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# INFORME DE INVERSIÓN PUBLICITARIA

Marzo 2023

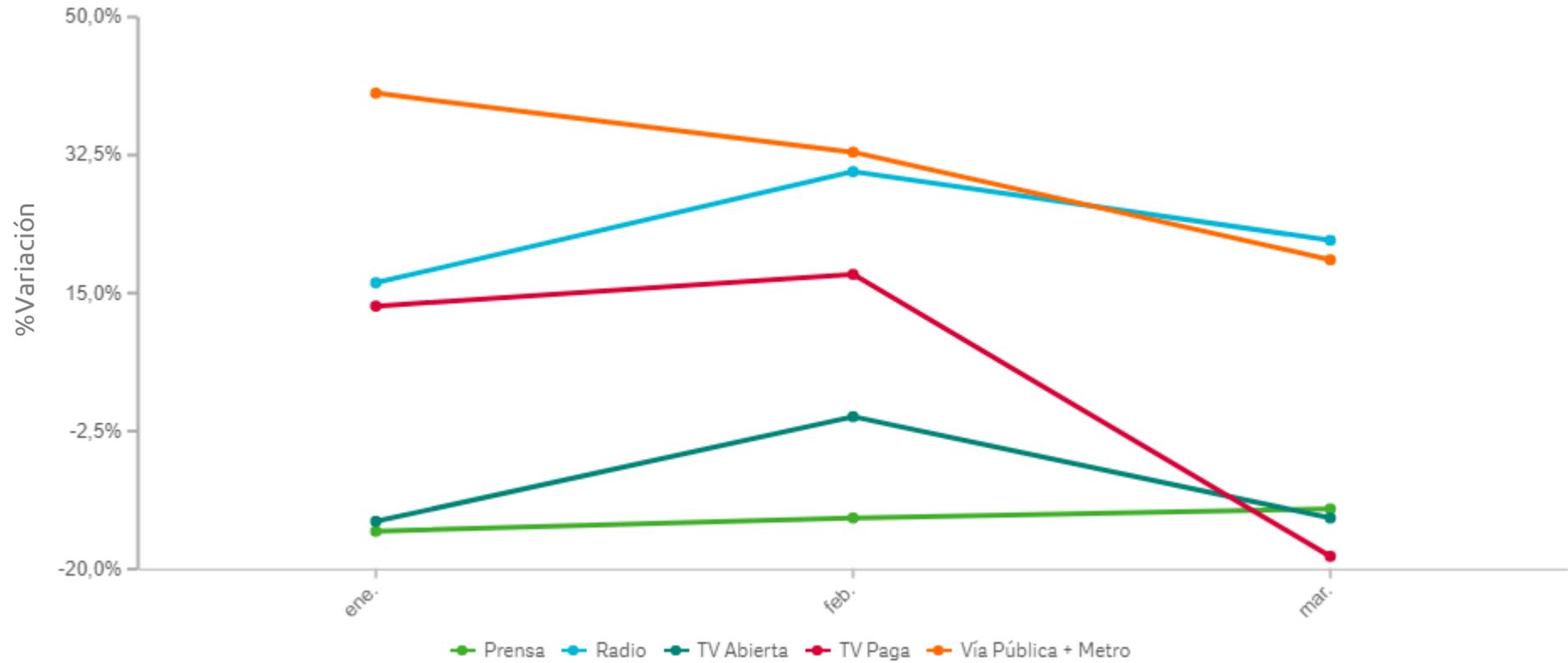


# **IMPORTANTE**

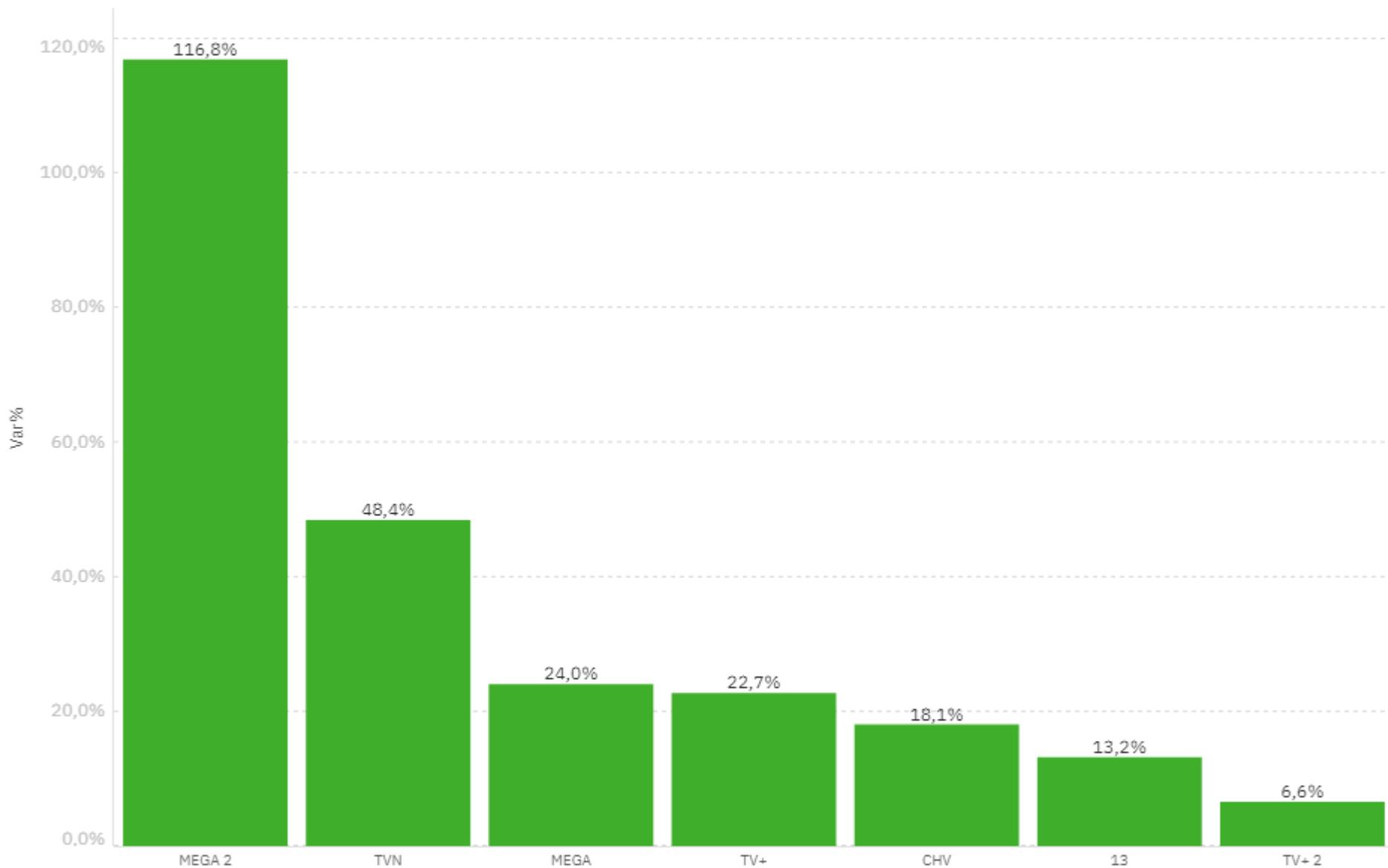
**Los valores de inversión mostrados en este informe son deflactados en base a lo publicado por Megatime y la Asociación de Agencias de Medios (AAM)**

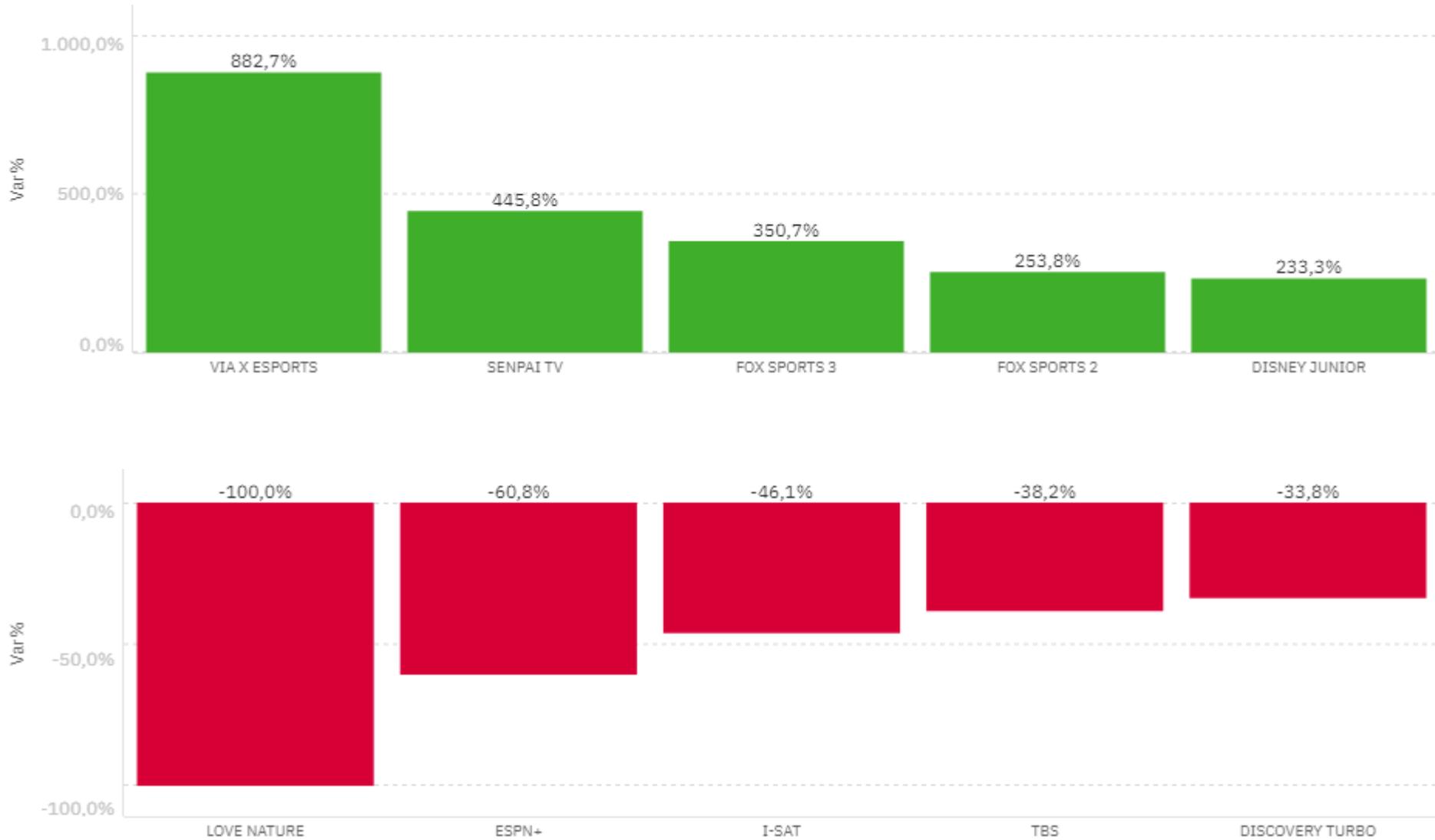
# Inversión publicitaria mensual

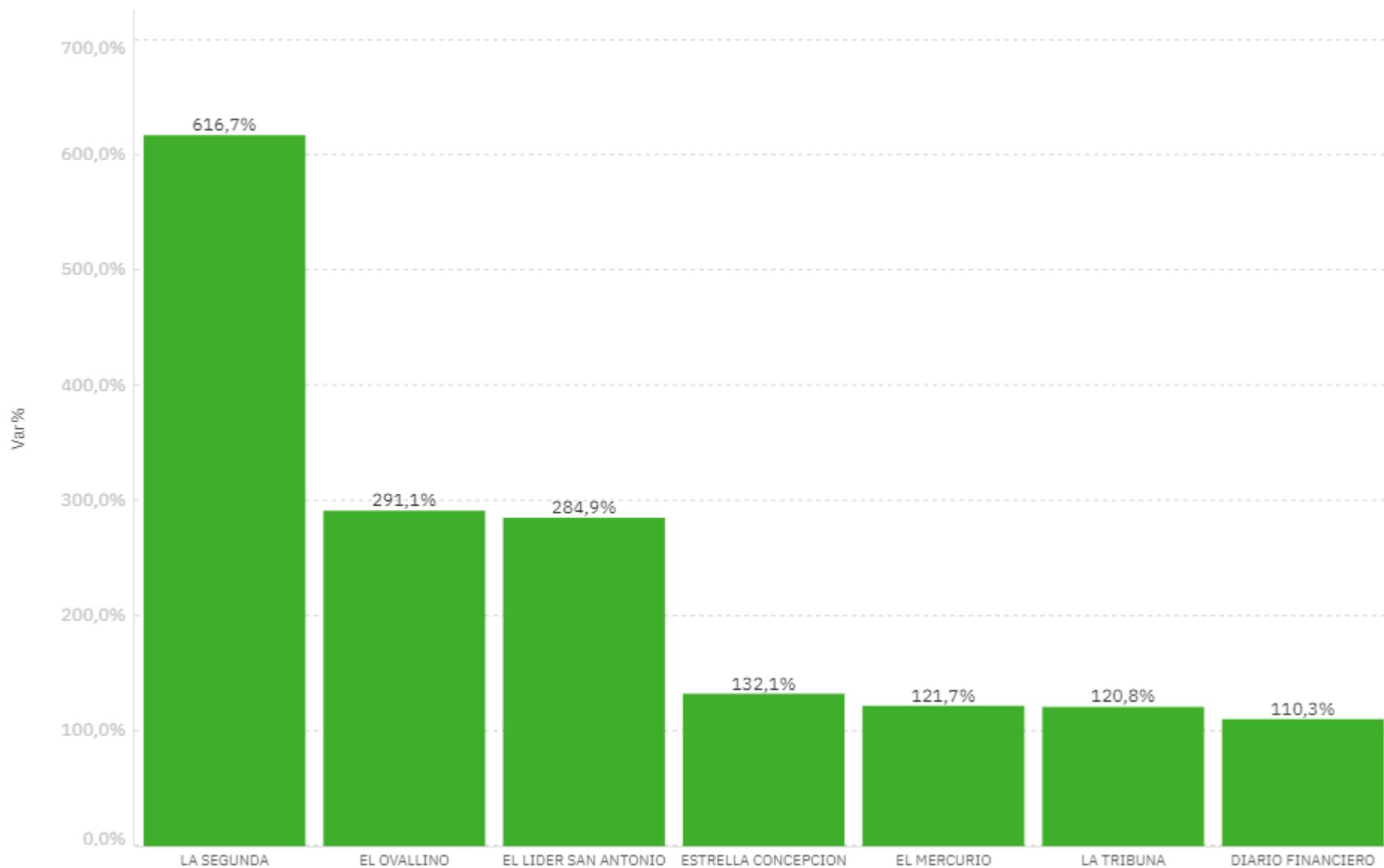
enero - Marzo 2023 vs. 2022

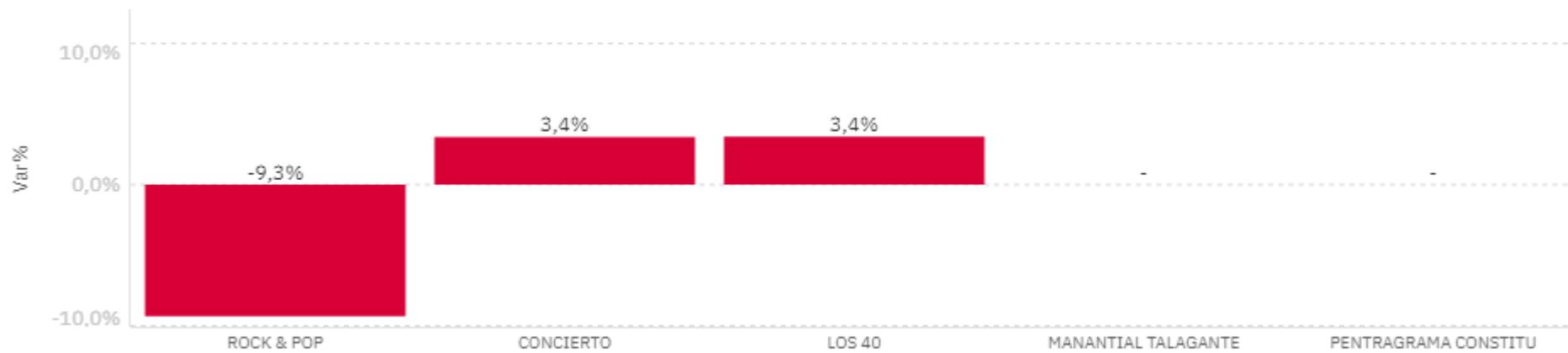
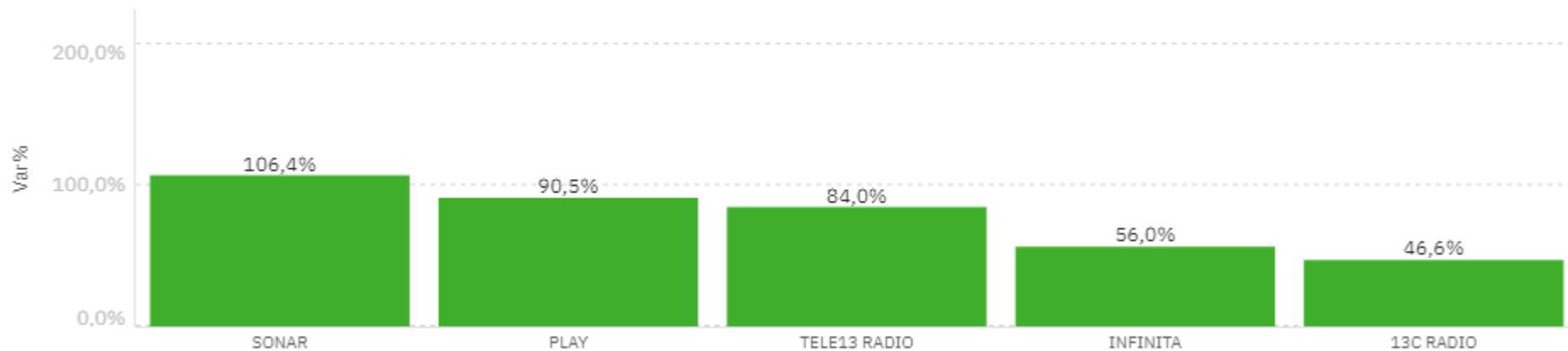


Medios	Prensa	Radio	TV Abierta	TV Paga	Vía Pública + Metro
%Var	-12,5% ↓	21,6% ↑	-13,6% ↓	-18,5% ↓	19,1% ↑



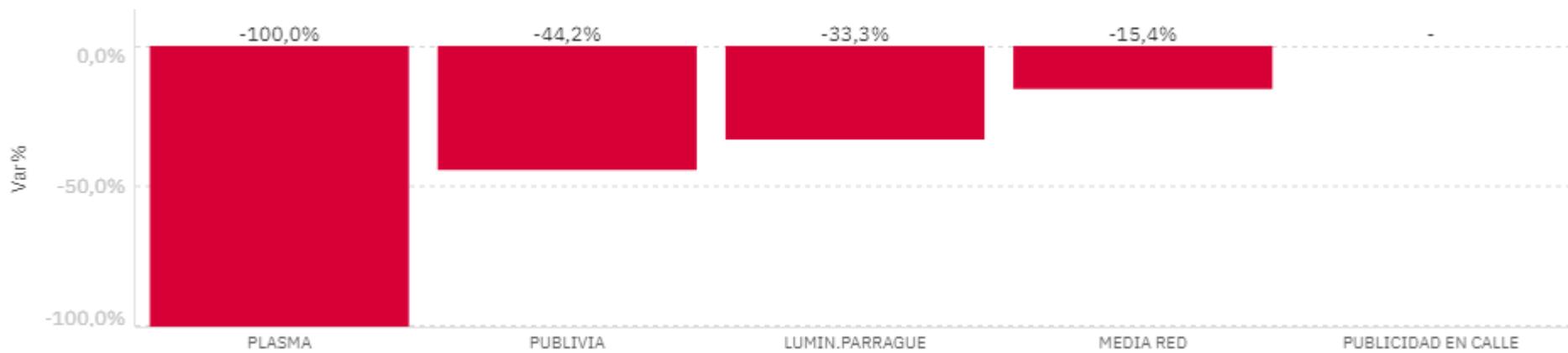
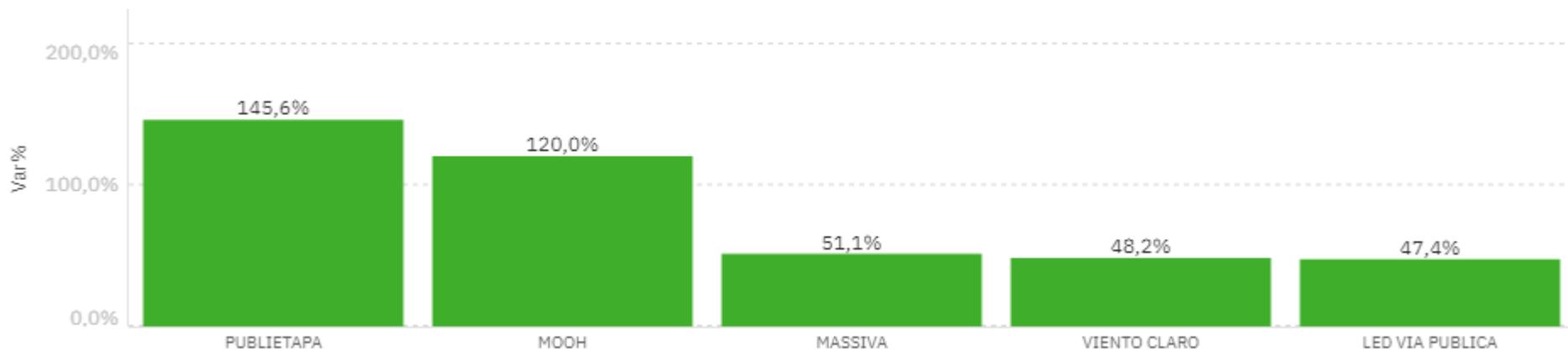






# %Var. Vía Pública + Metro

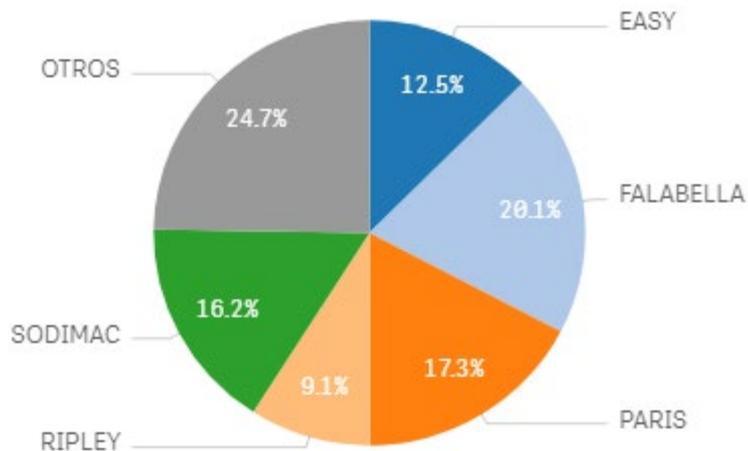
Marzo 2023



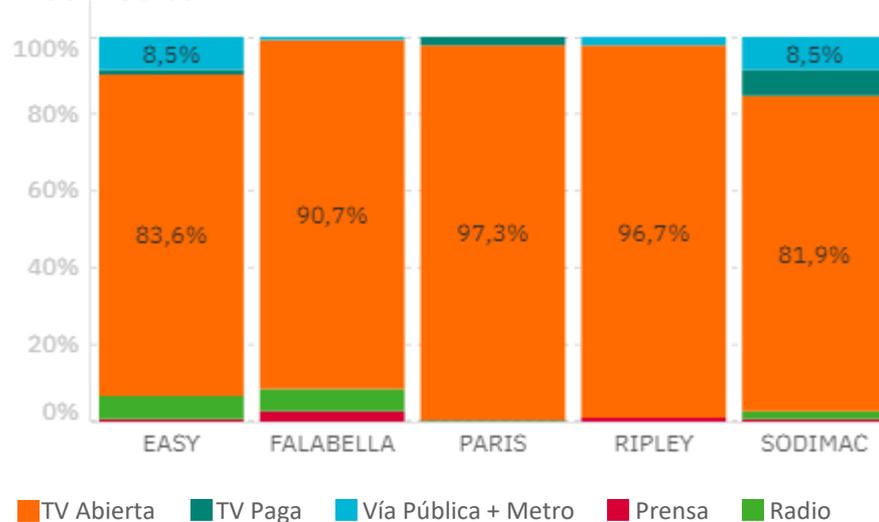
# GRANDES TIENDAS DE DEPARTAMENTO

Marzo 2023

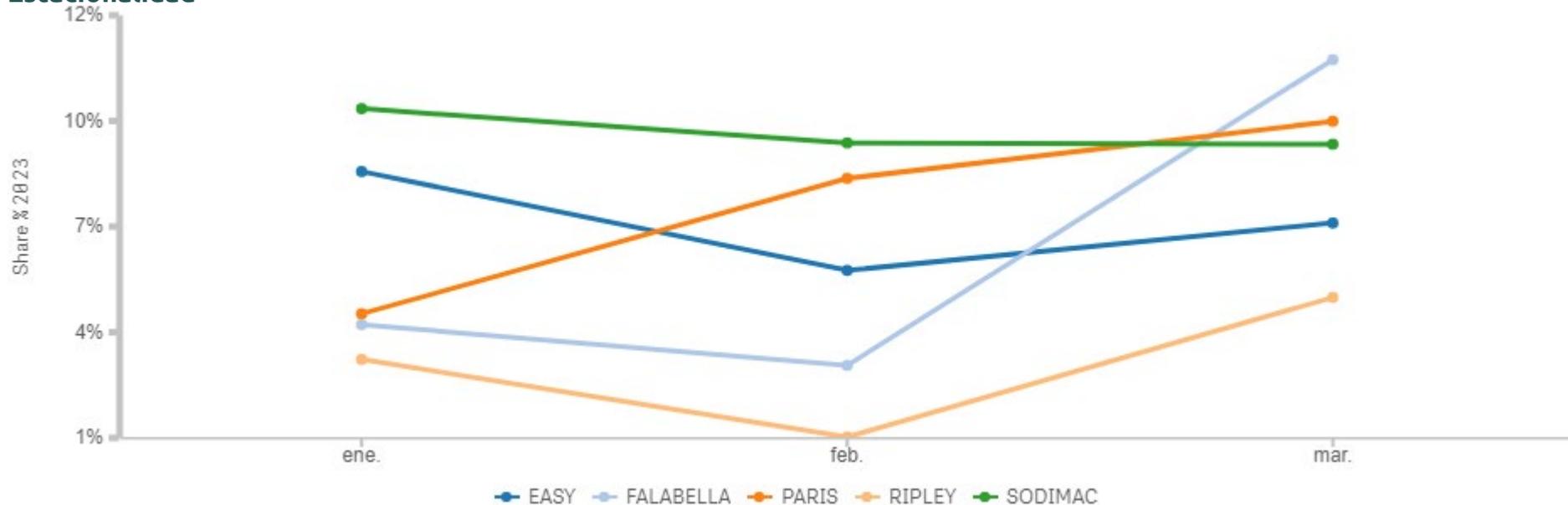
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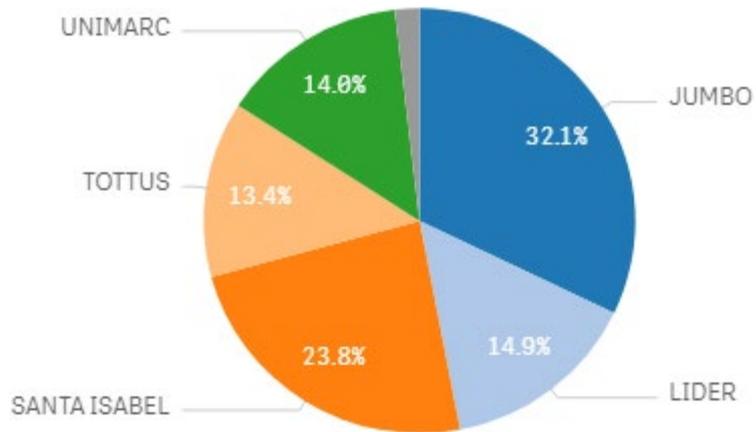
## Mix de medios



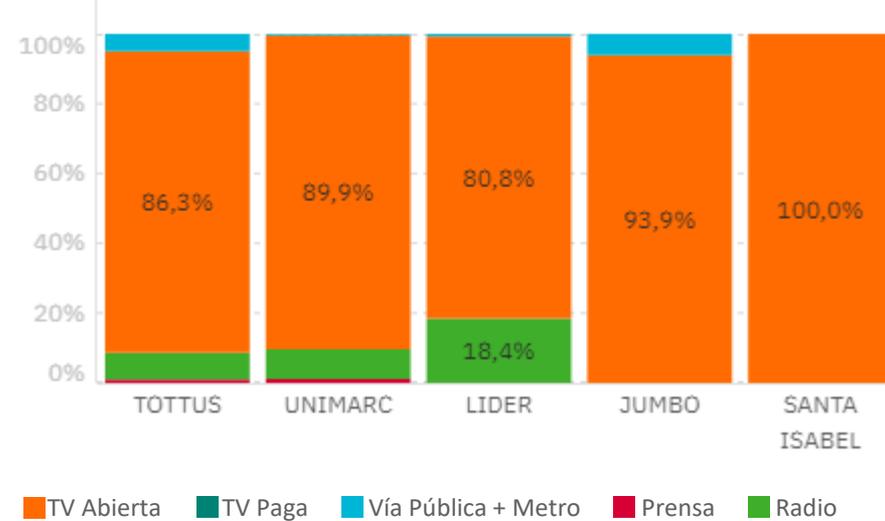
## Estacionalidad



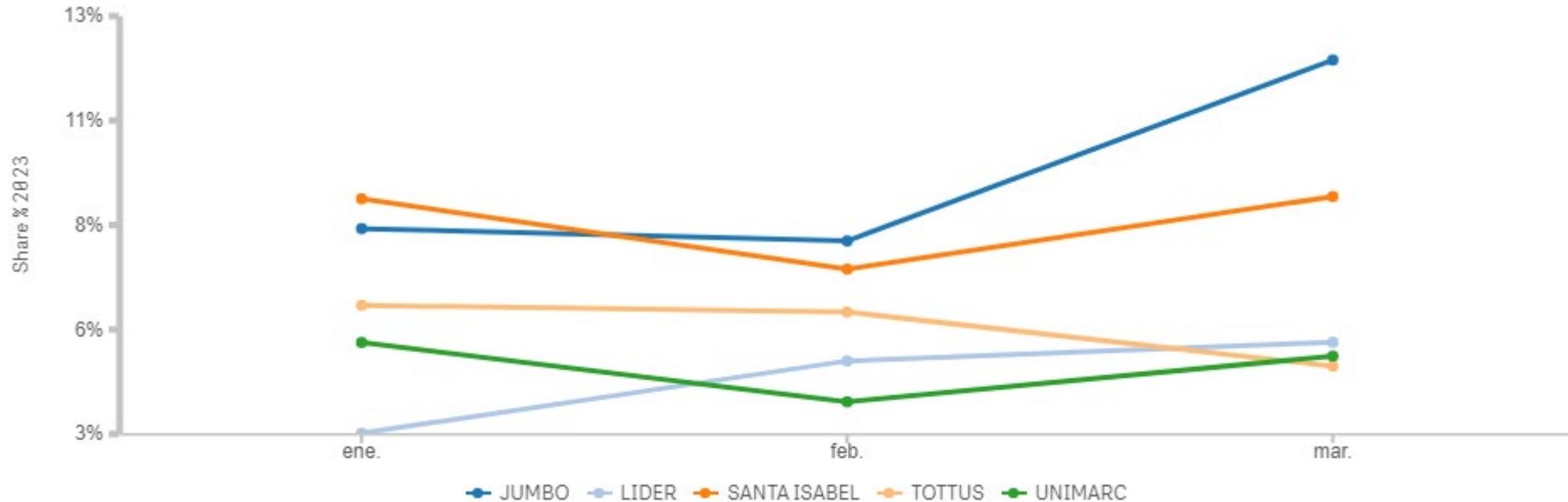
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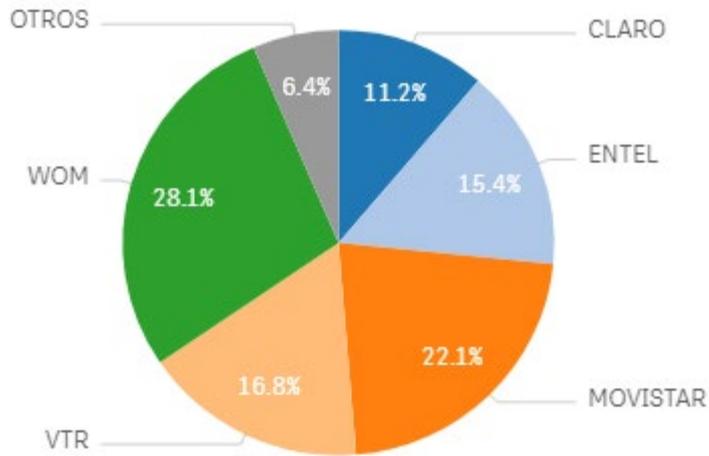
## Mix de medios



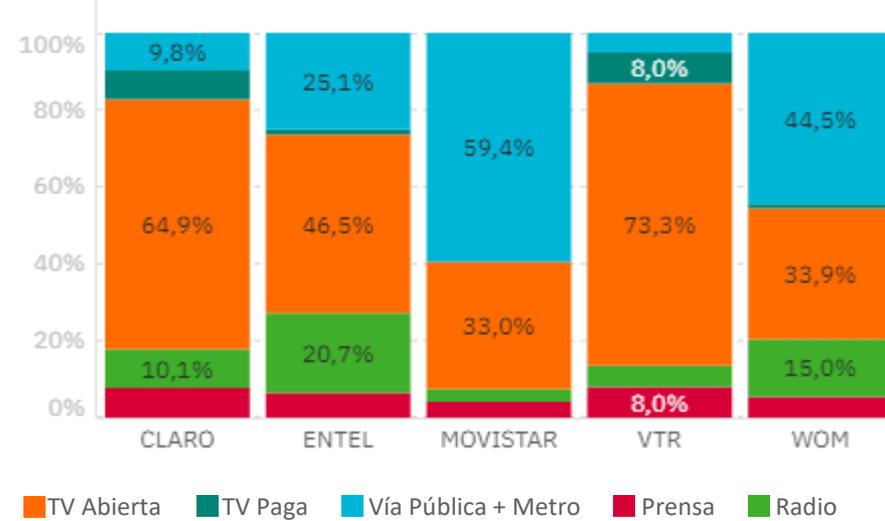
## Estacionalidad



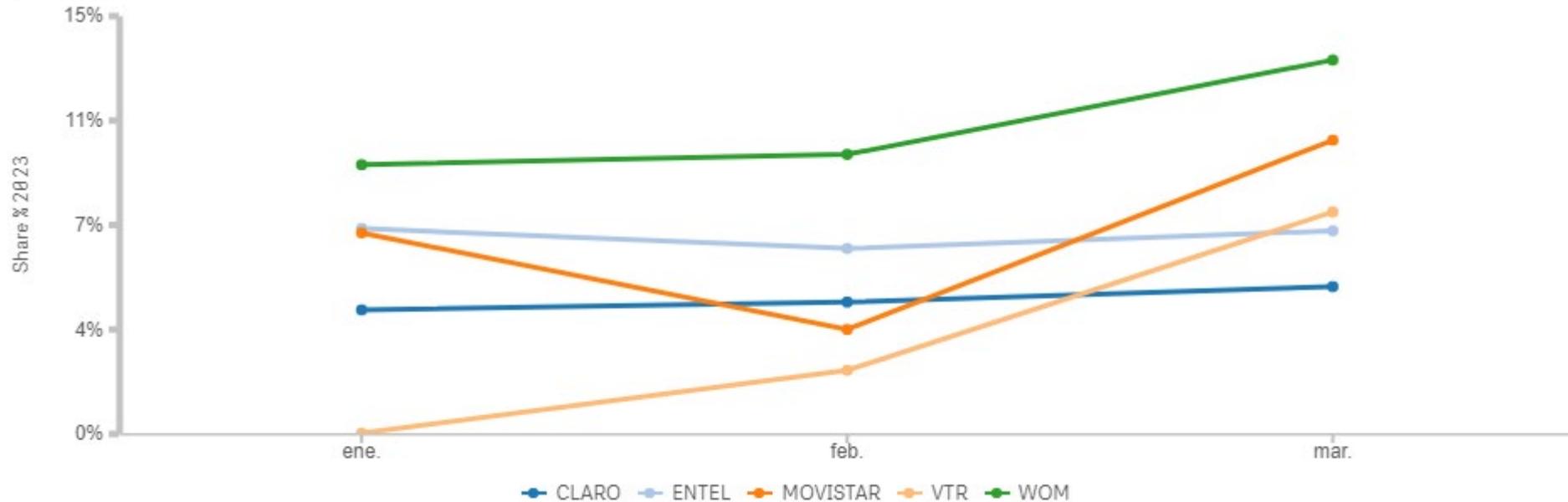
## %SOI



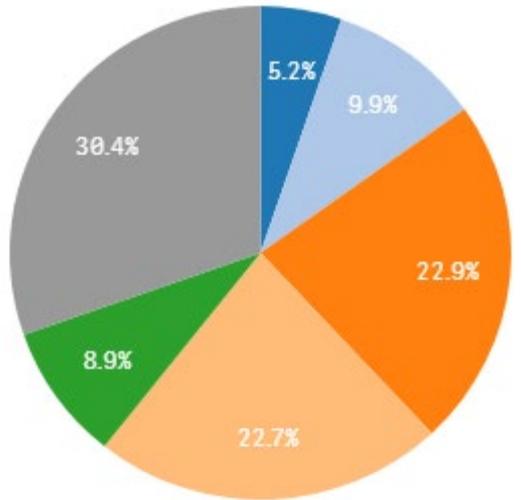
## Mix de medios



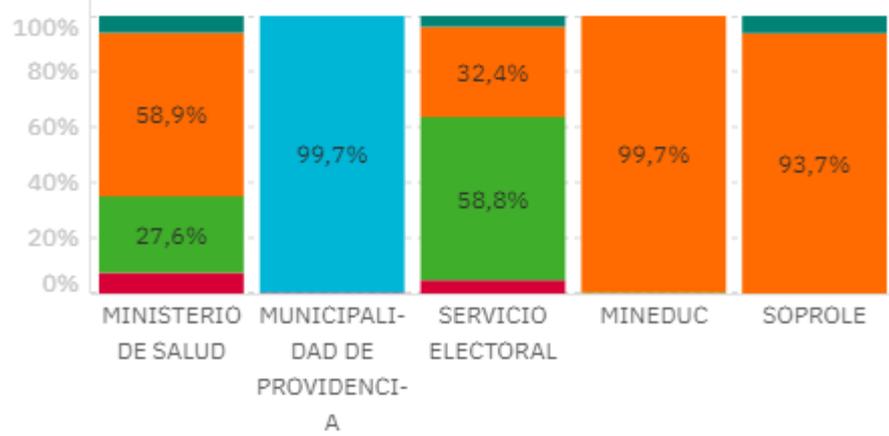
## Estacionalidad



## %SOI

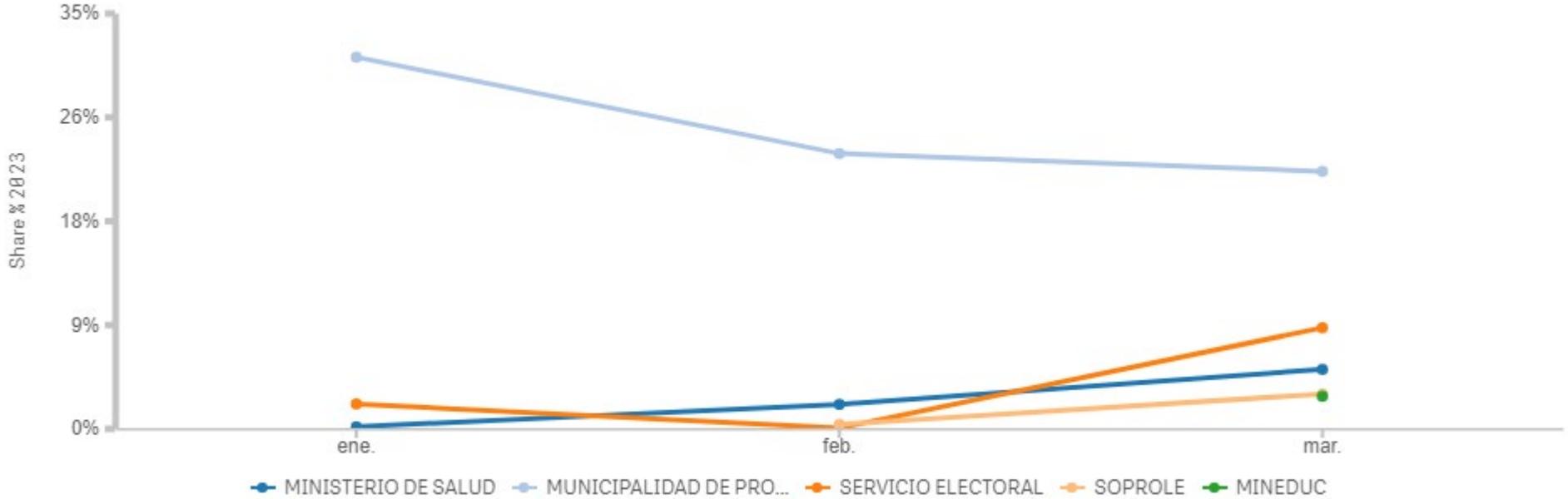


## Mix de medios

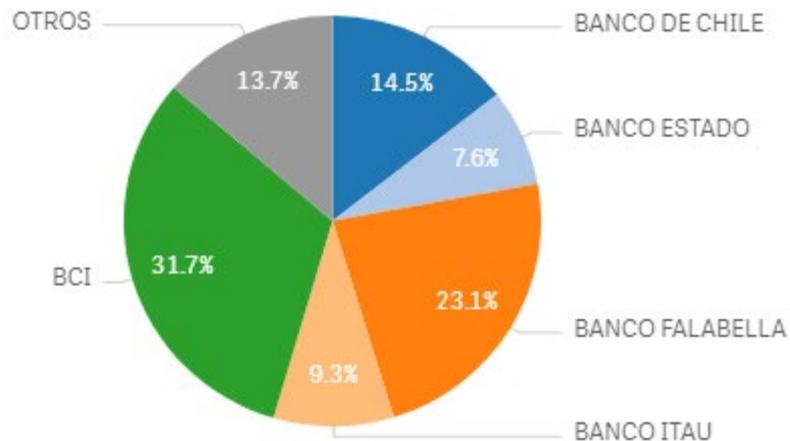


■ TV Abierta 
 ■ TV Paga 
 ■ Vía Pública + Metro 
 ■ Prensa 
 ■ Radio

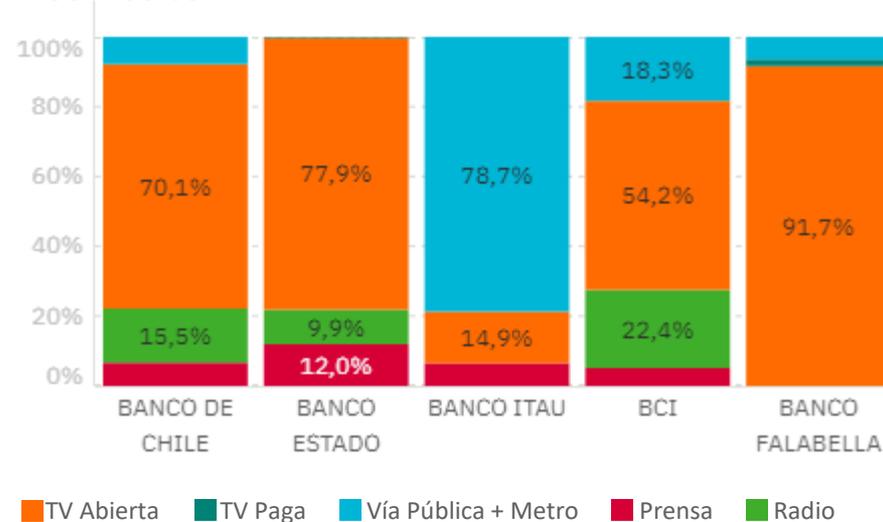
## Estacionalidad



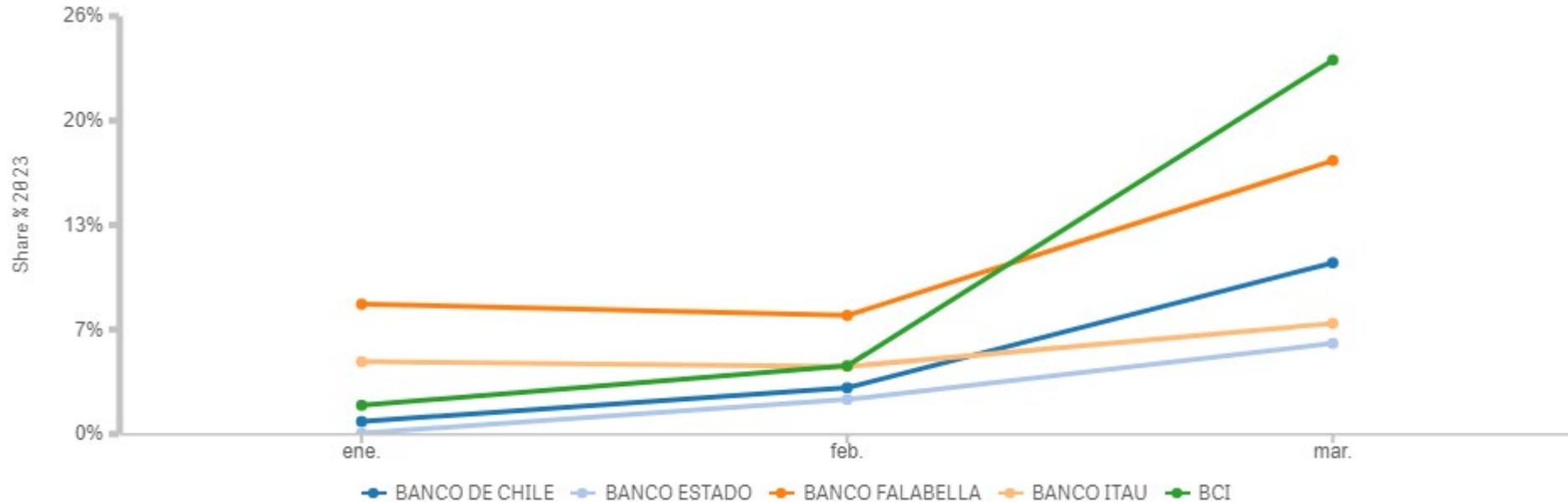
## %SOI



## Mix de medios



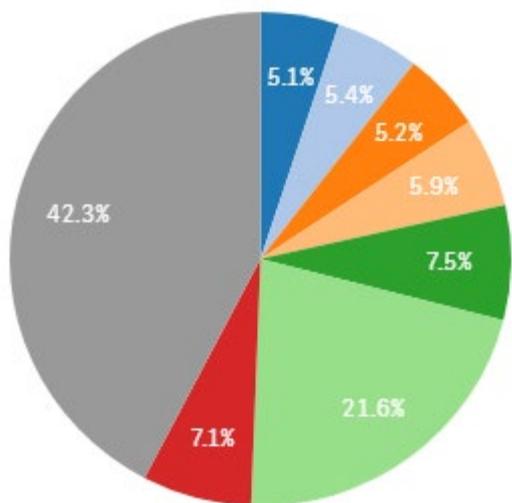
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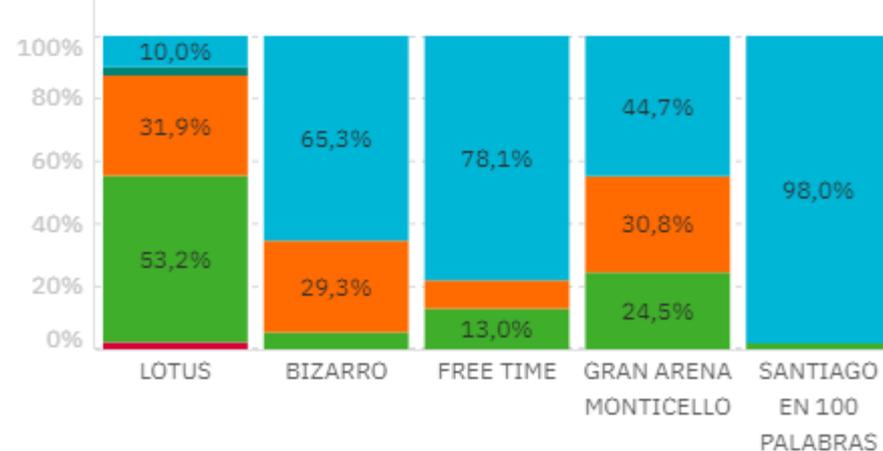
# EVENTOS SOCIALES Y CULTURALES

Marzo 2023

## %SOI

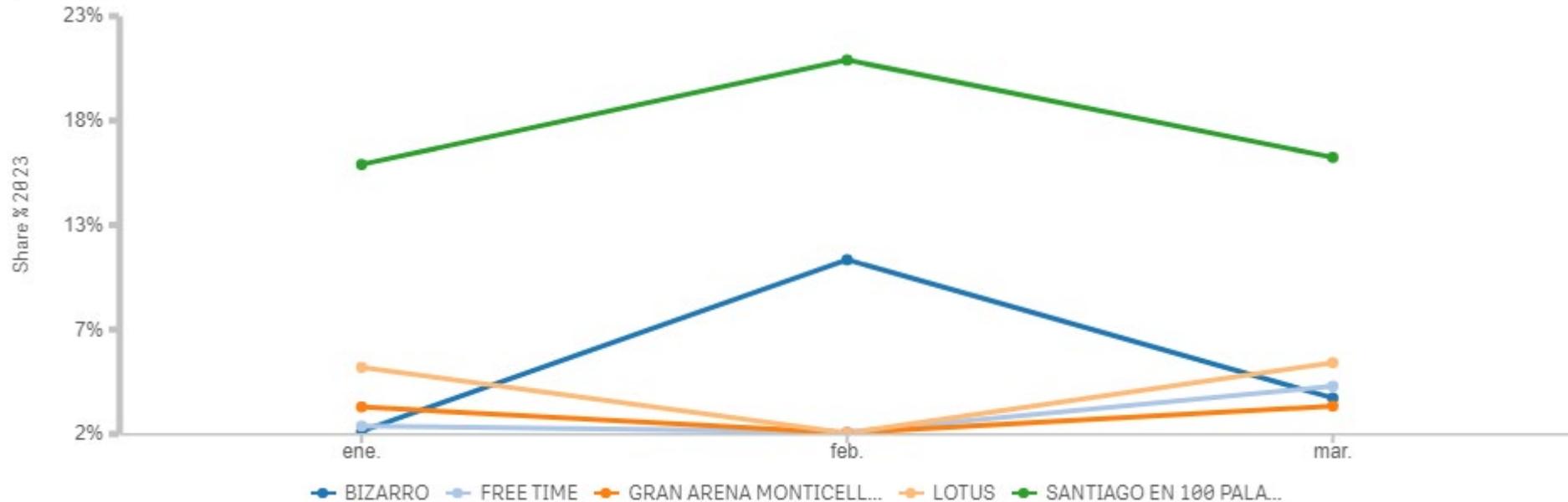


## Mix de medios

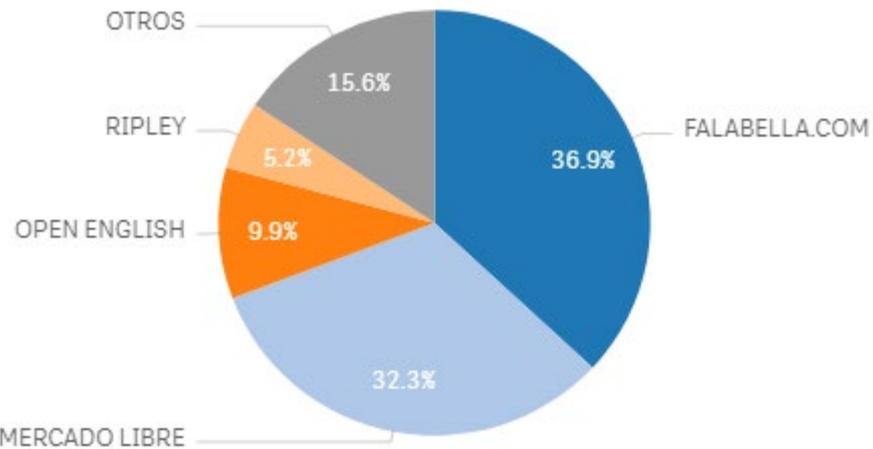


TV Abierta TV Paga Vía Pública + Metro Prensa Radio

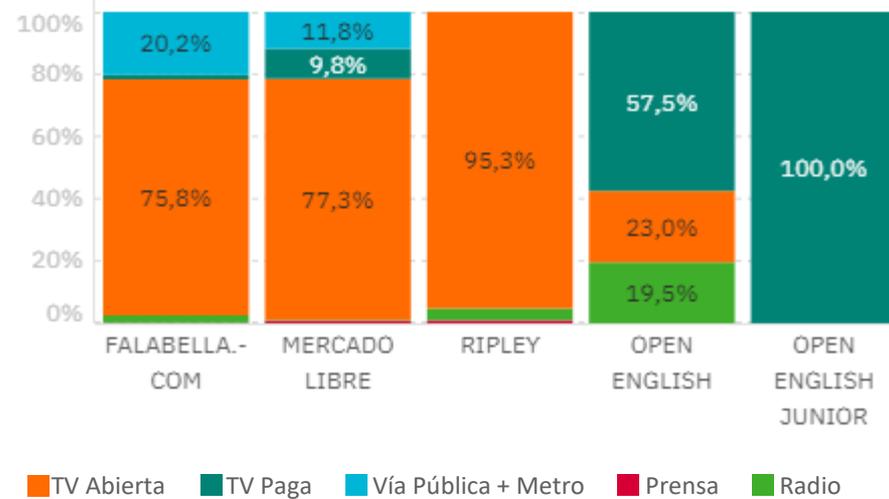
## Estacionalidad



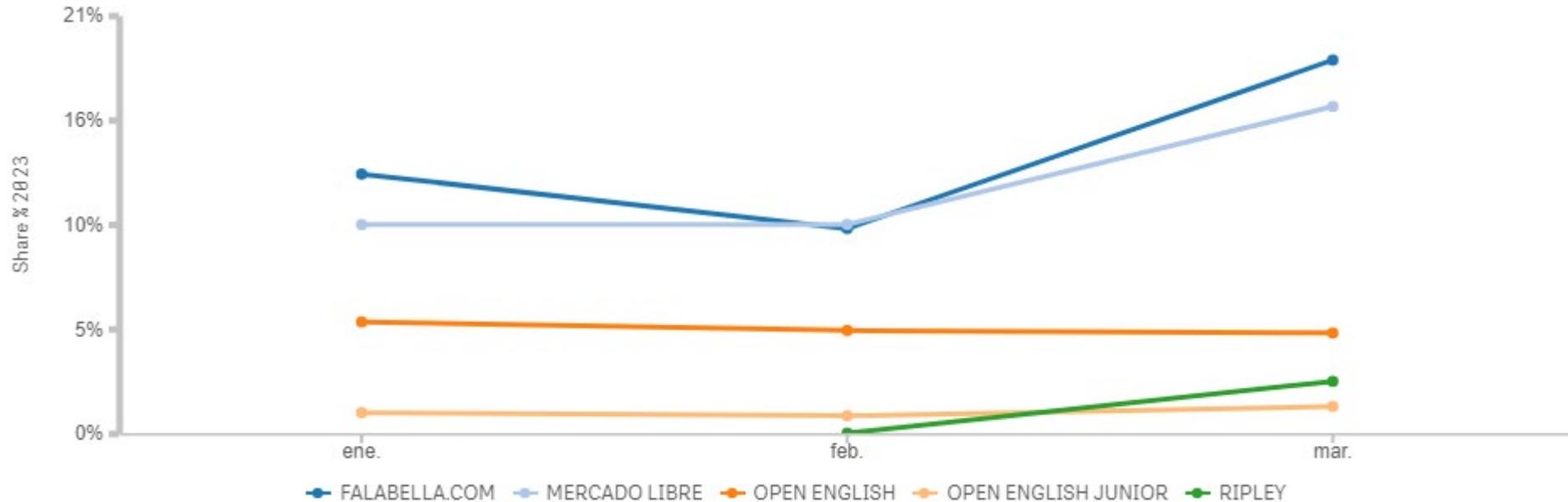
## %SOI



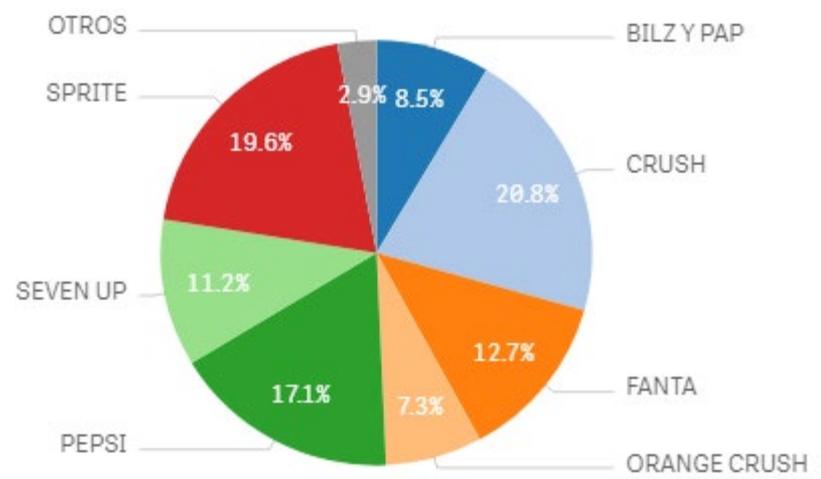
## Mix de medios



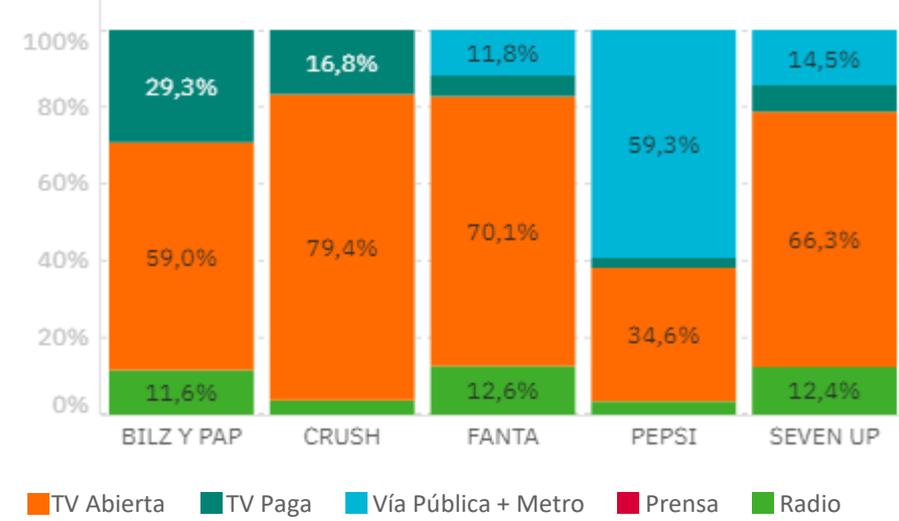
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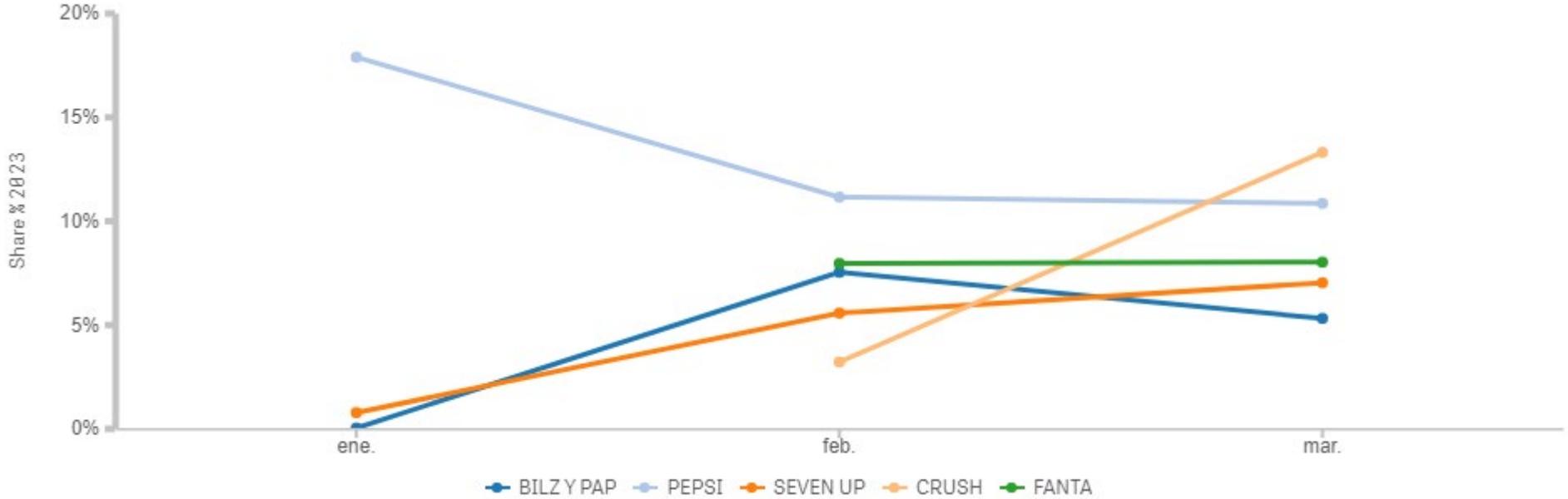
## %SOI



## Mix de medios



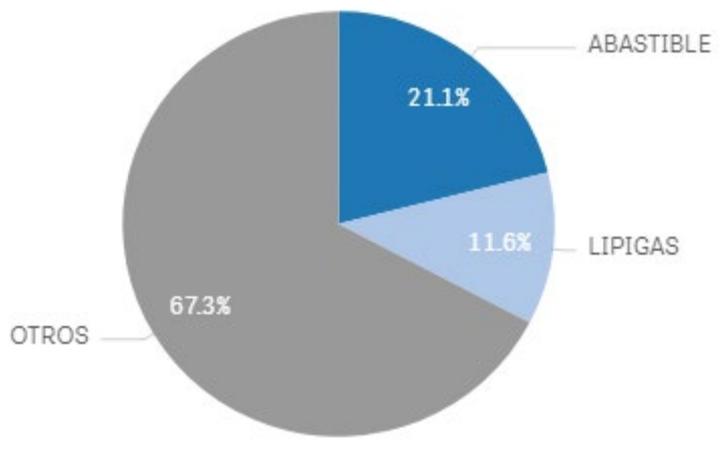
## Estacionalidad



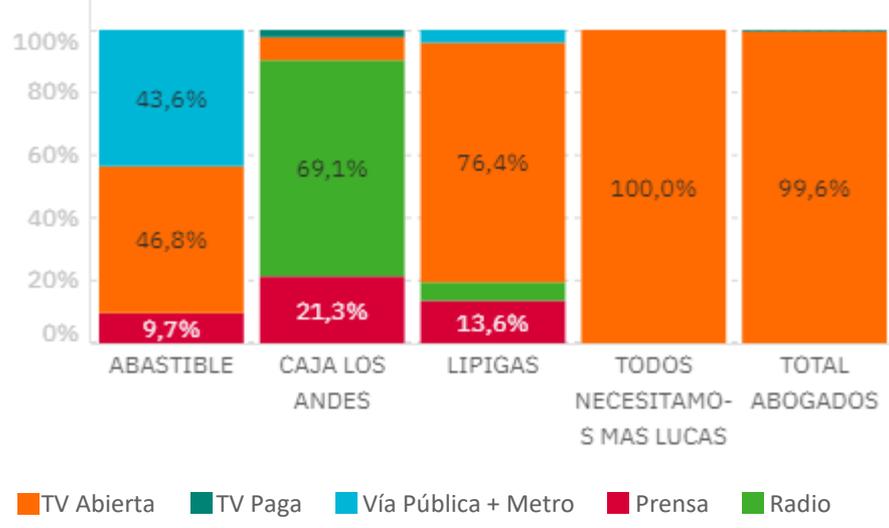
# OTROS SERVICIOS AL CONSUMIDOR

Marzo 2023

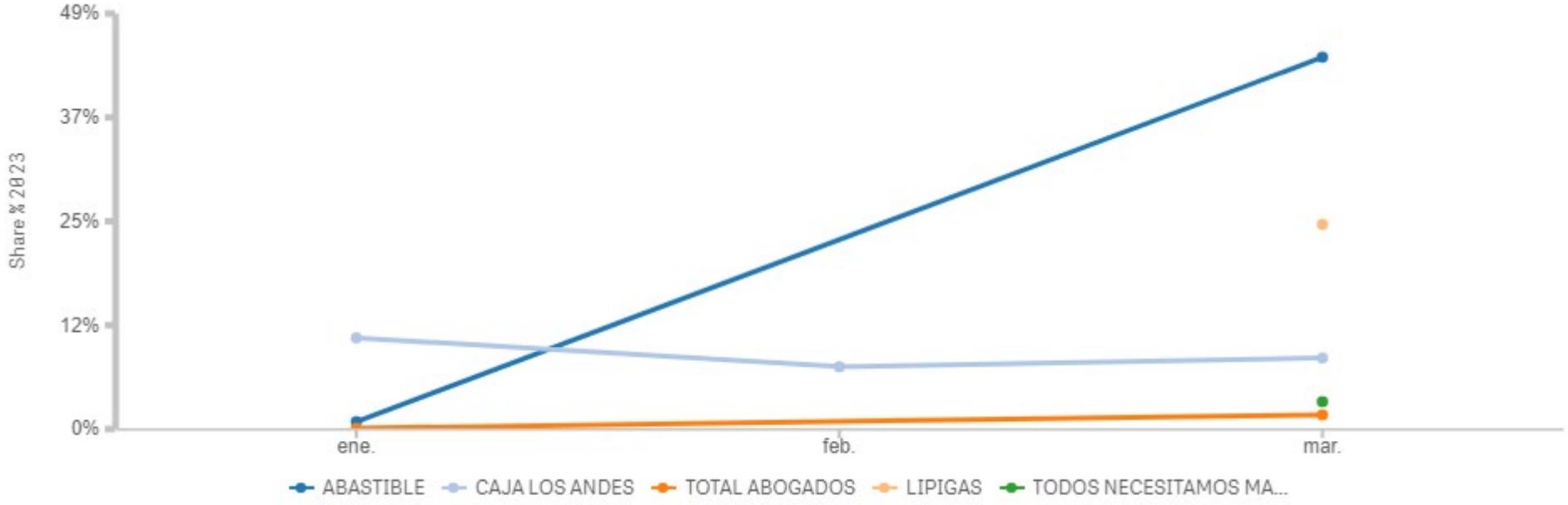
## %SOI



## Mix de medios



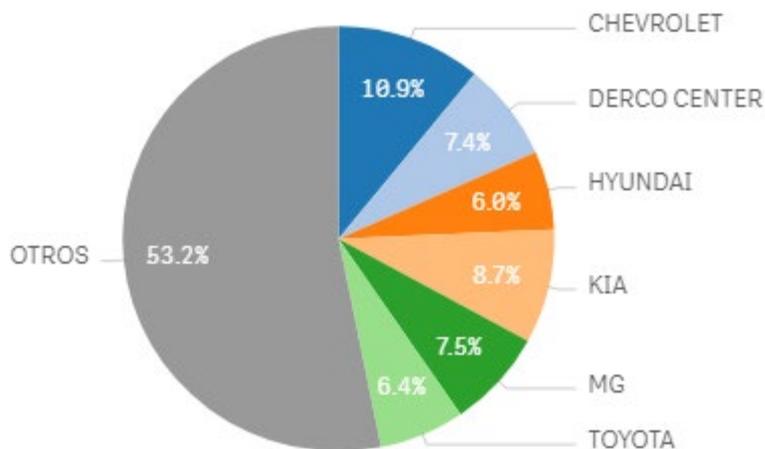
## Estacionalidad



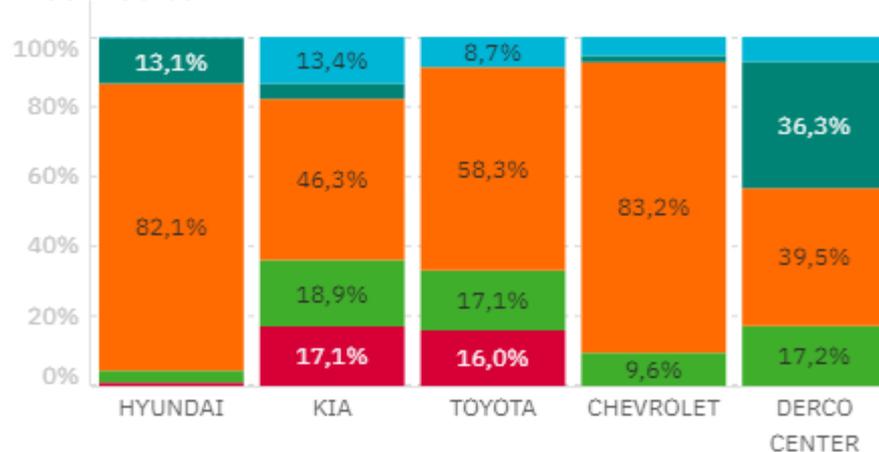
# VEHICULOS DE PASAJEROS

Marzo 2023

## %SOI

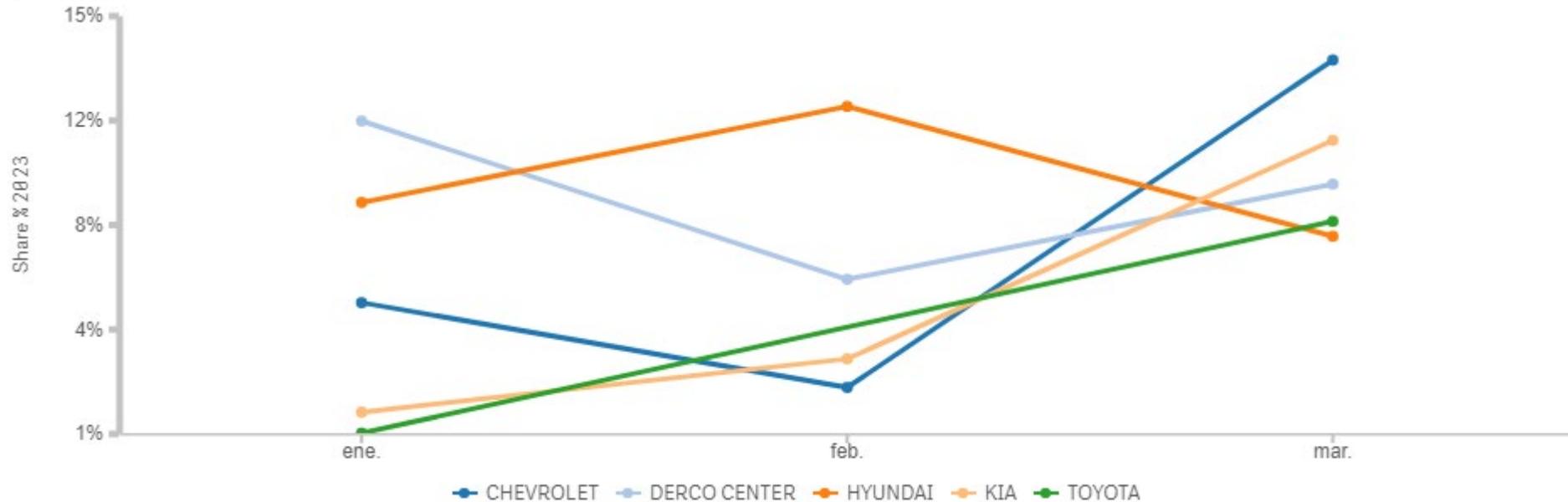


## Mix de medios



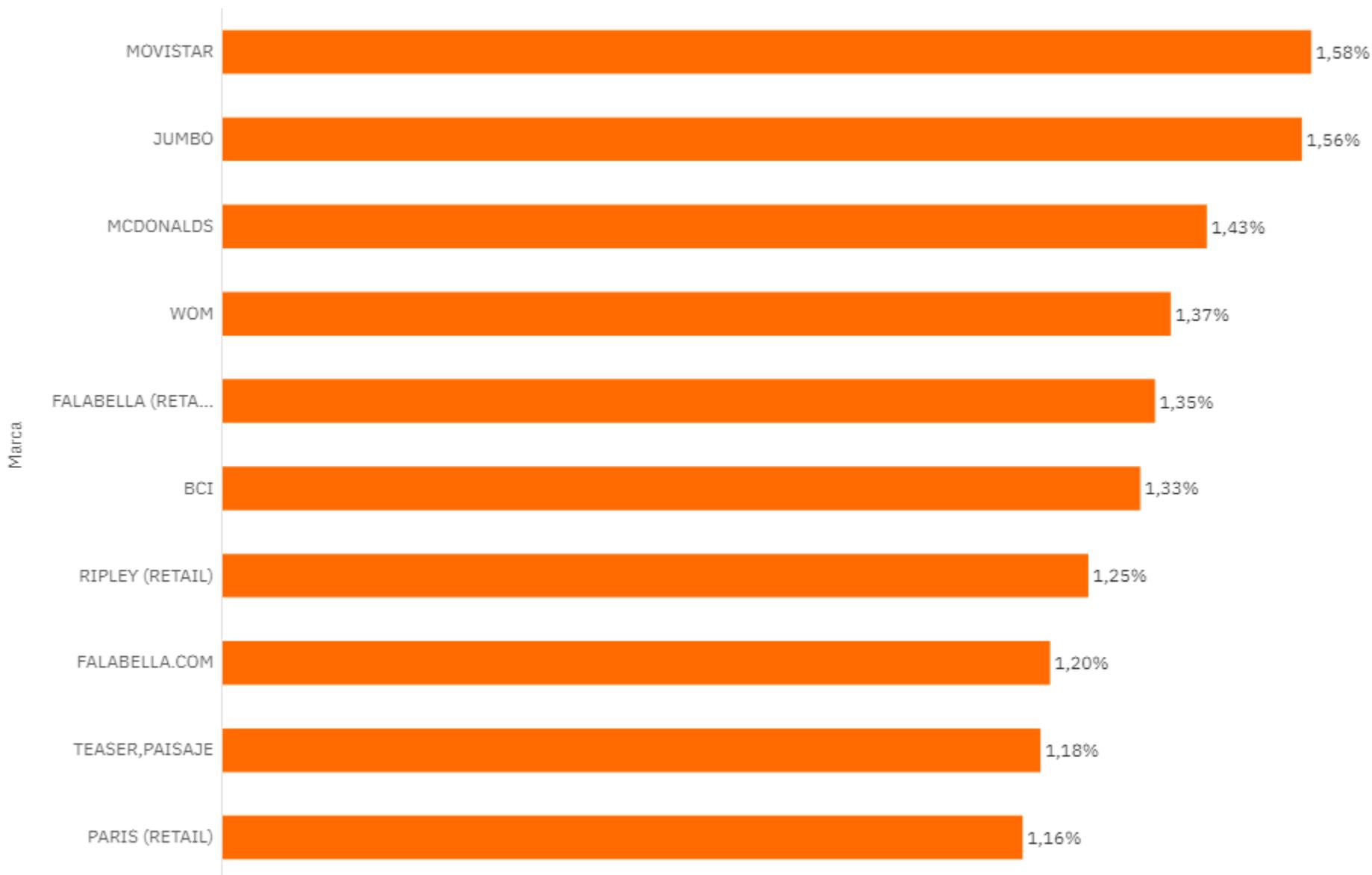
■ TV Abierta 
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 ■ Prensa 
 ■ Radio

## Estacionalidad



# Top 10 Marcas

Marzo 2023



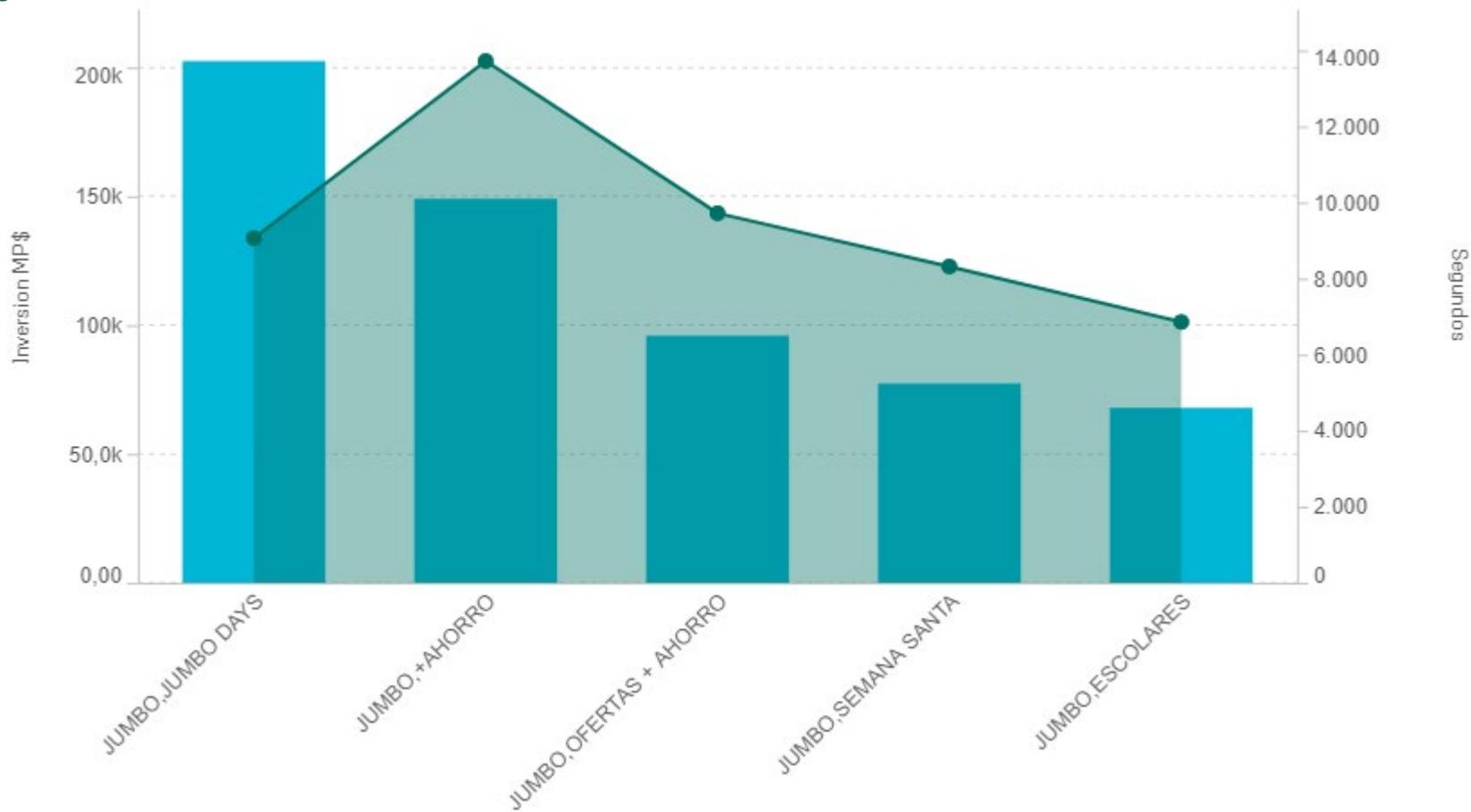
## Segundos Marzo - 2023

# 50.934

## Inversion Miles de Pesos - Mar...

# 630k

### Top 5 Productos



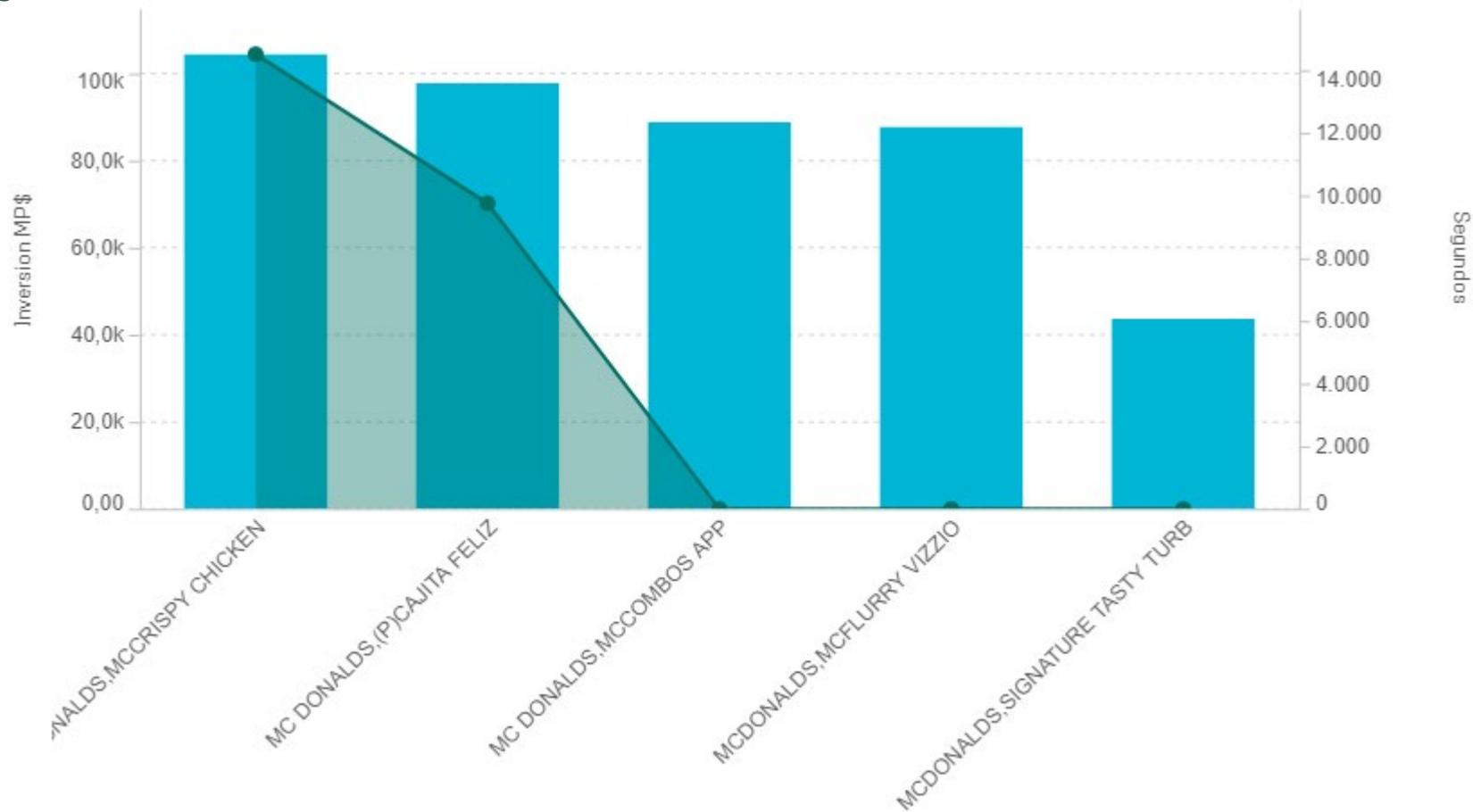
Segundos Marzo - 2023

88.131

Inversion Miles de Pesos - Mar...

574,6k

Top 5 Productos



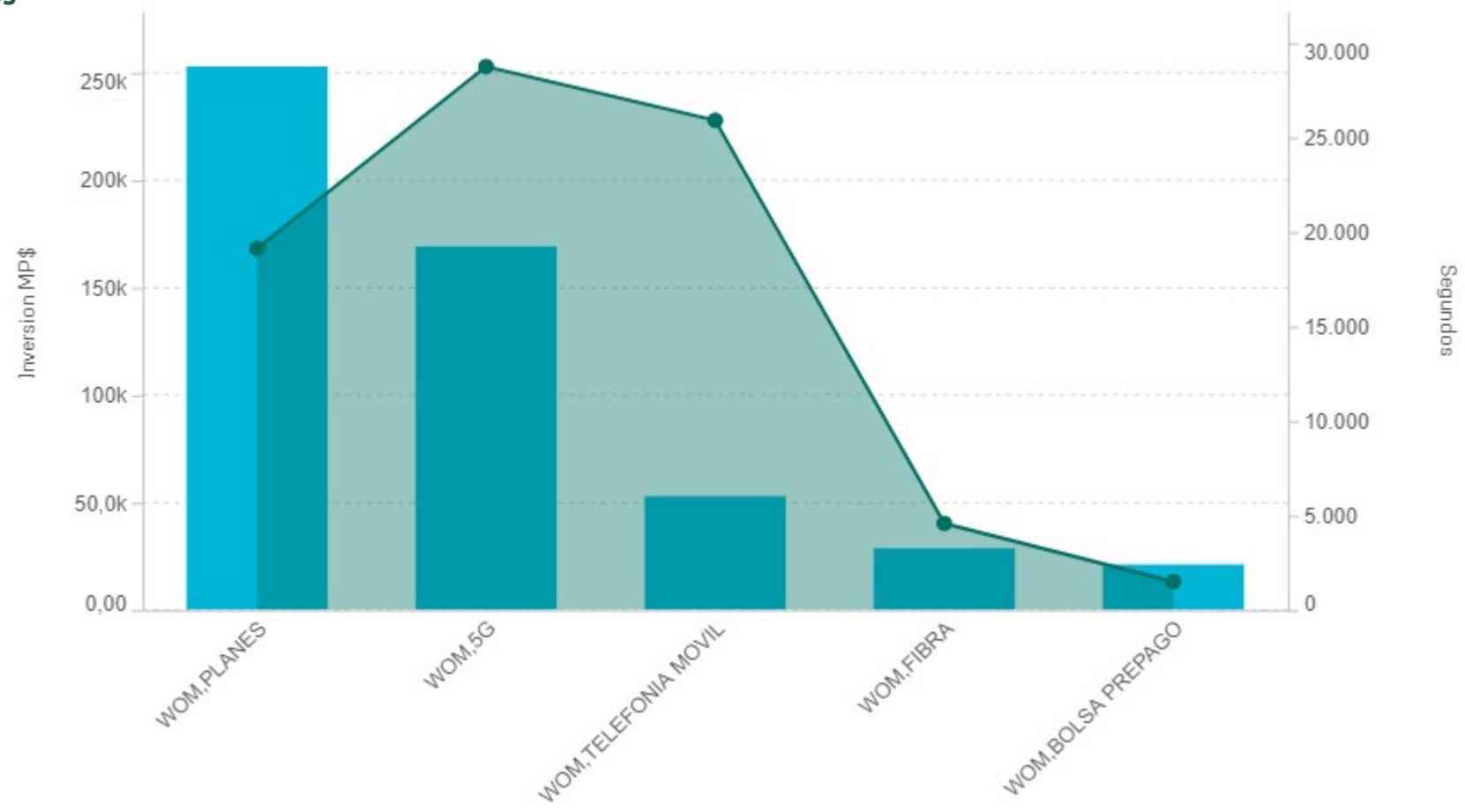
Segundos Marzo - 2023

84.849

Inversion Miles de Pesos - Mar...

553,5k

Top 5 Productos



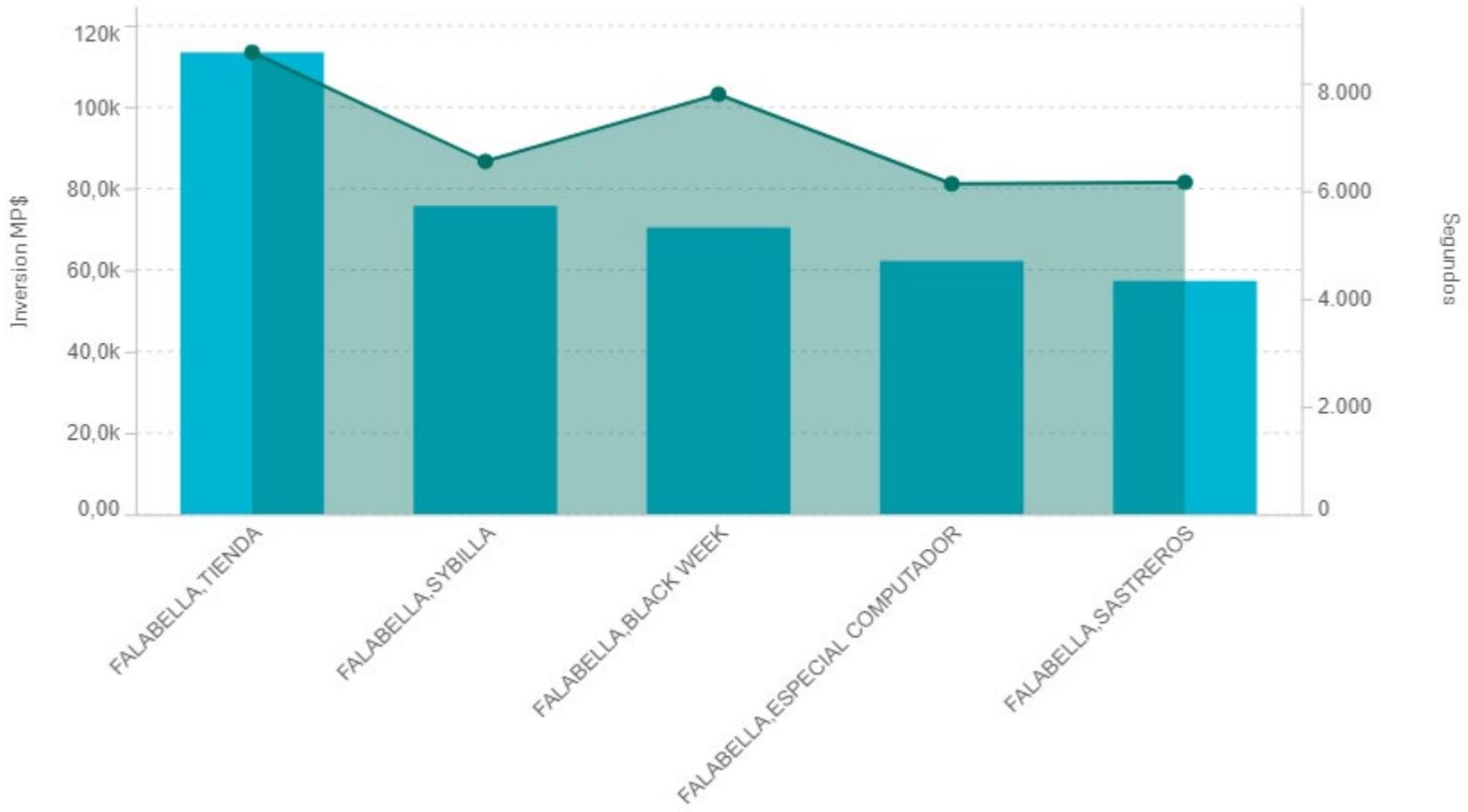
Segundos Marzo - 2023

52.248

Inversion Miles de Pesos - Mar...

544,3k

### Top 5 Productos



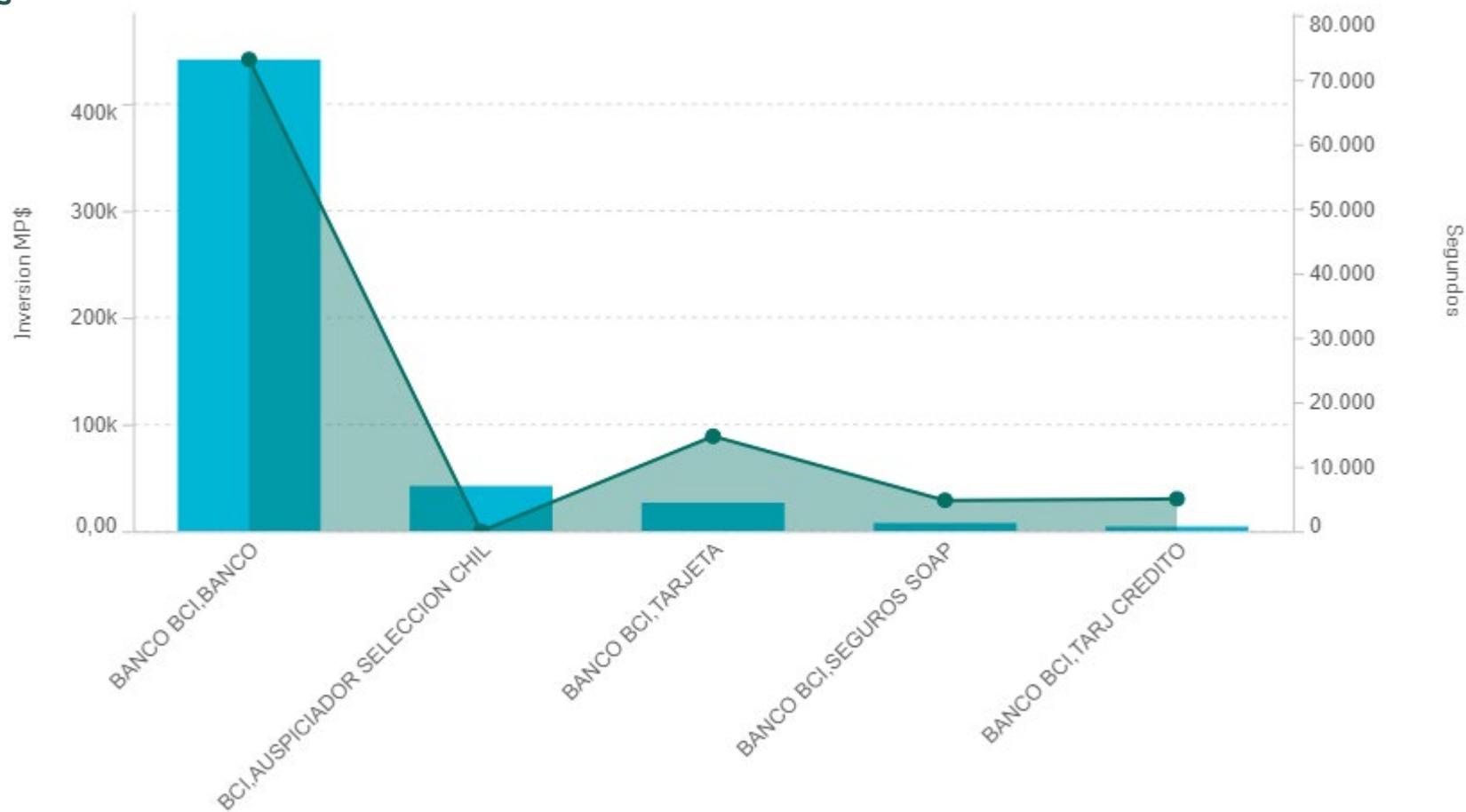
Segundos Marzo - 2023

102.677

Inversion Miles de Pesos - Mar...

535,7k

## Top 5 Productos



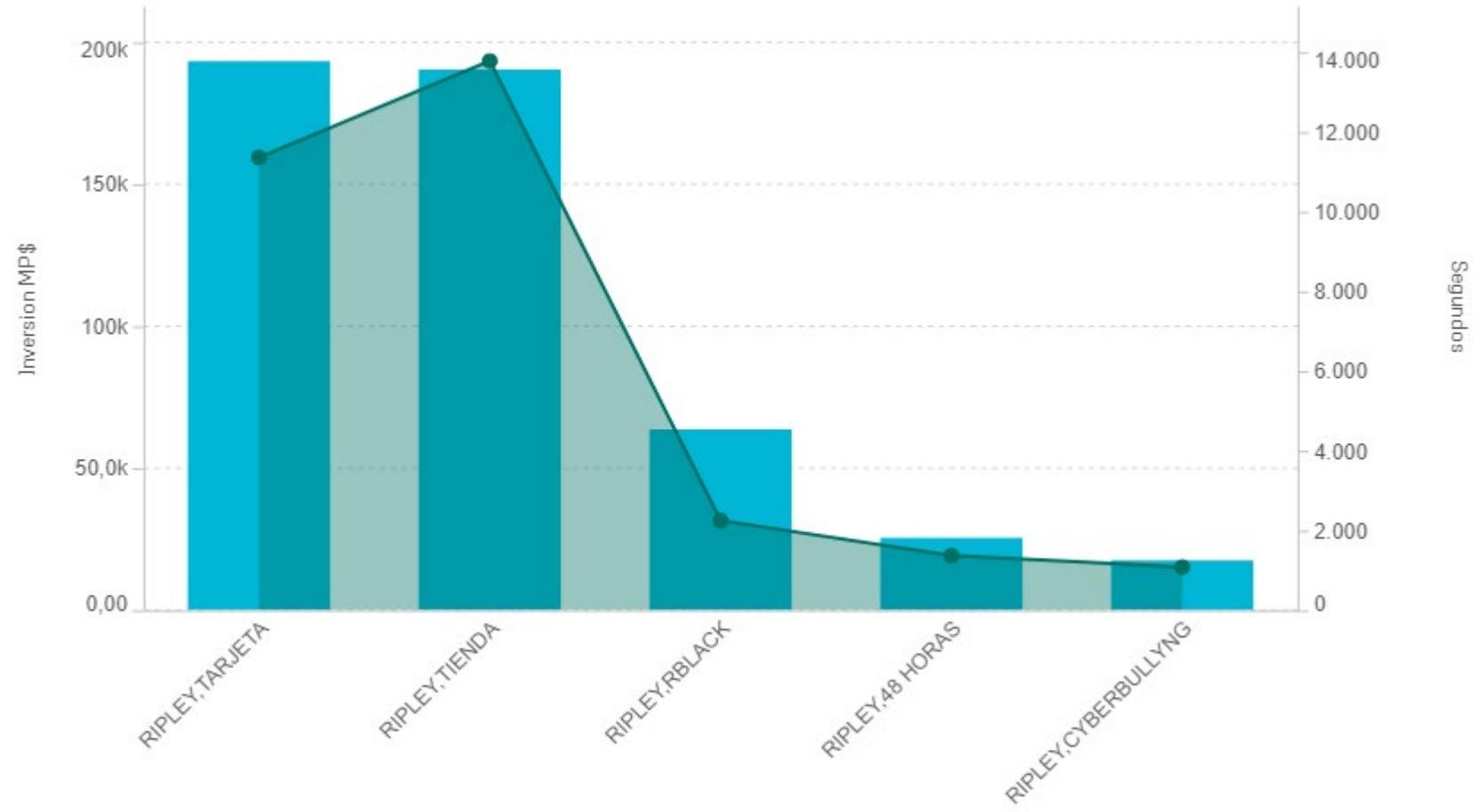
Segundos Marzo - 2023

## 33.458

Inversion Miles de Pesos - Mar...

## 505,4k

### Top 5 Productos



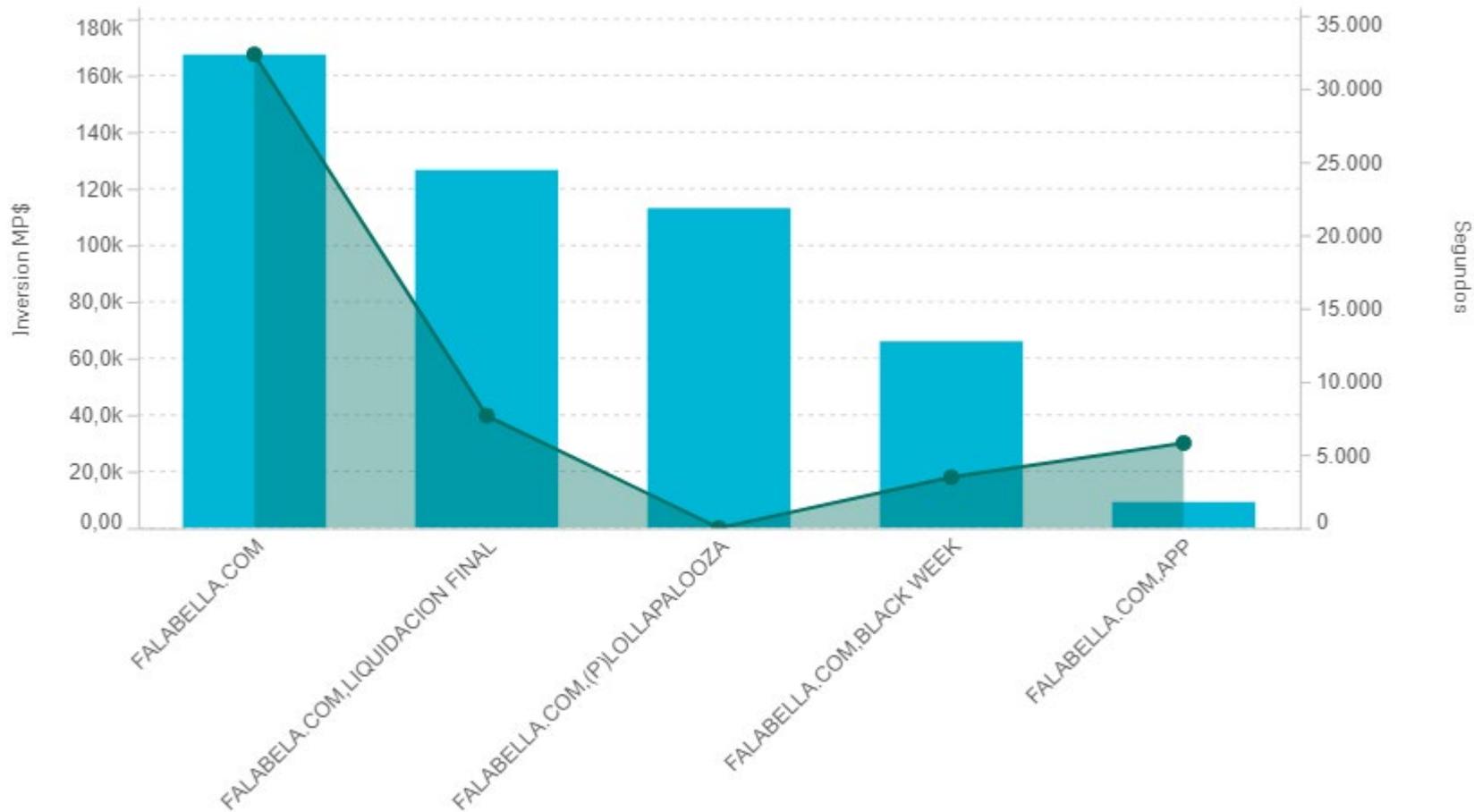
Segundos Marzo - 2023

49.351

Inversion Miles de Pesos - Mar...

483,1k

Top 5 Productos



Segundos Marzo - 2023

55.509

Inversion Miles de Pesos - Mar...

467k

## Top 5 Productos

