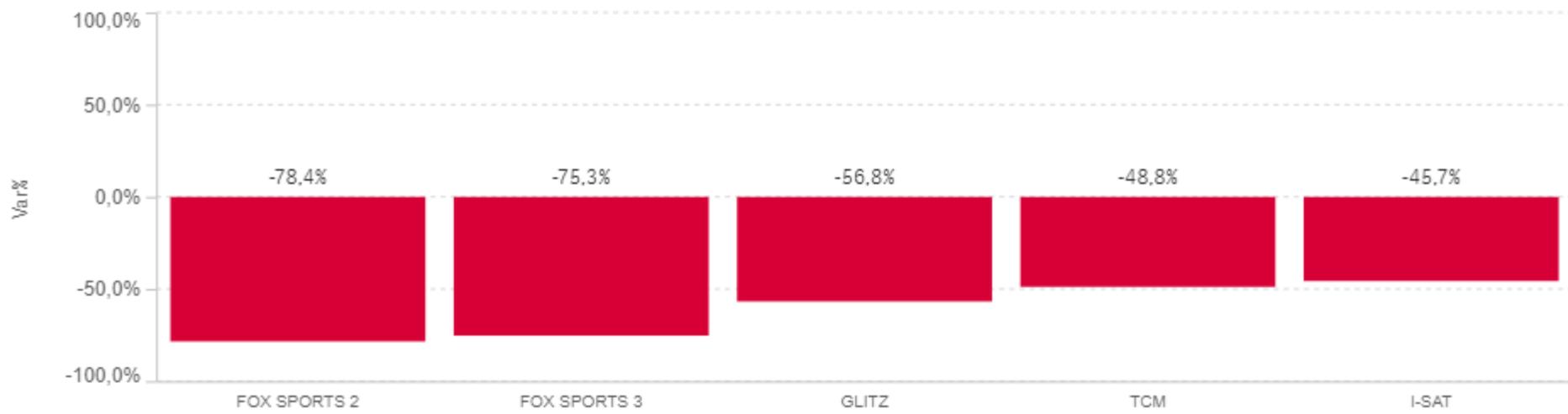
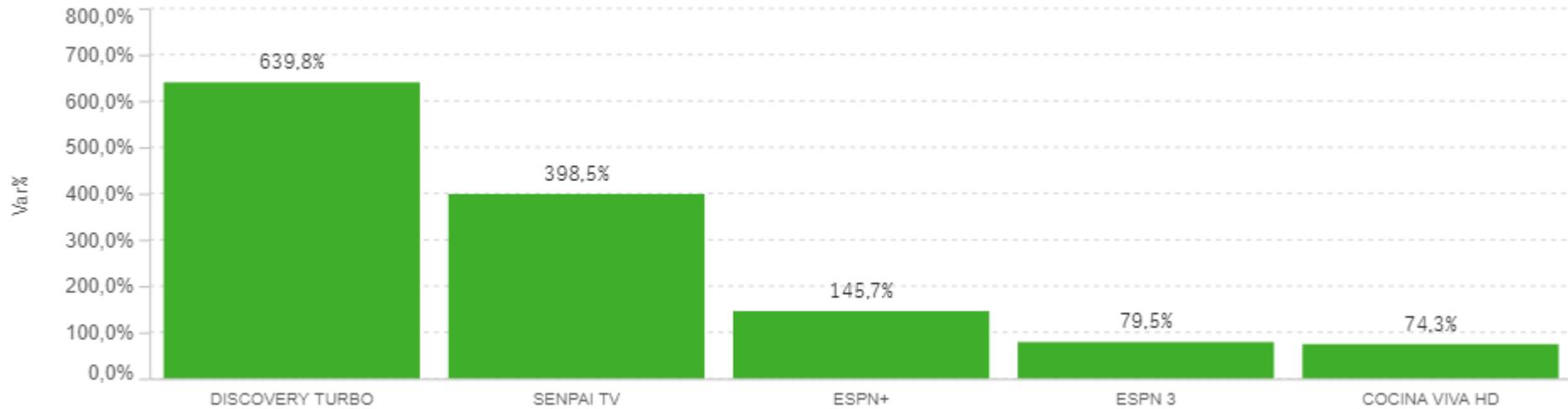
Inversión publicitaria mensual

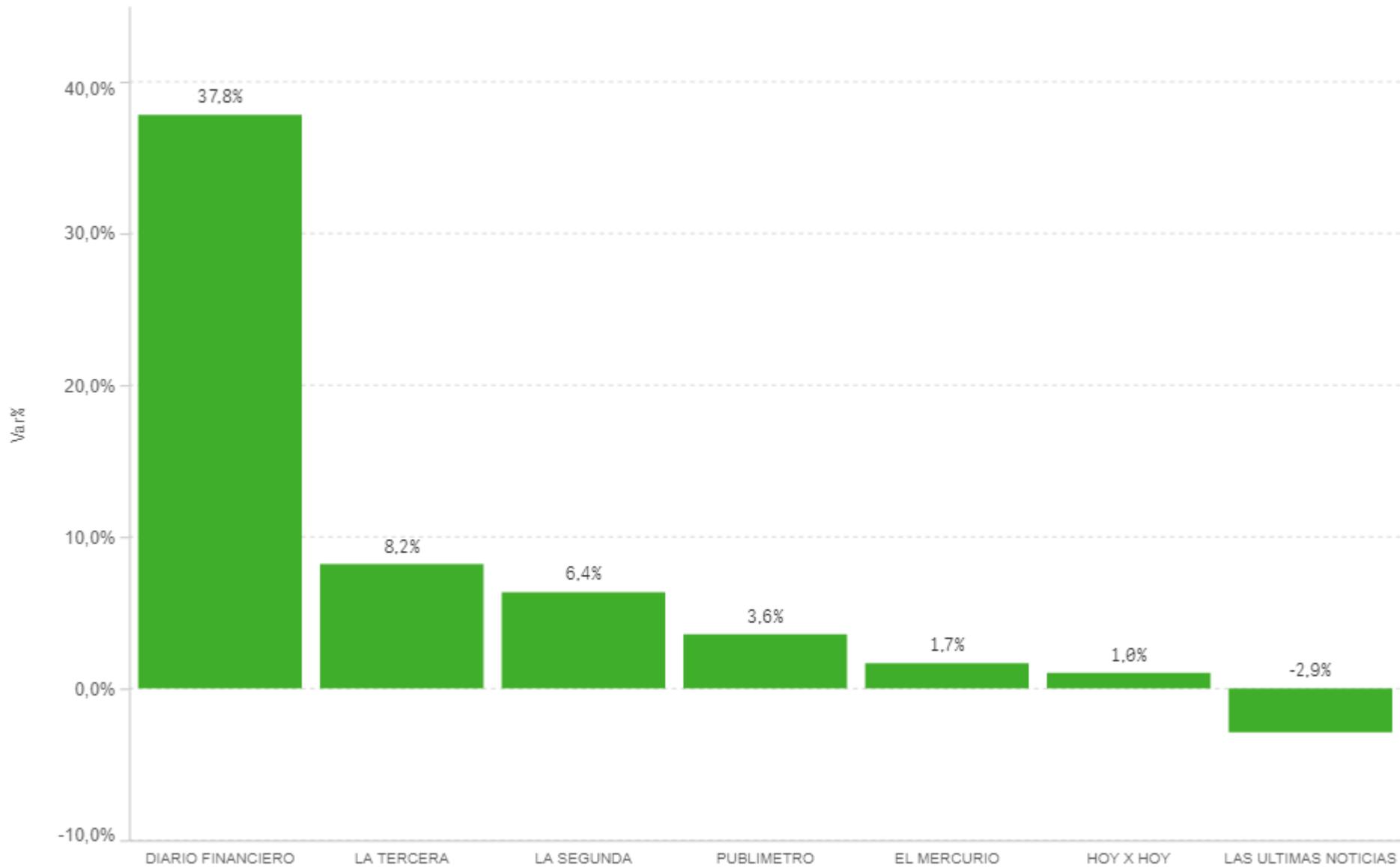
enero - Agosto 2022 vs. 2021

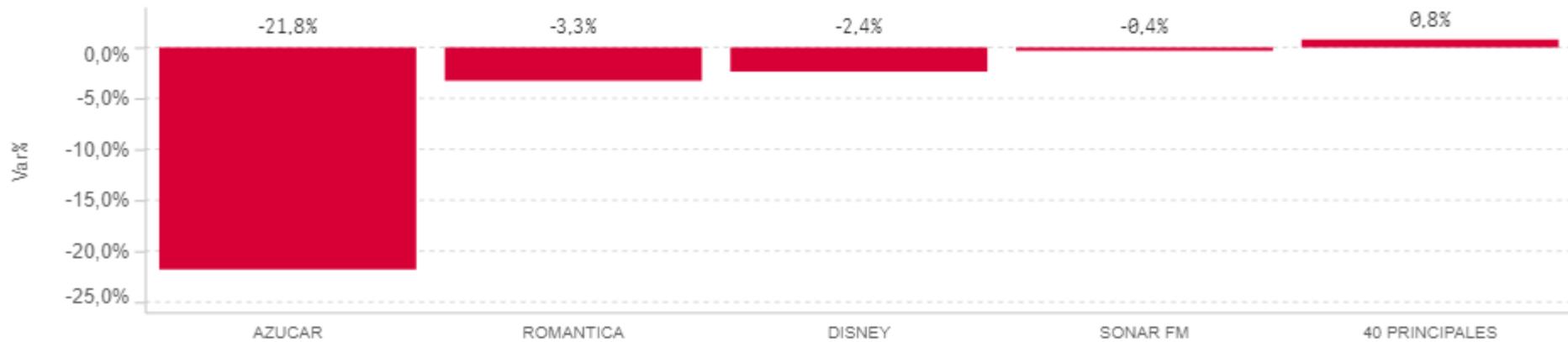
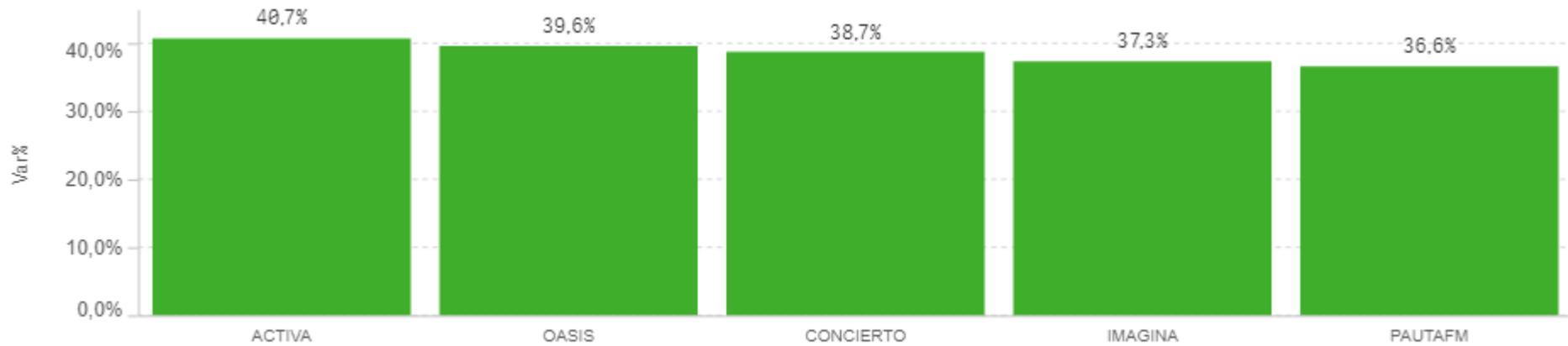


Medios	Prensa	Radio	TV Abierta	TV Paga	Vía Pública + Metro
%Var	22,7% ↑	32,0% ↑	3,0% ↑	0,7% ↑	63,8% ↑



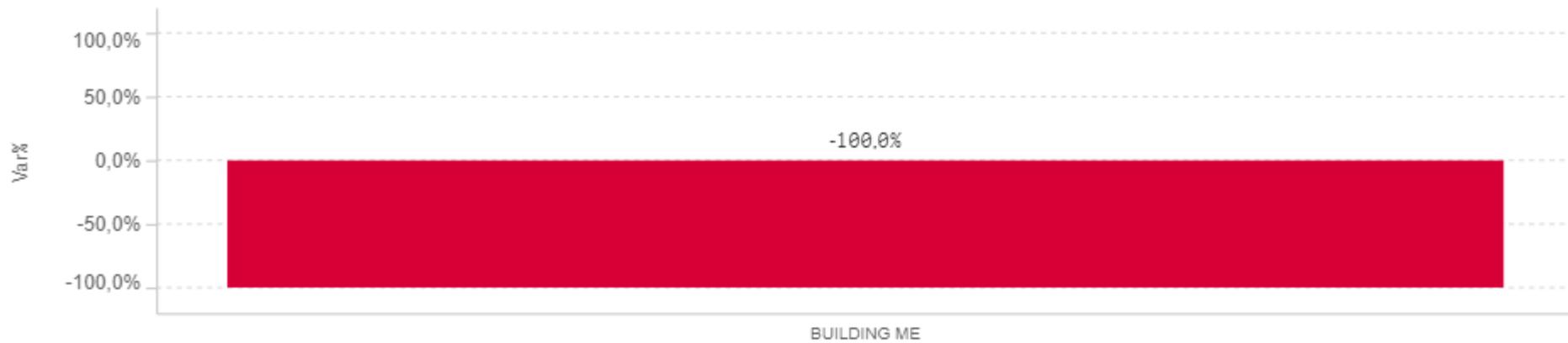
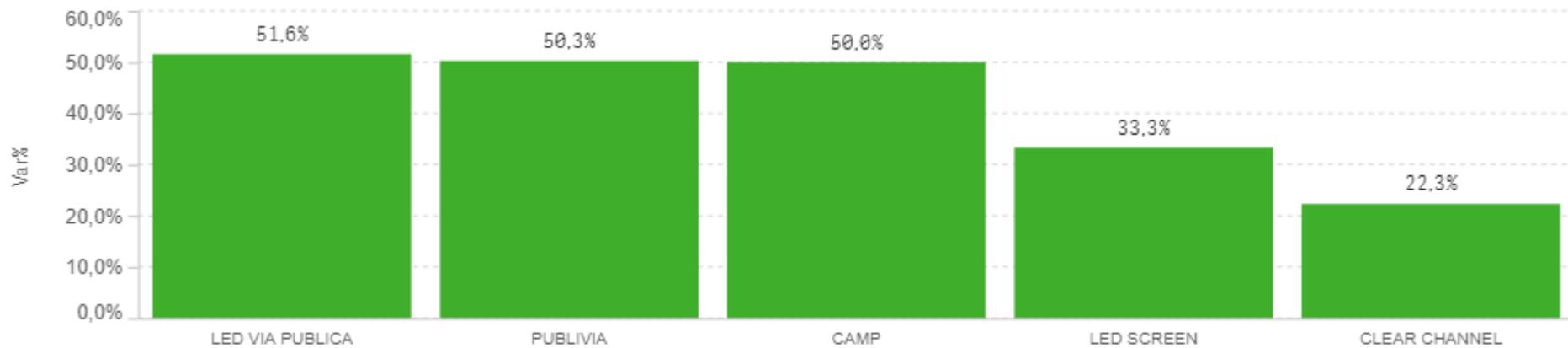






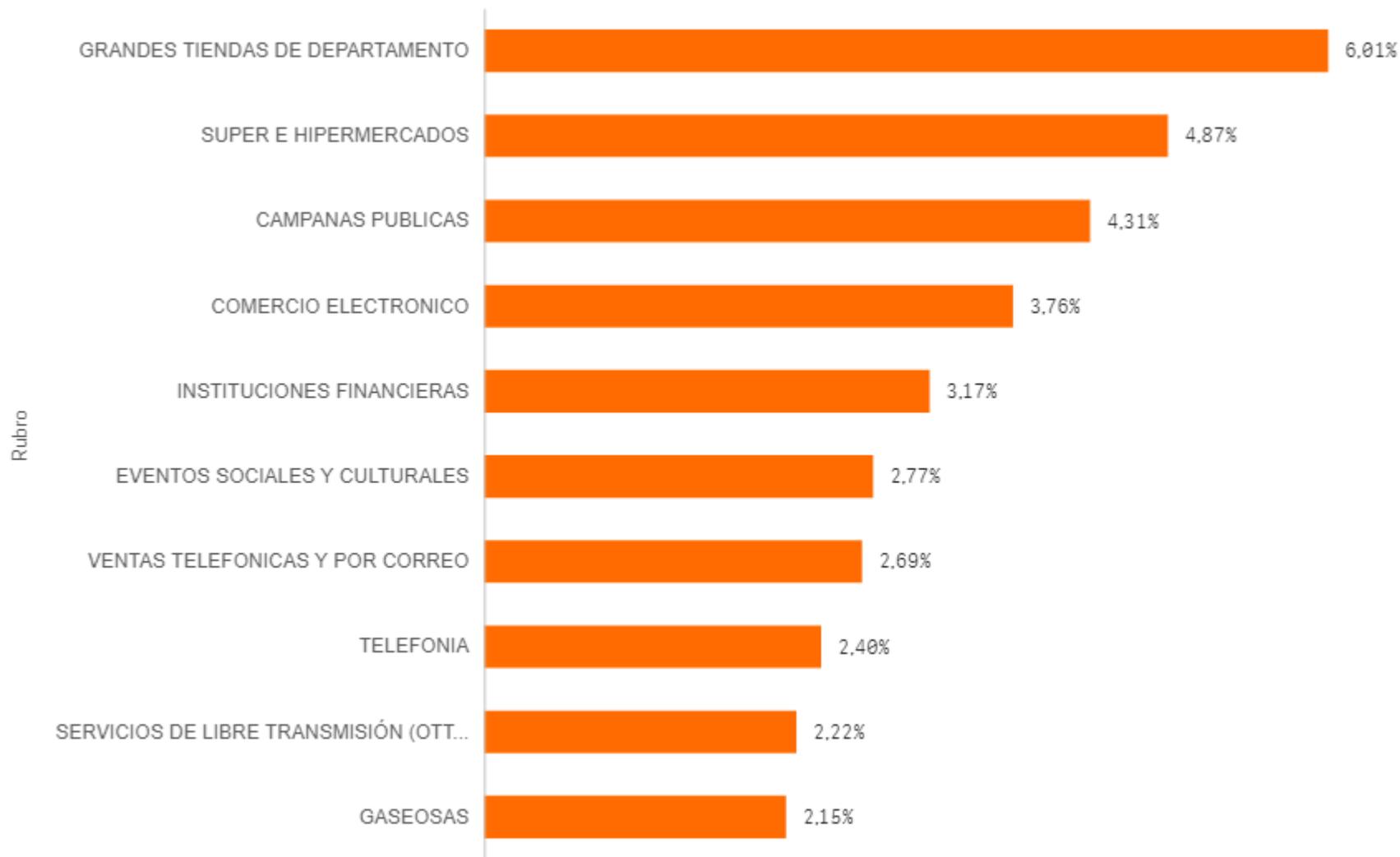
%Var. Vía Pública + Metro

Agosto 2022



Top 10 Rubros

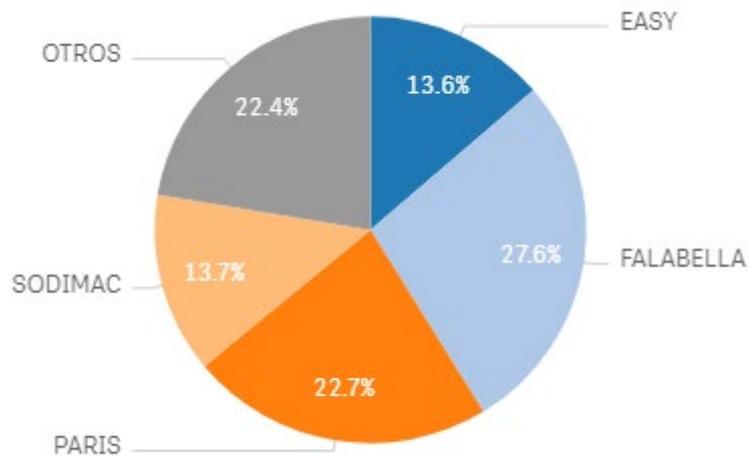
Agosto 2022



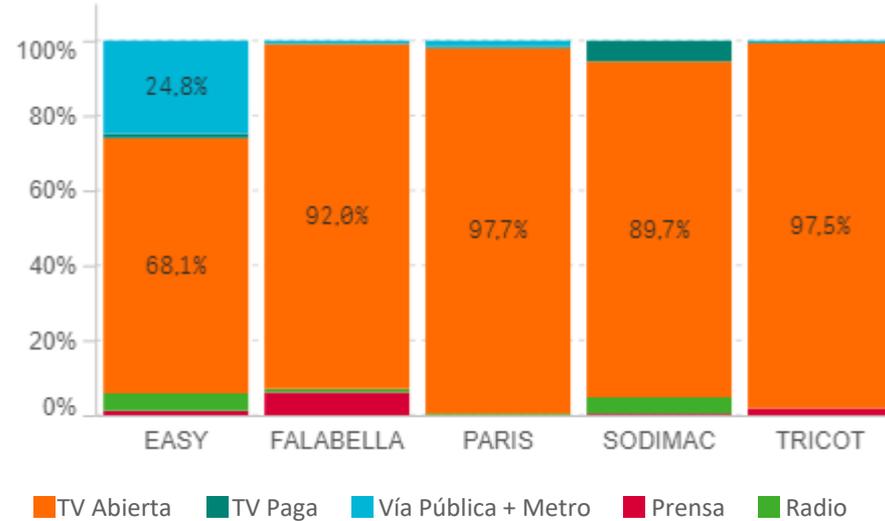
GRANDES TIENDAS DE DEPARTAMENTO

Agosto 2022

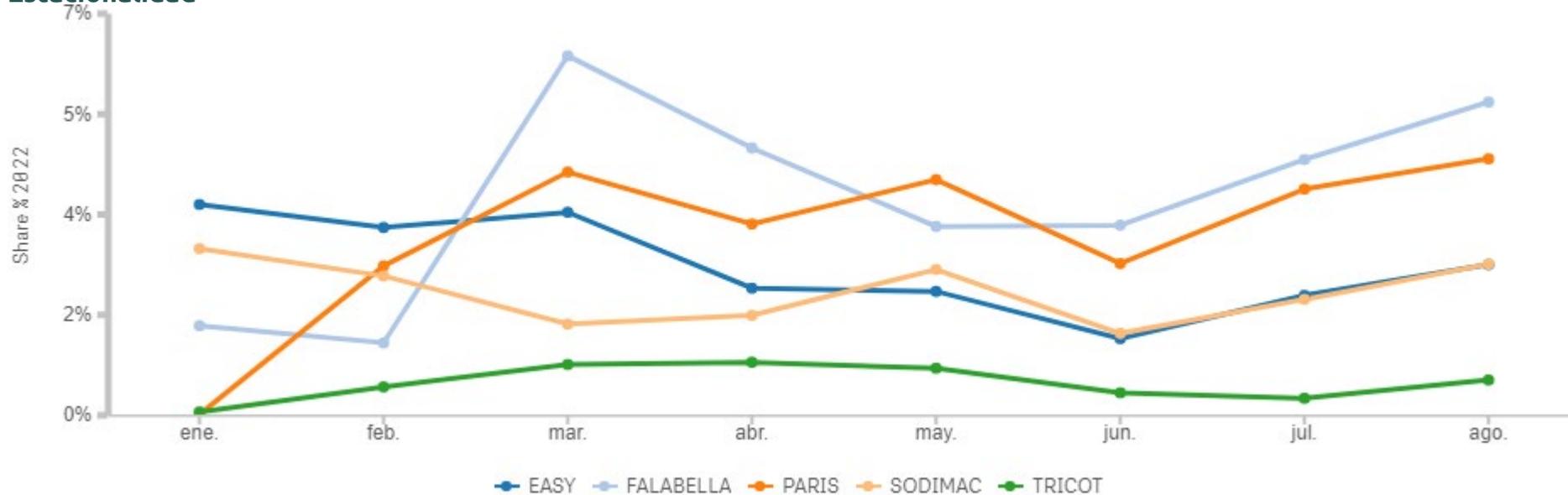
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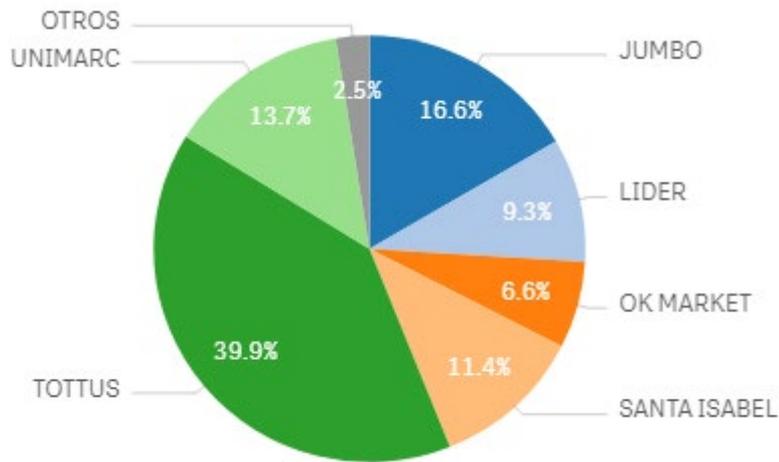
Mix de medios



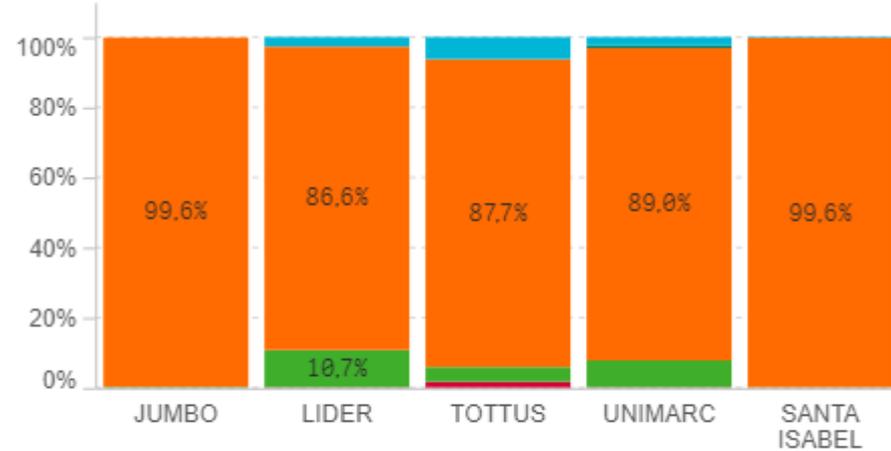
Estacionalidad



%SOI

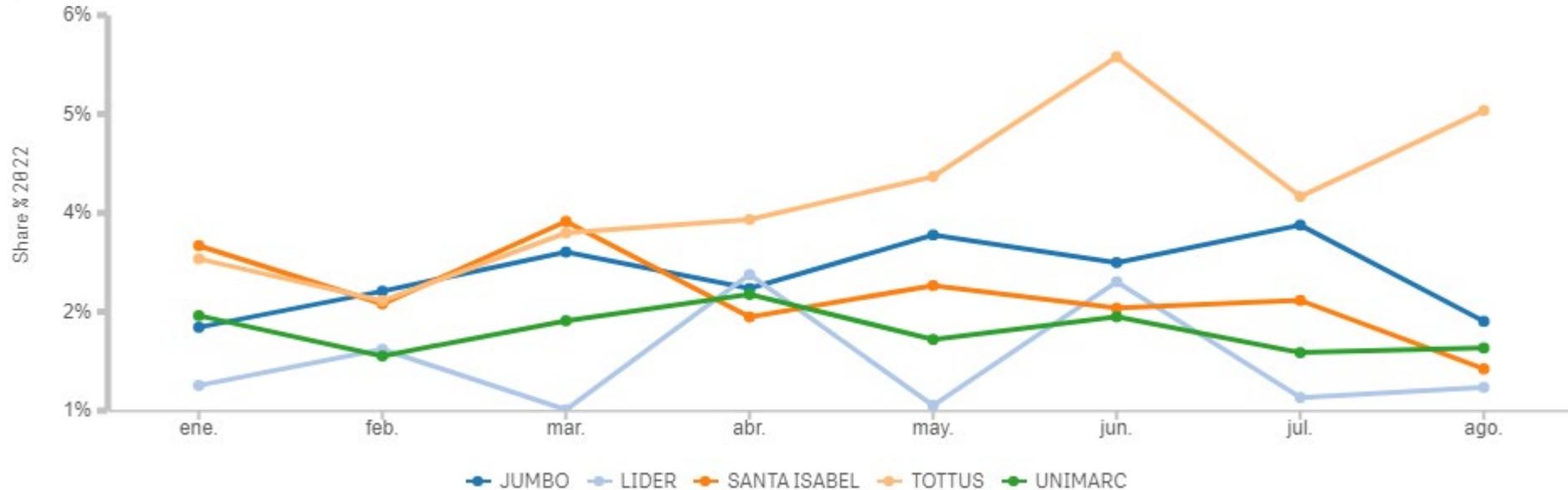


Mix de medios

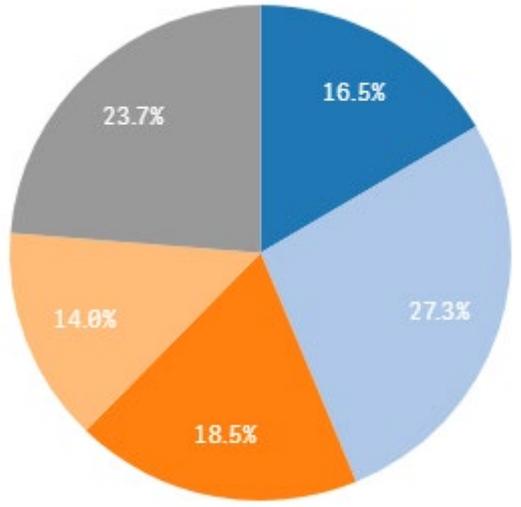


■ TV Abierta
 ■ TV Paga
 ■ Vía Pública + Metro
 ■ Prensa
 ■ Radio

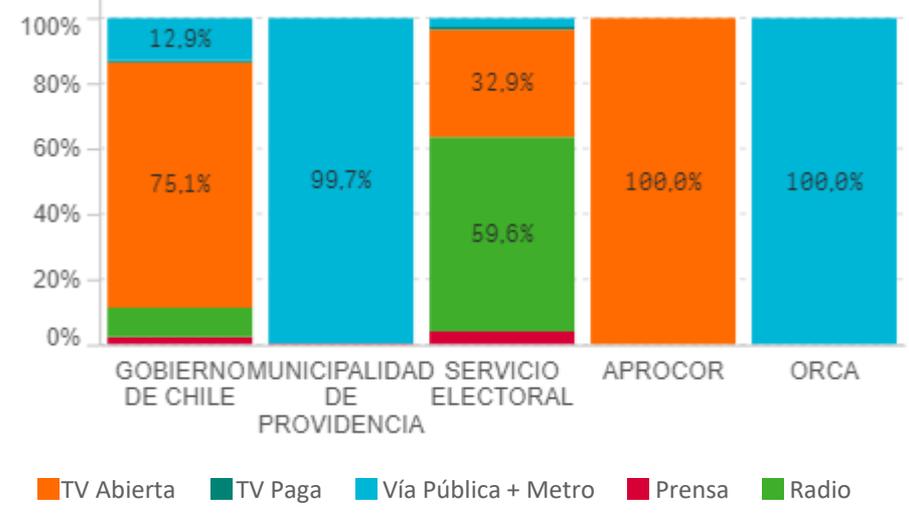
Estacionalidad



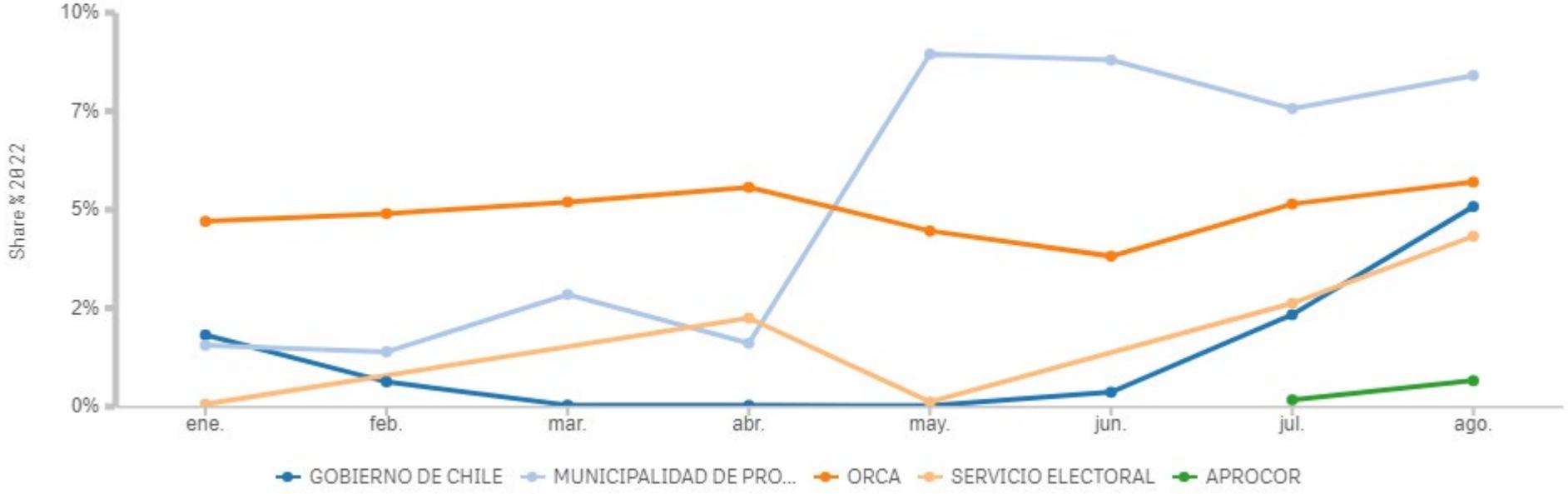
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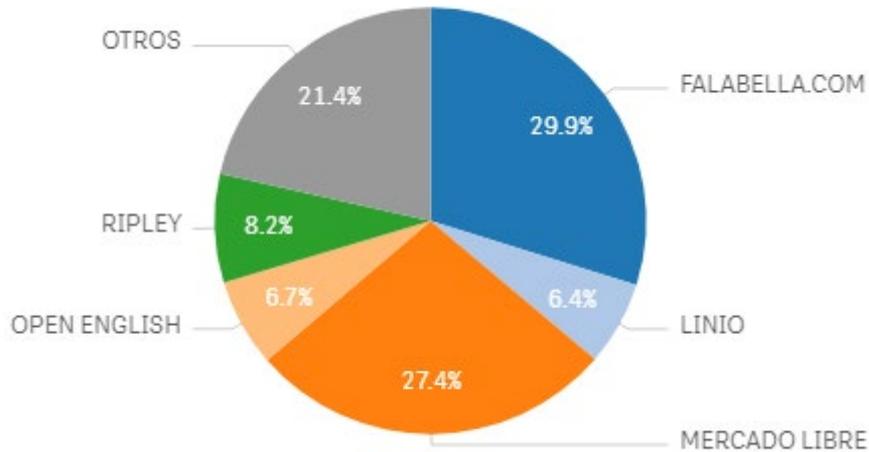
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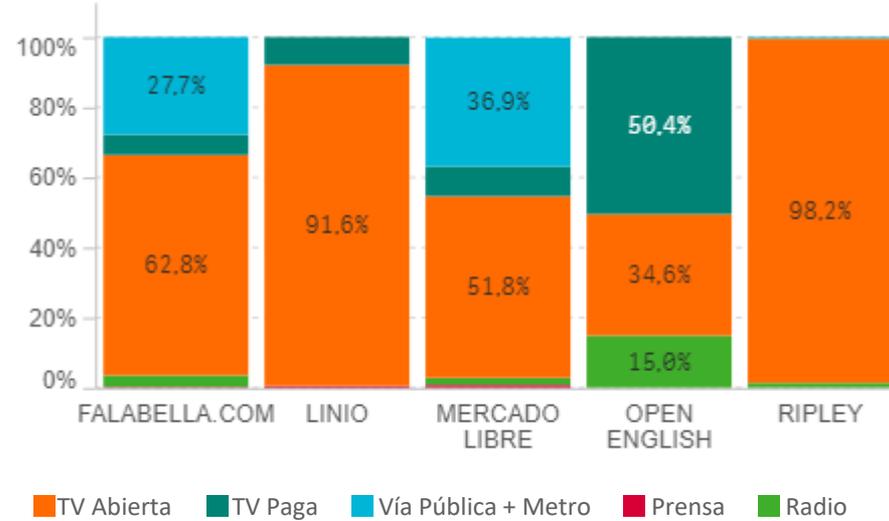
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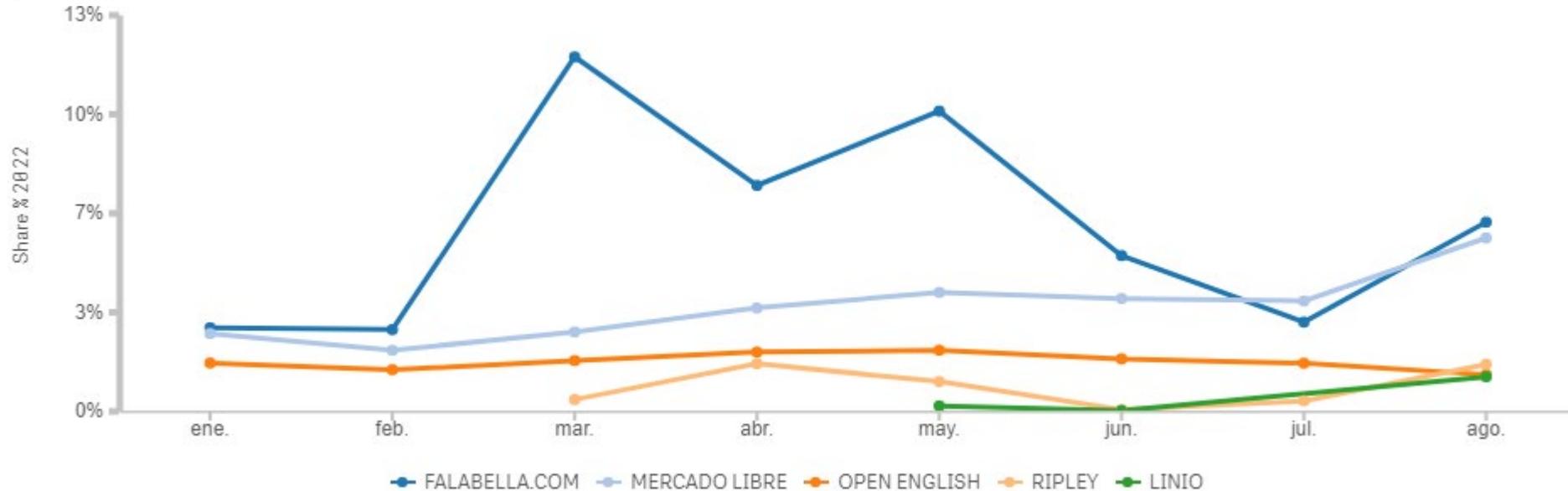
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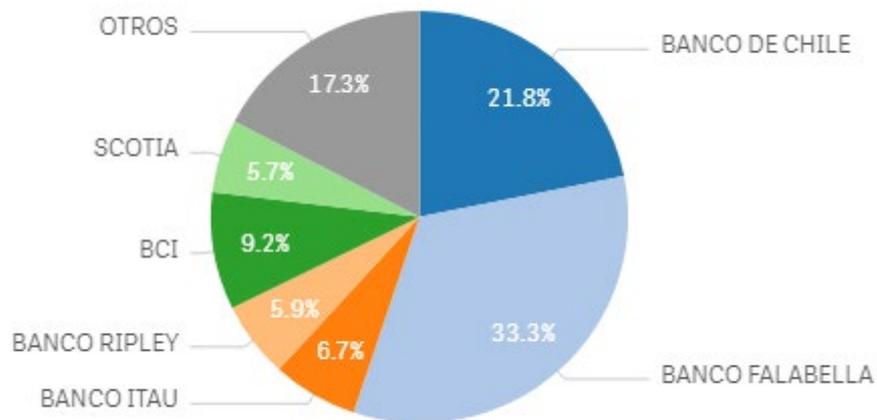
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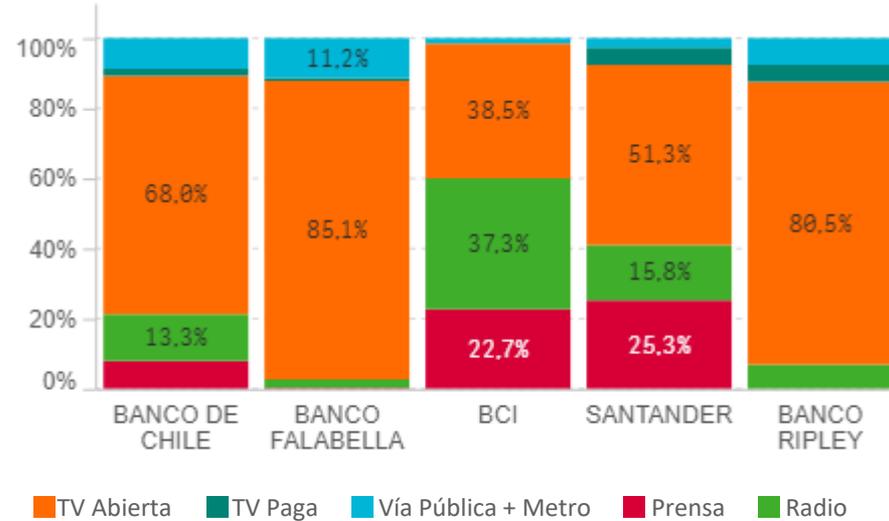
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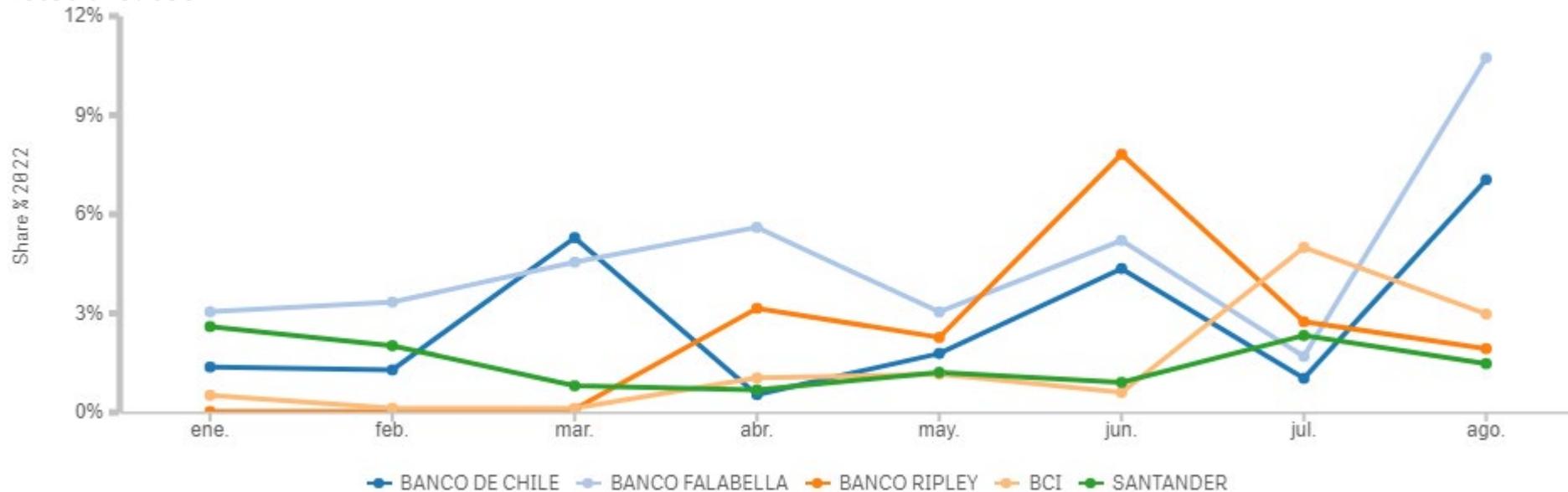
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Mix de medios



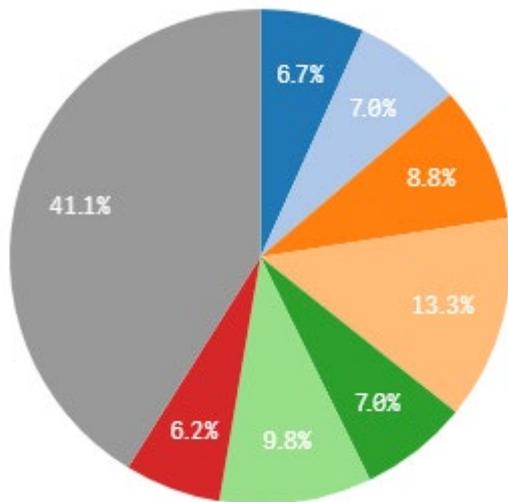
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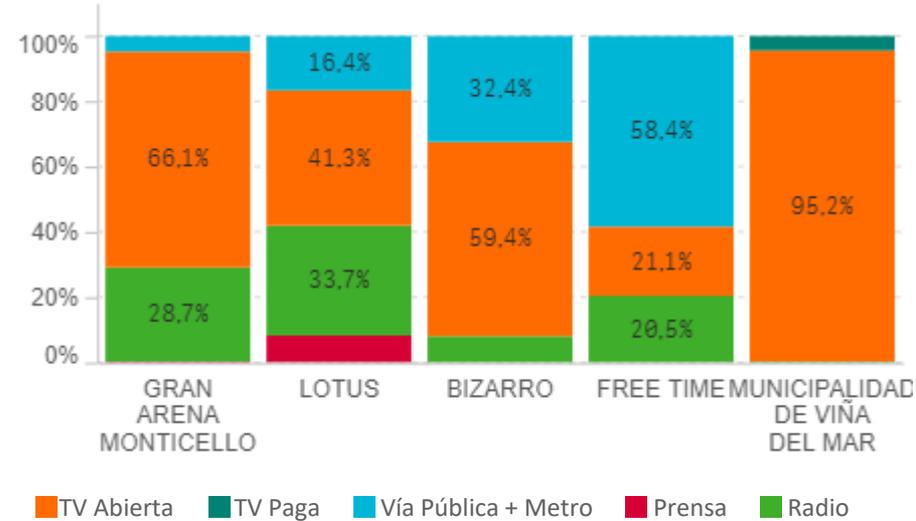
EVENTOS SOCIALES Y CULTURALES

Agosto 2022

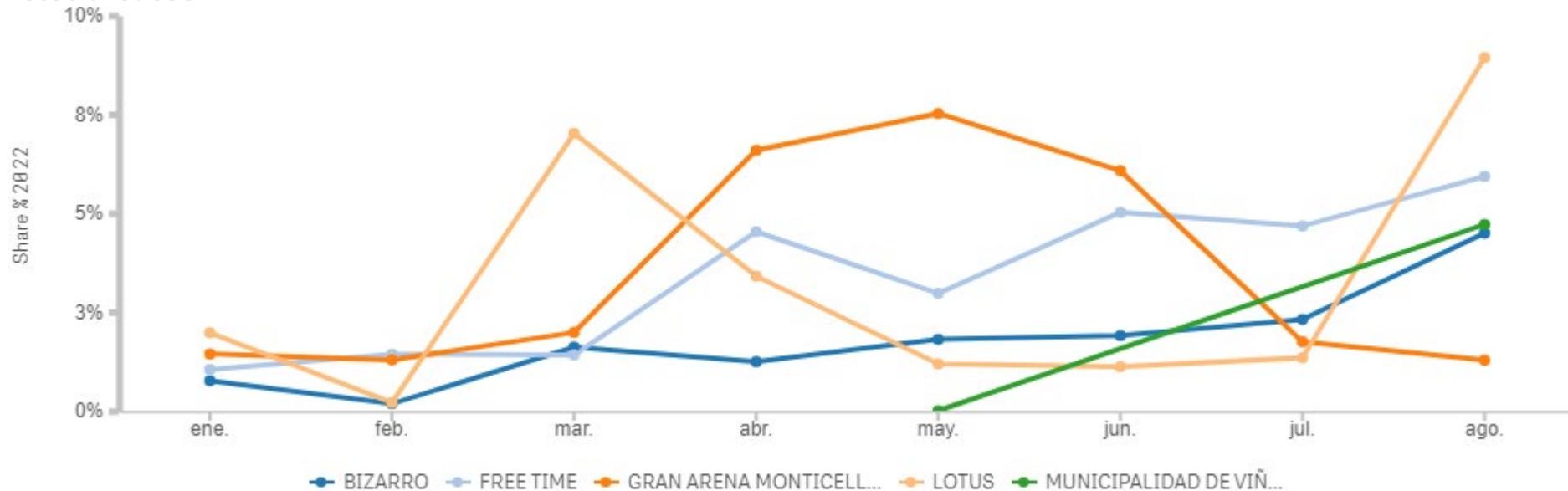
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Mix de medios



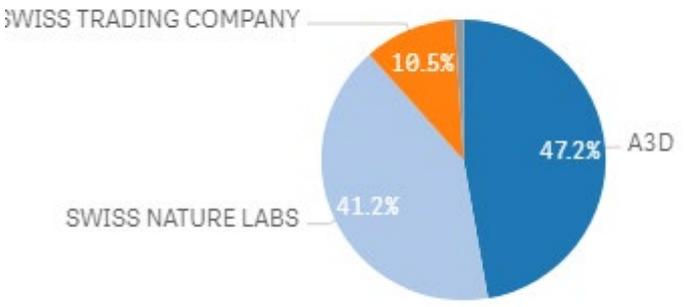
Estacionalidad



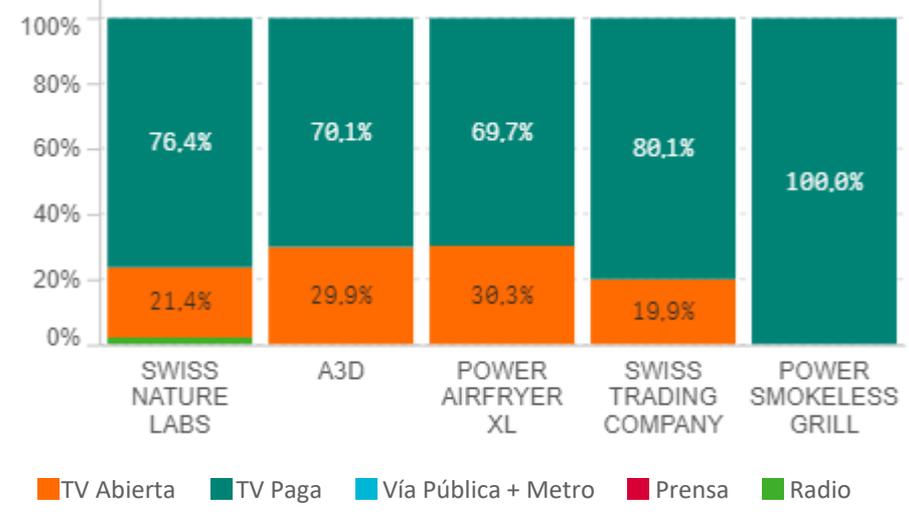
VENTAS TELEFONICAS Y POR CORREO

Agosto 2022

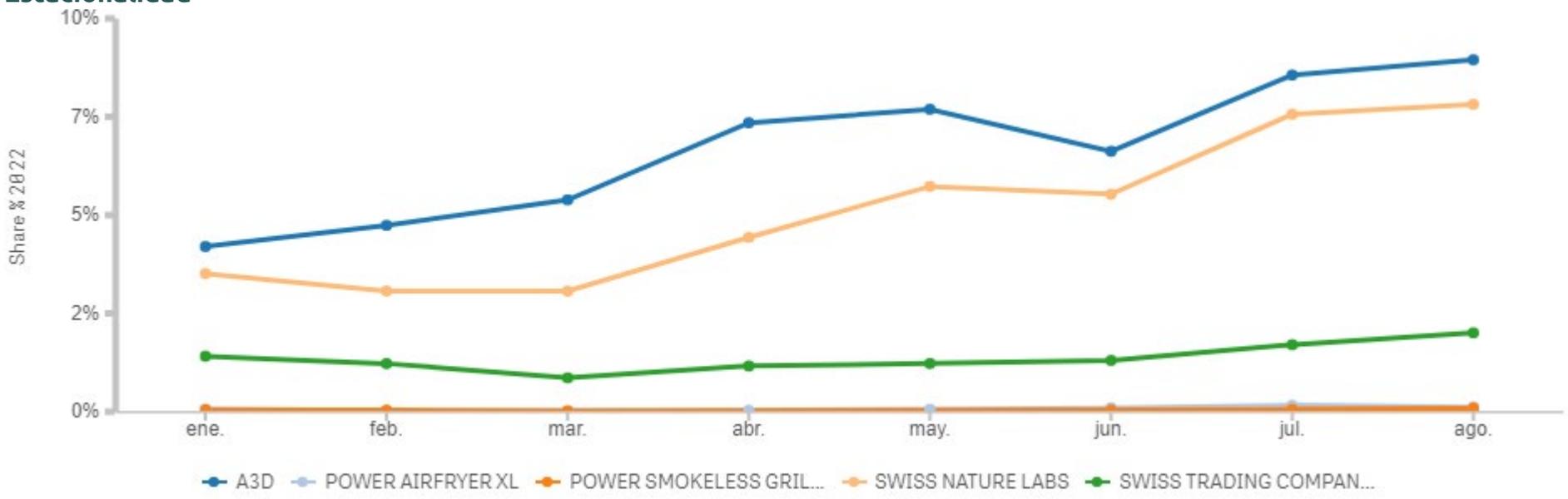
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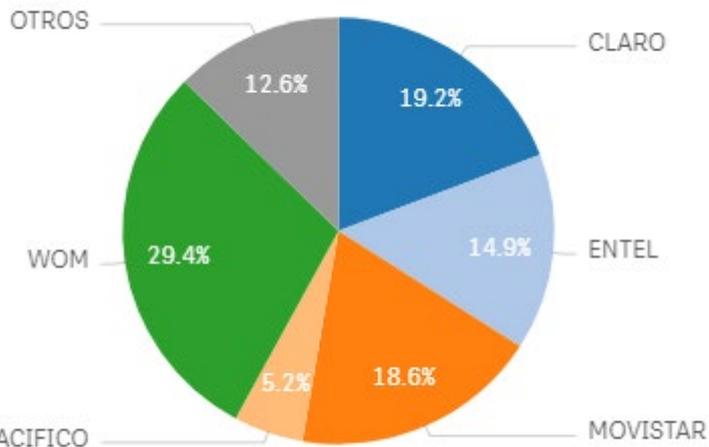
Mix de medios



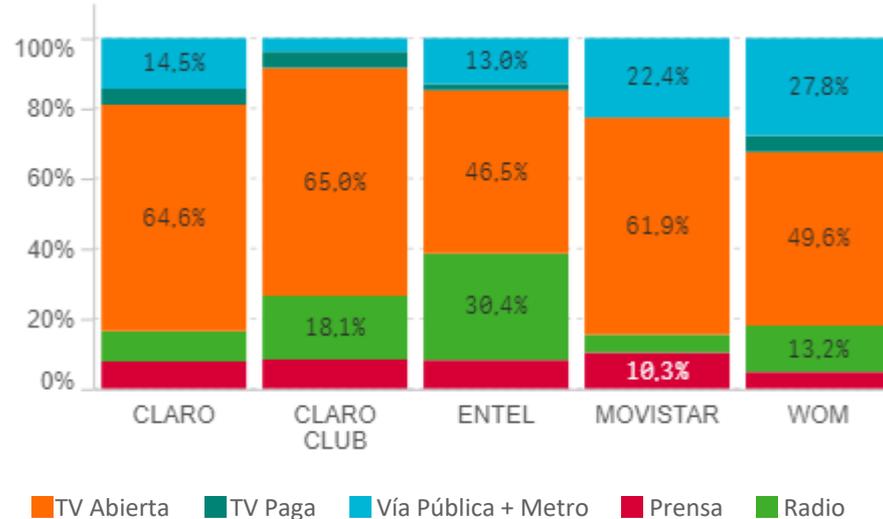
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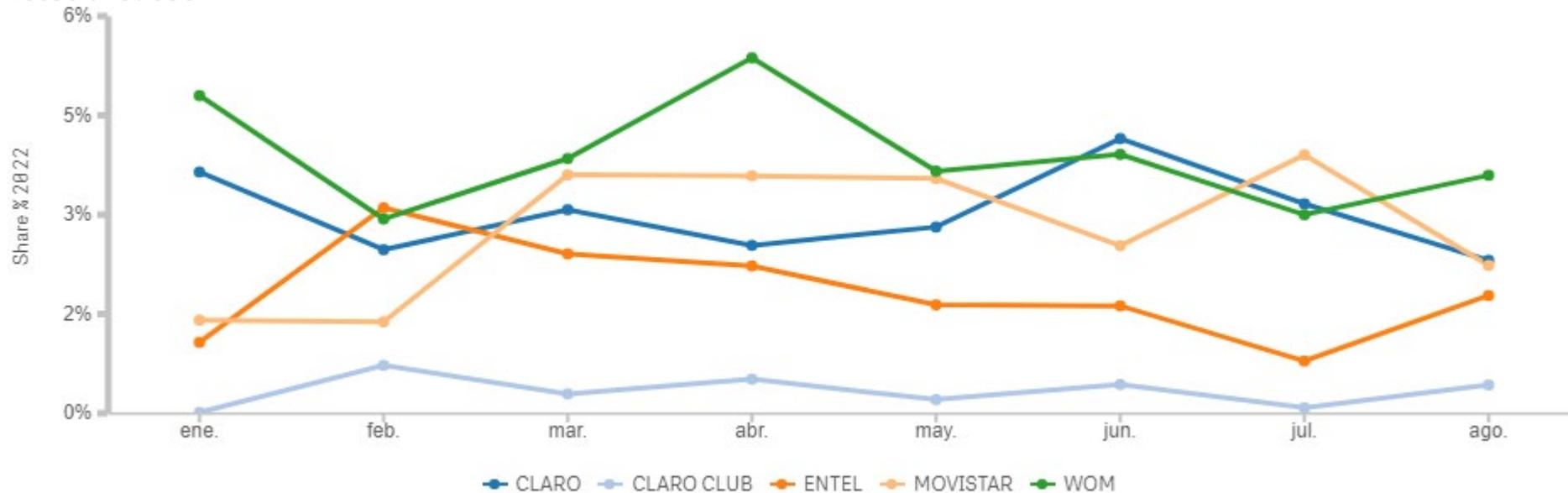
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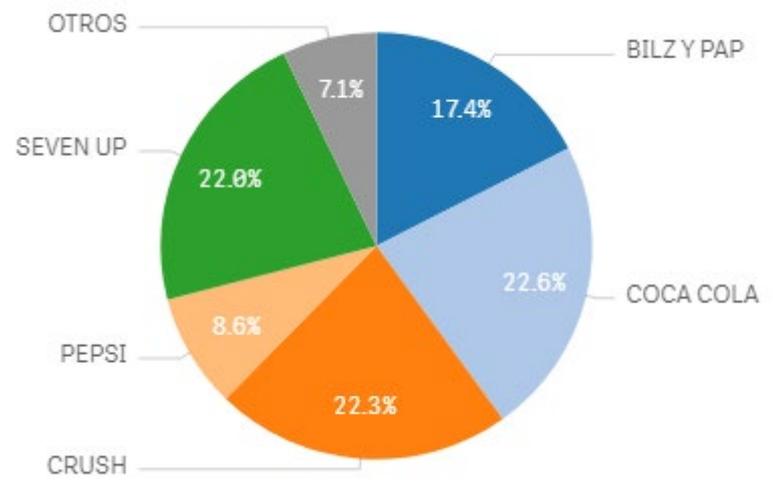
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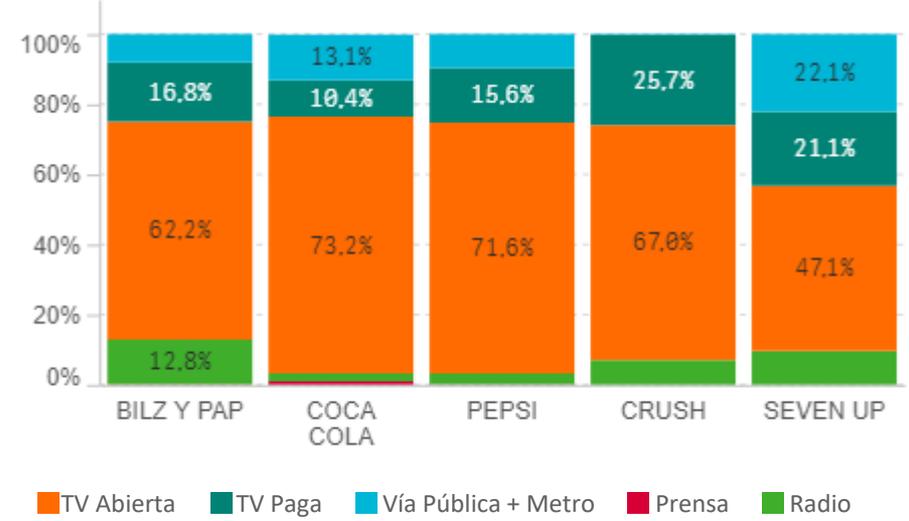
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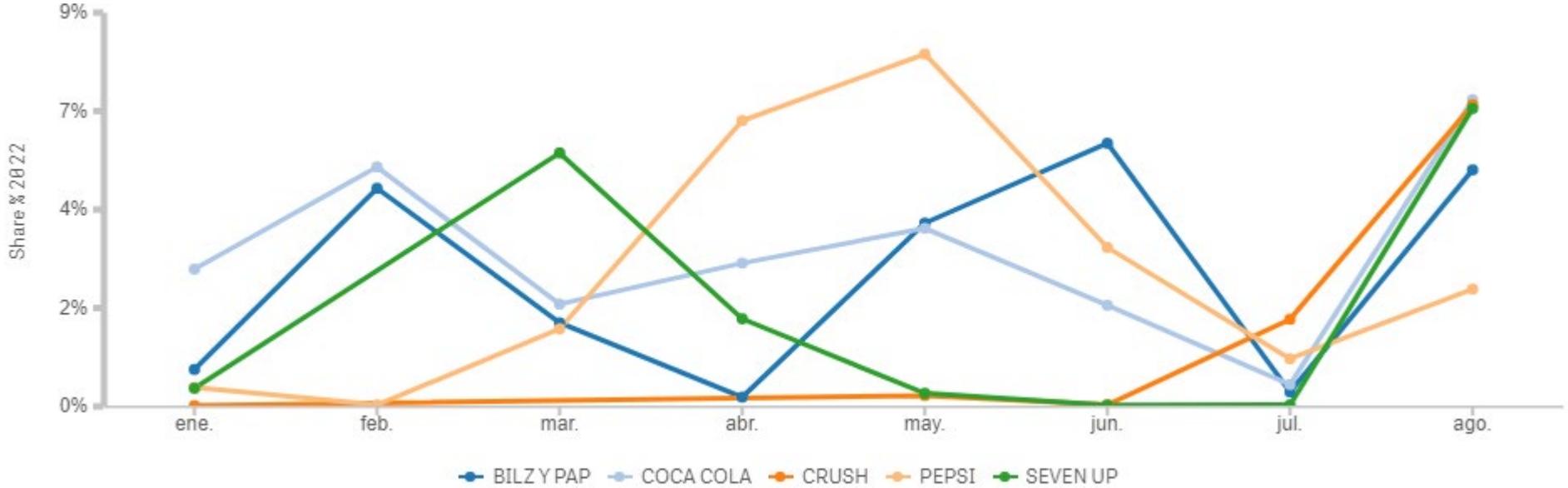
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Mix de medios

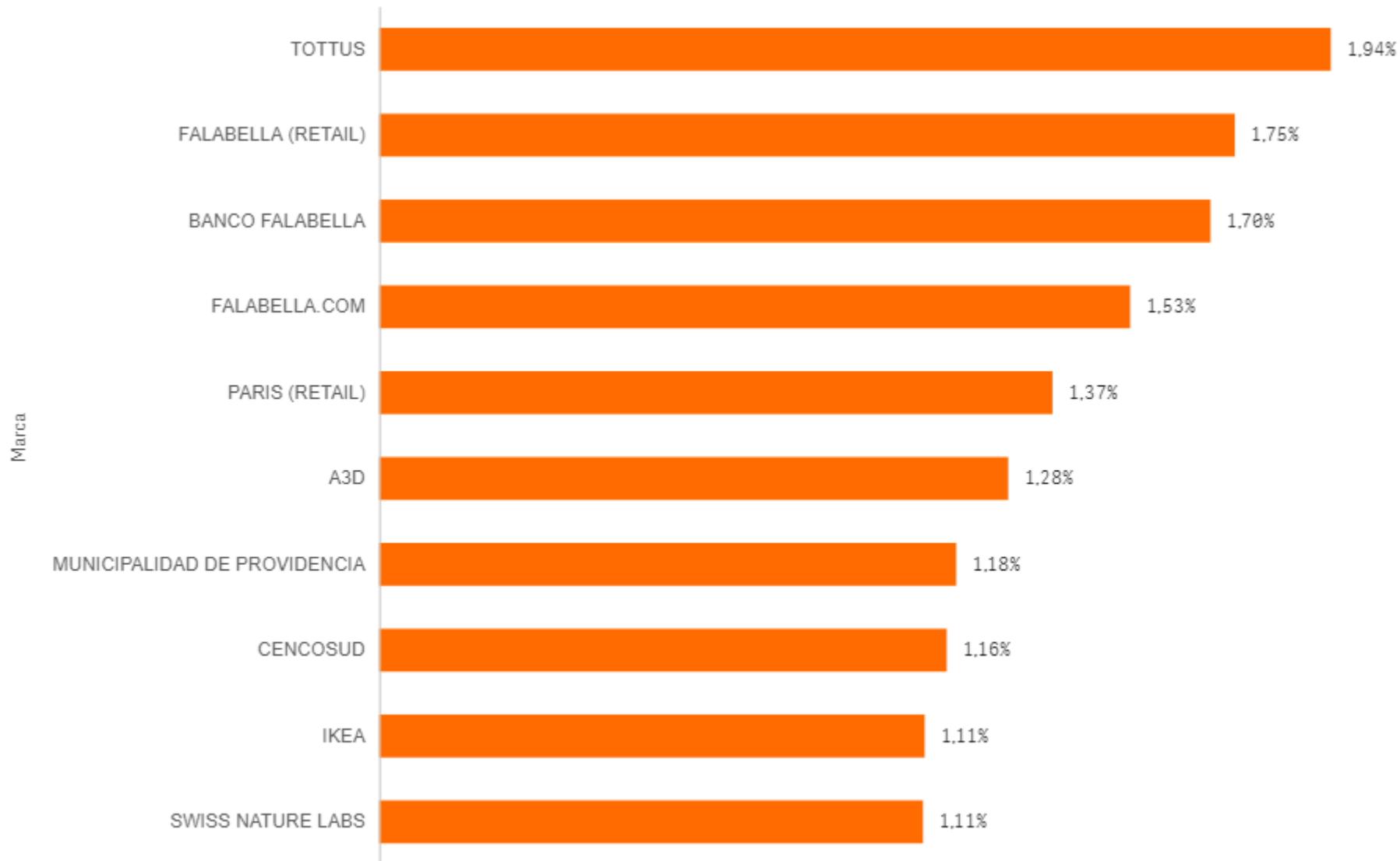


Estacionalidad



Top 10 Marcas

Agosto 2022



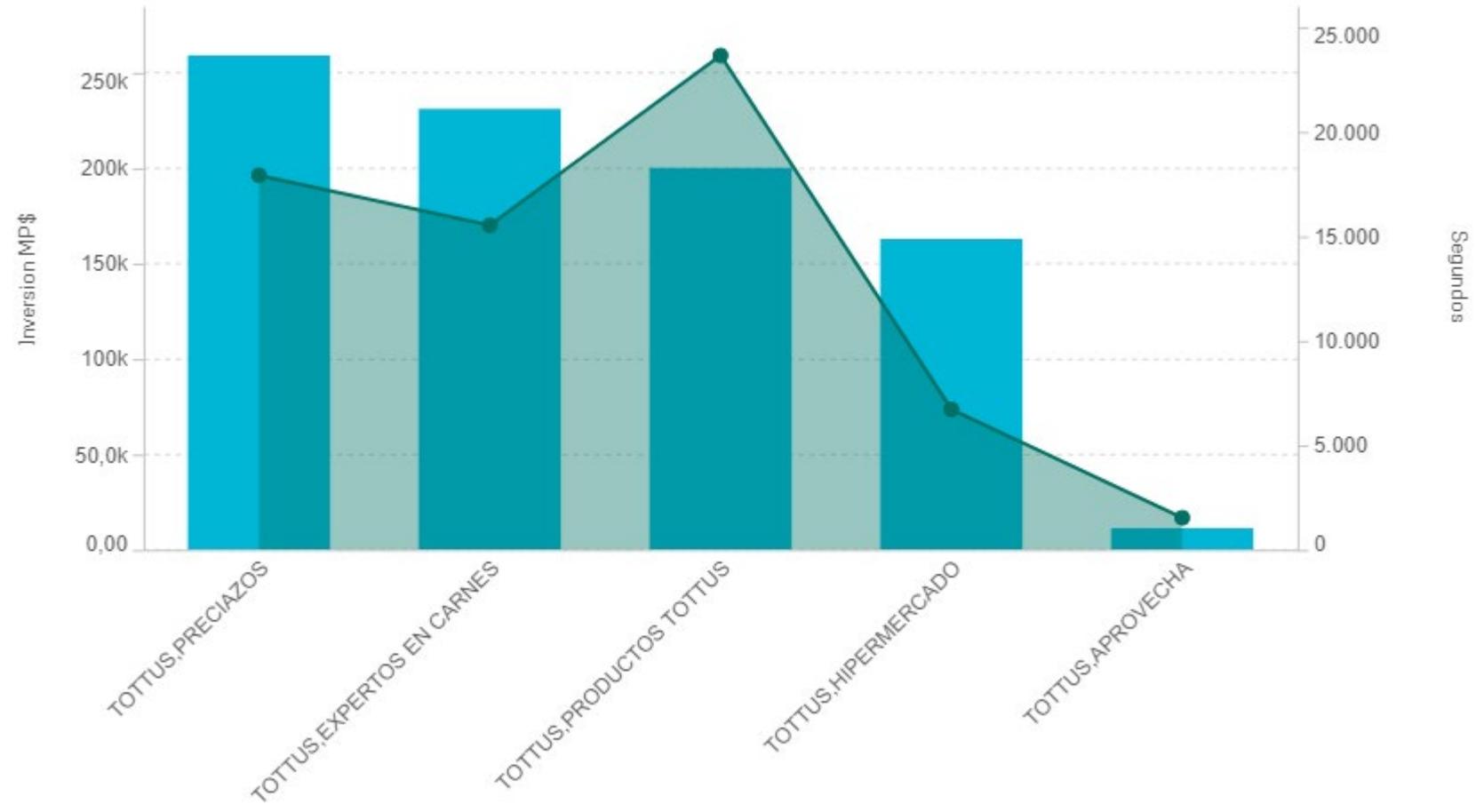
Segundos Agosto - 2022

75.091

Inversion Miles de Pesos - Ago...

888,4k

Top 5 Productos



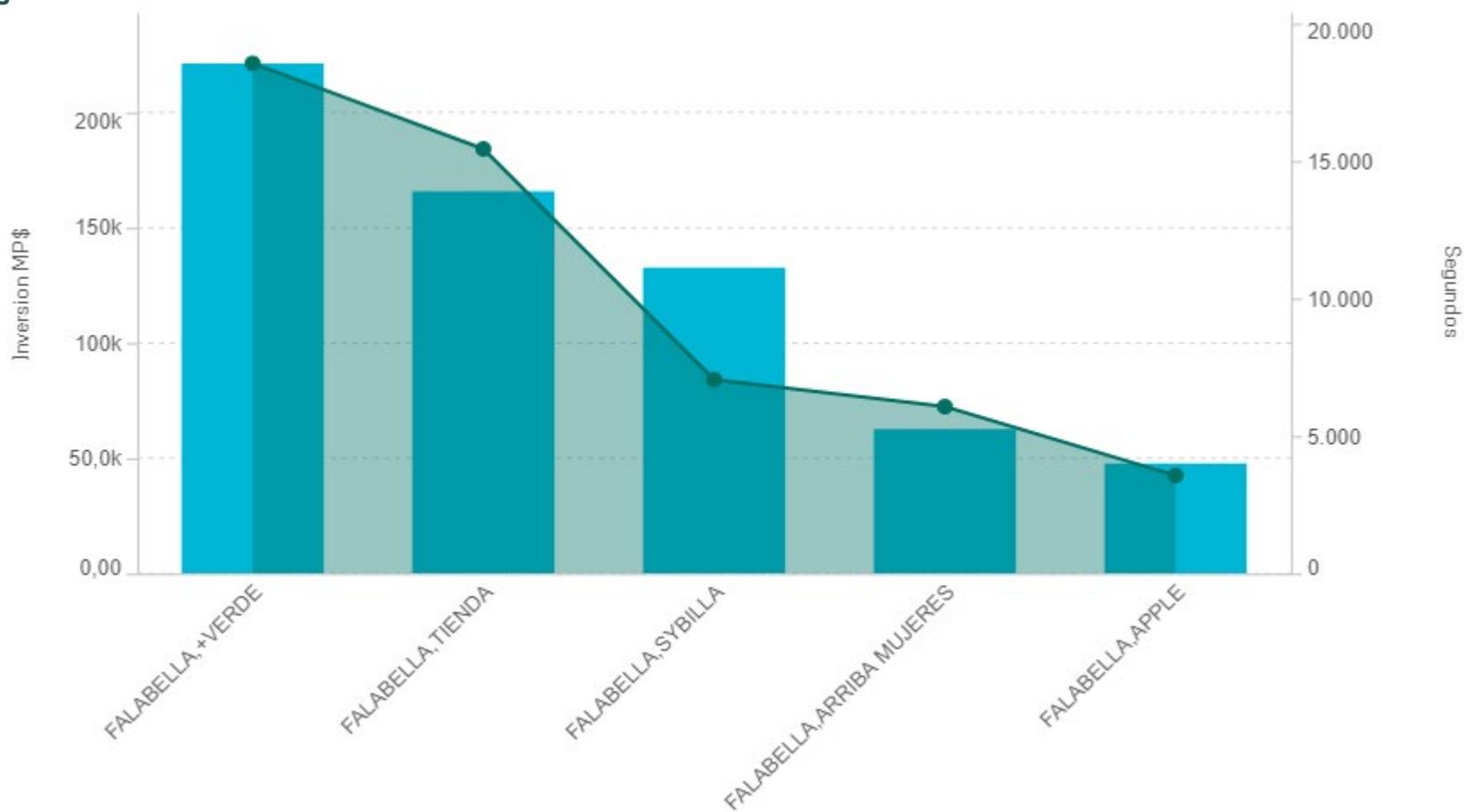
Segundos Agosto - 2022

90.952

Inversion Miles de Pesos - Ago...

798,8k

Top 5 Productos



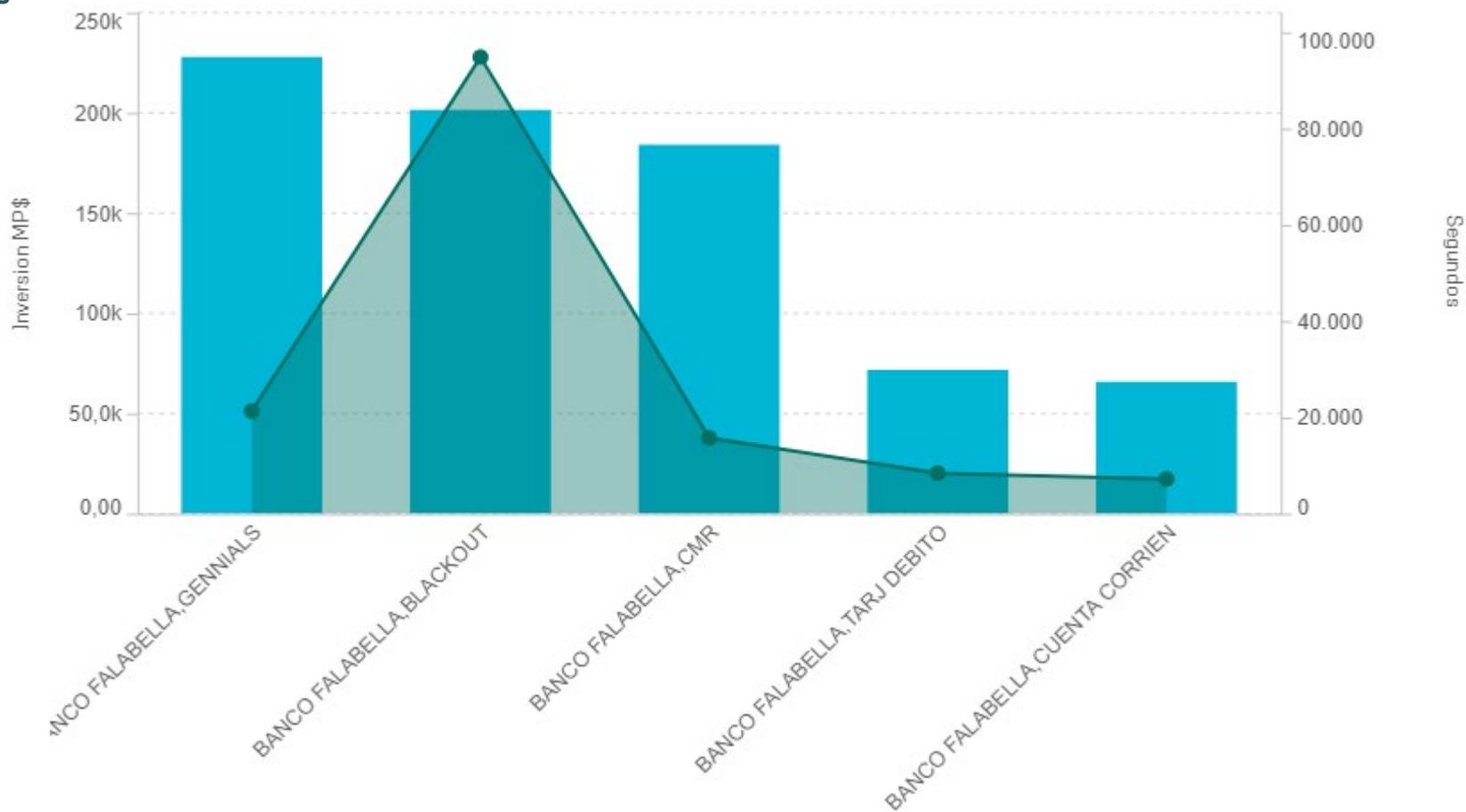
Segundos Agosto - 2022

147.614

Inversion Miles de Pesos - Ago...

776k

Top 5 Productos



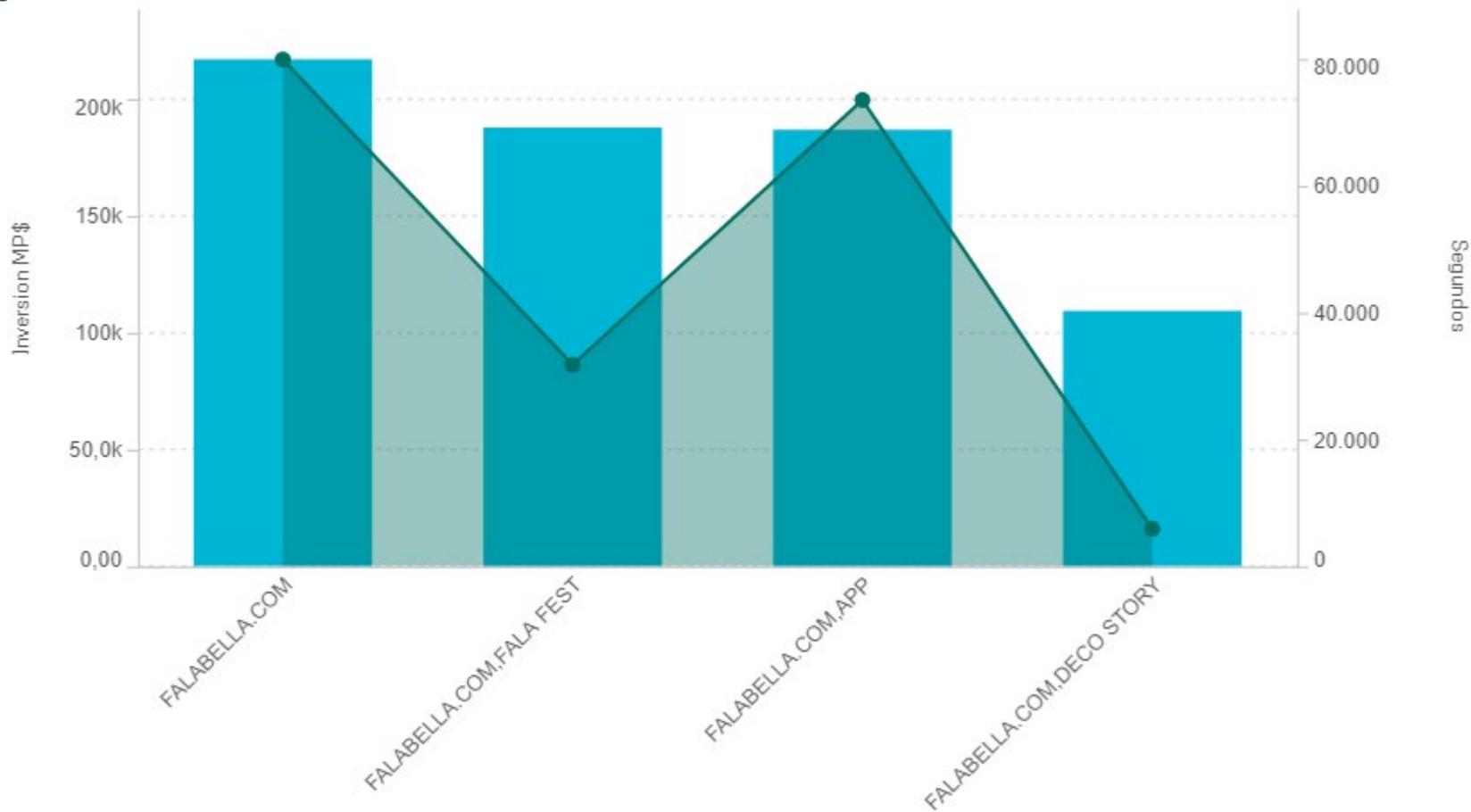
Segundos Agosto - 2022

191.196

Inversion Miles de Pesos - Ago...

701,1k

Top 5 Productos



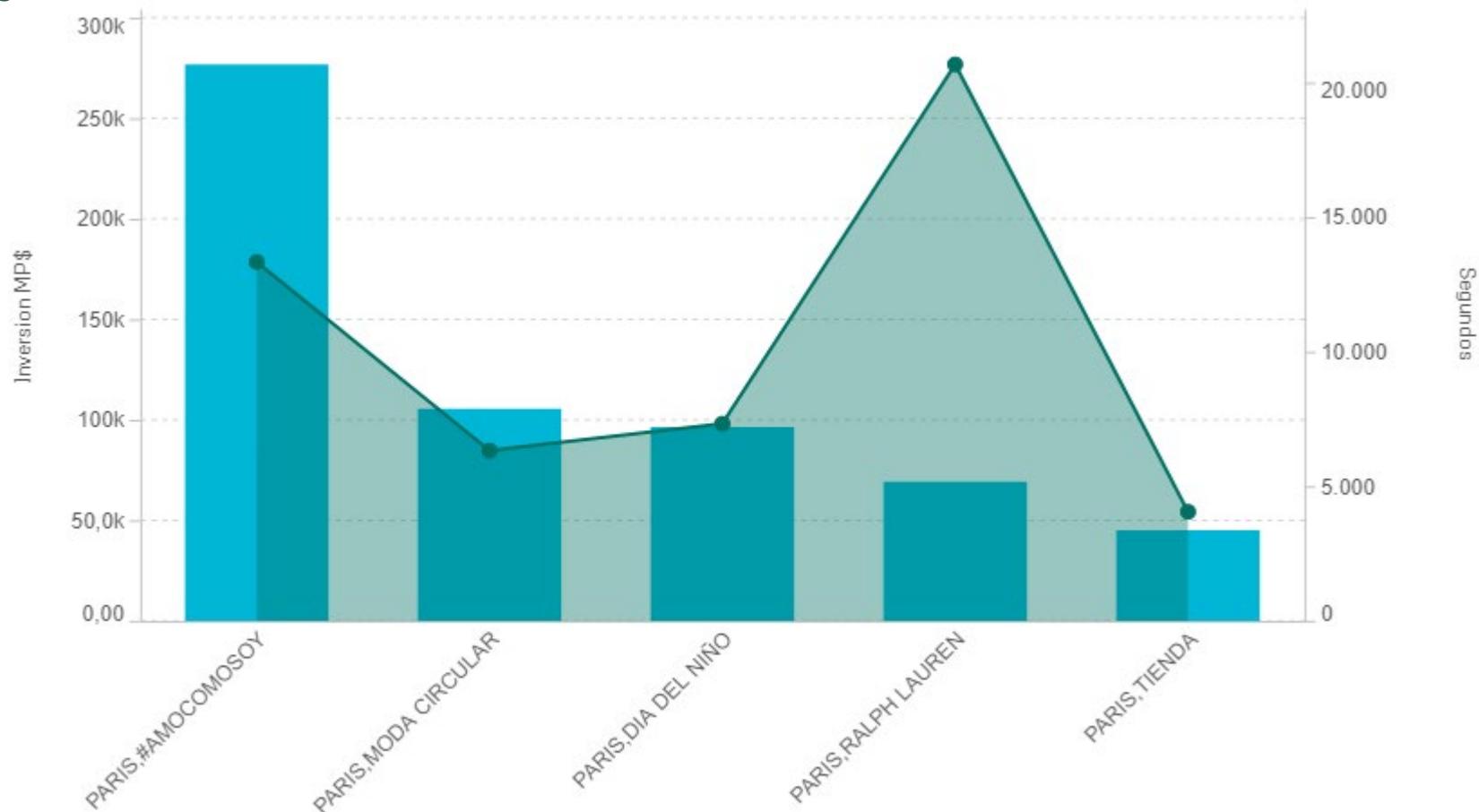
Segundos Agosto - 2022

53.603

Inversion Miles de Pesos - Ago...

628,5k

Top 5 Productos



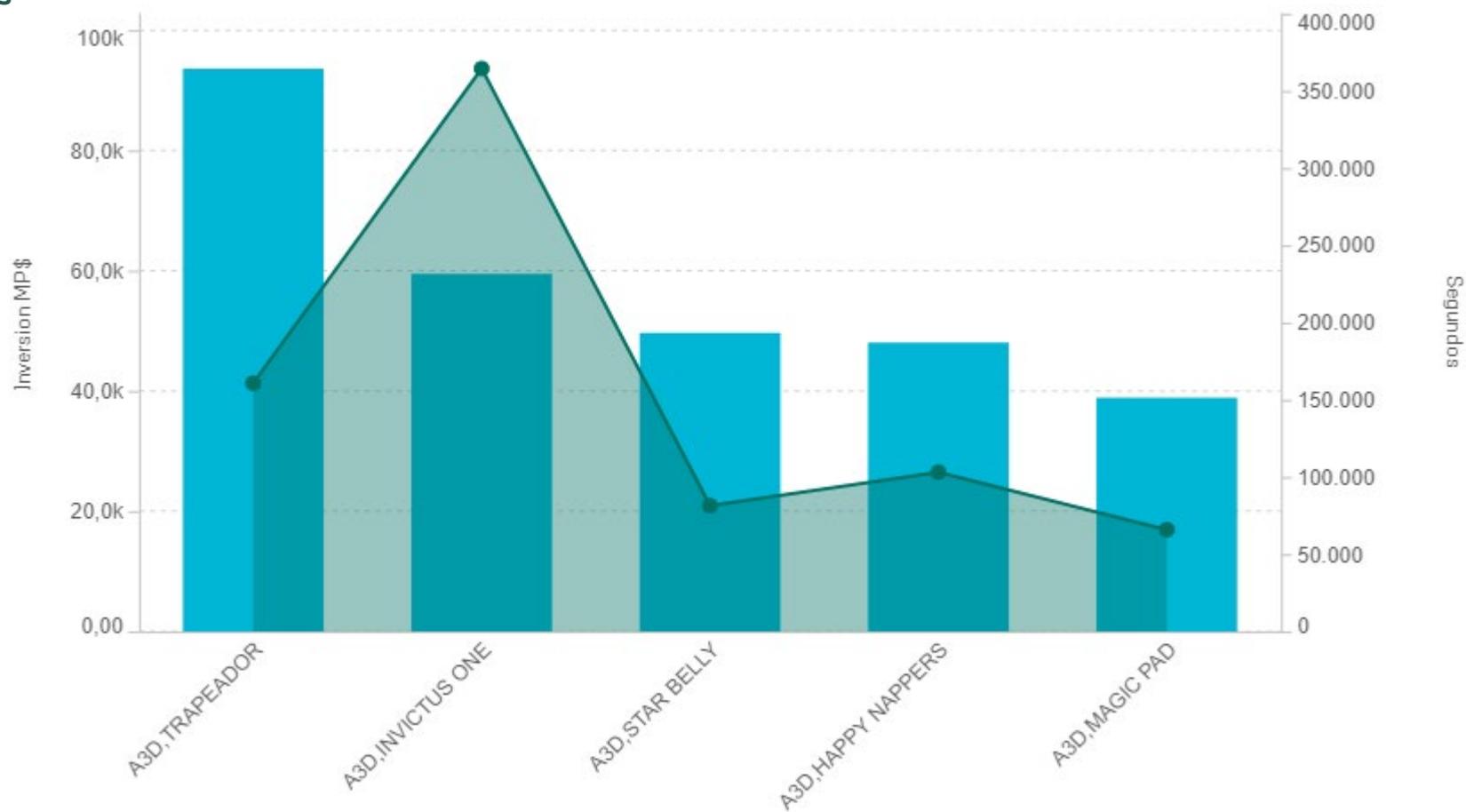
Segundos Agosto - 2022

4.194.204

Inversion Miles de Pesos - Ago...

587,2k

Top 5 Productos



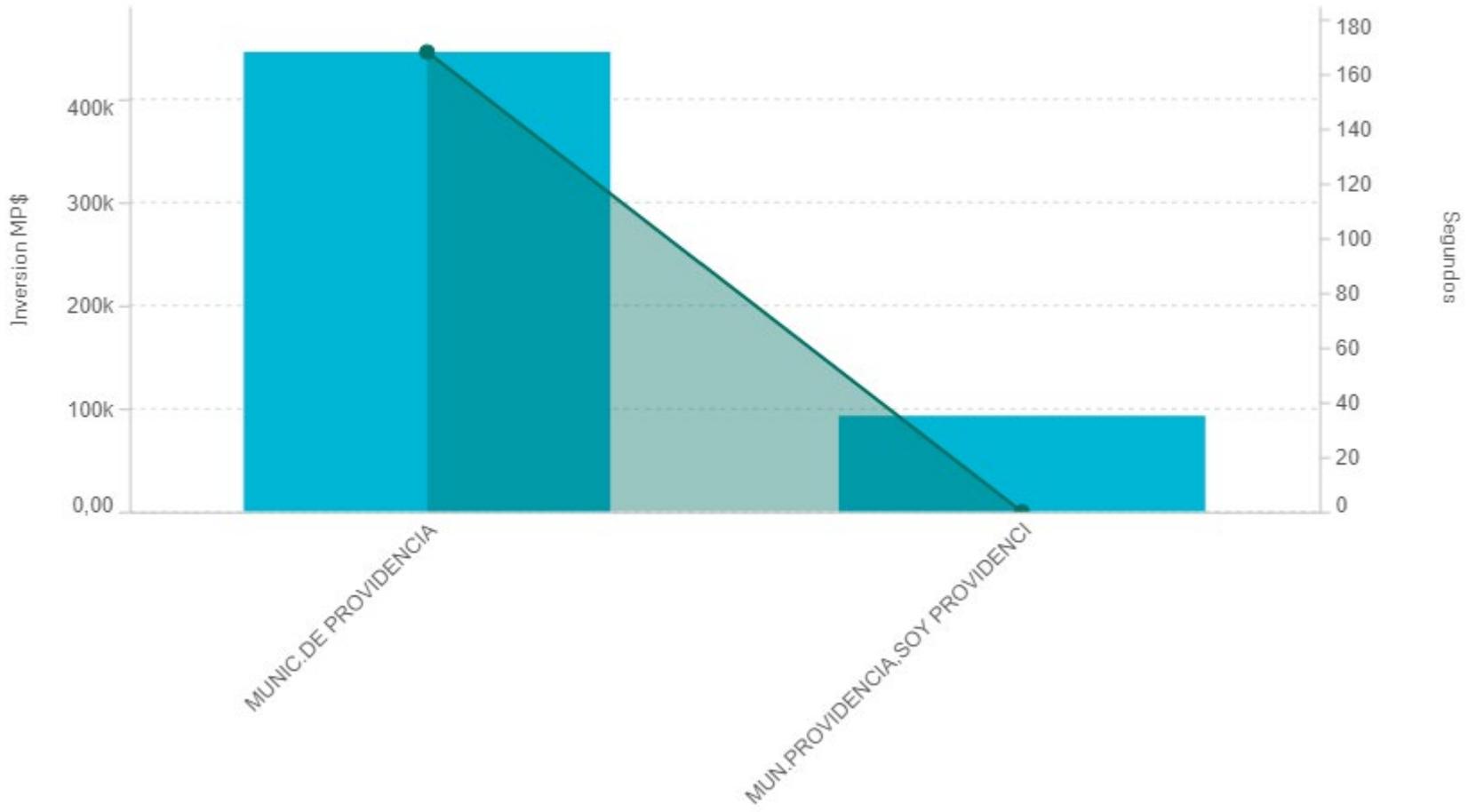
Segundos Agosto - 2022

168

Inversion Miles de Pesos - Ago...

538,7k

Top 5 Productos



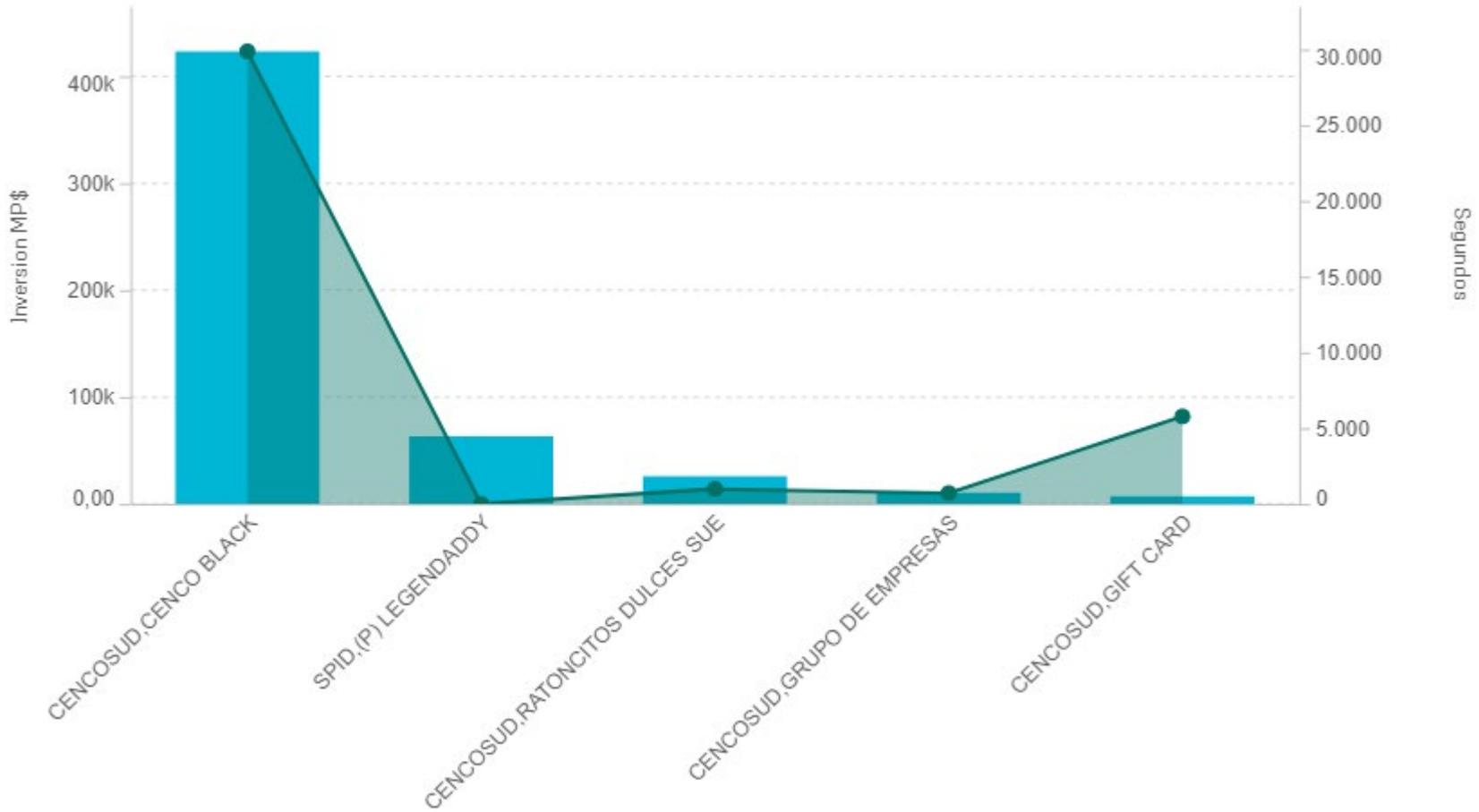
Segundos Agosto - 2022

37.390

Inversion Miles de Pesos - Ago...

529,8k

Top 5 Productos



Segundos Agosto - 2022

127.826

Inversion Miles de Pesos - Ago...

509,2k

Top 5 Productos



Segundos Agosto - 2022

1.844.586

Inversion Miles de Pesos - Ago...

507,6k

Top 5 Productos

