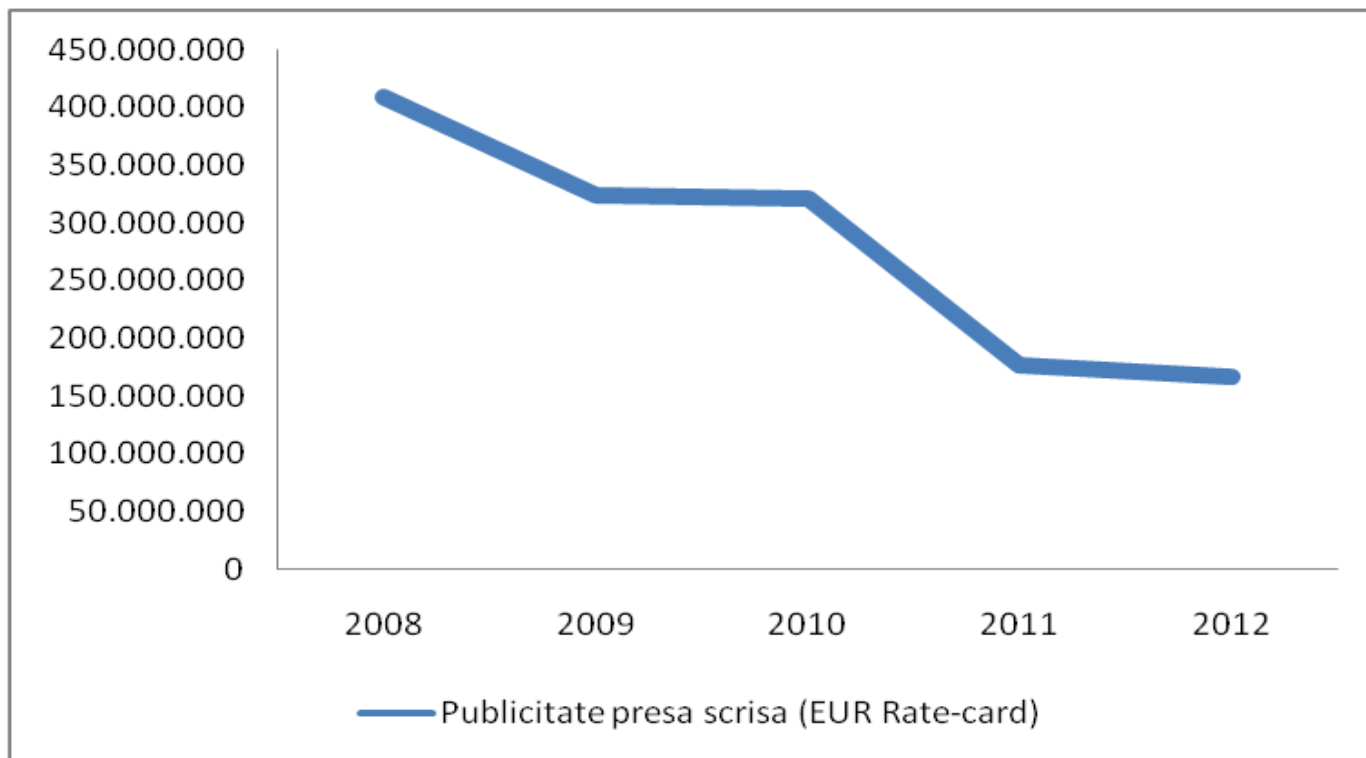




BRAT

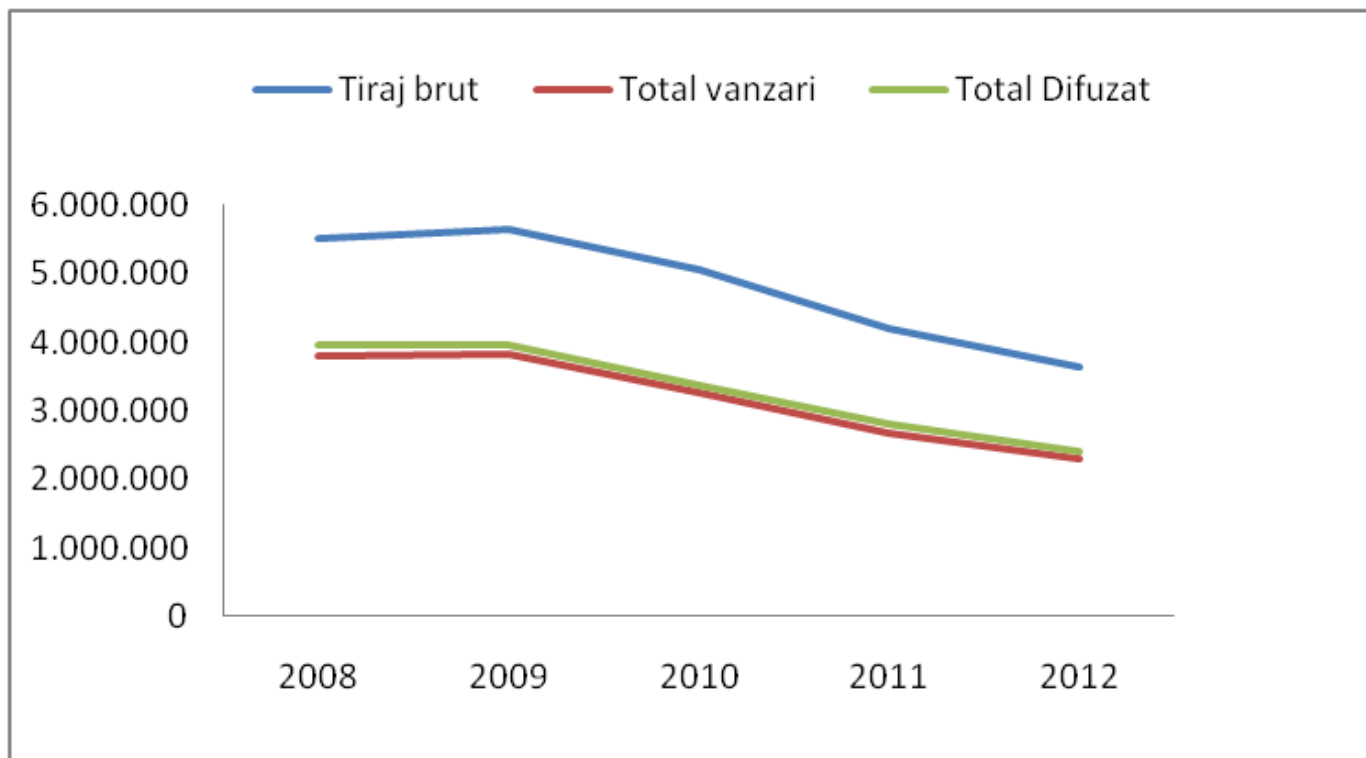
**Biroul Roman de Audit al Tirajelor
Bucuresti, 26 martie 2013**

Evolutie publicitate



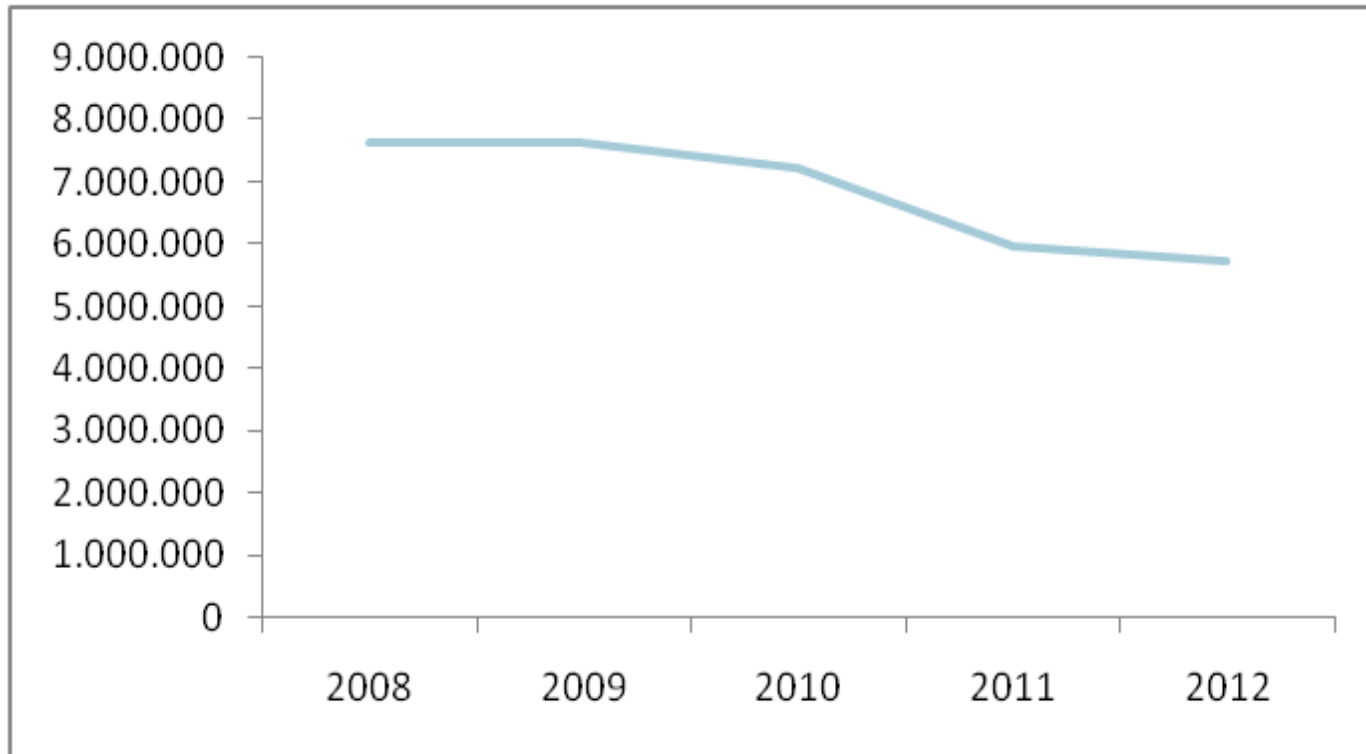
	2008	2009	2010	2011	2012	index 2012/2008
Volum mil EUR	408	323,5	320,5	176,9	167,3	41%

Evolutie tiraje



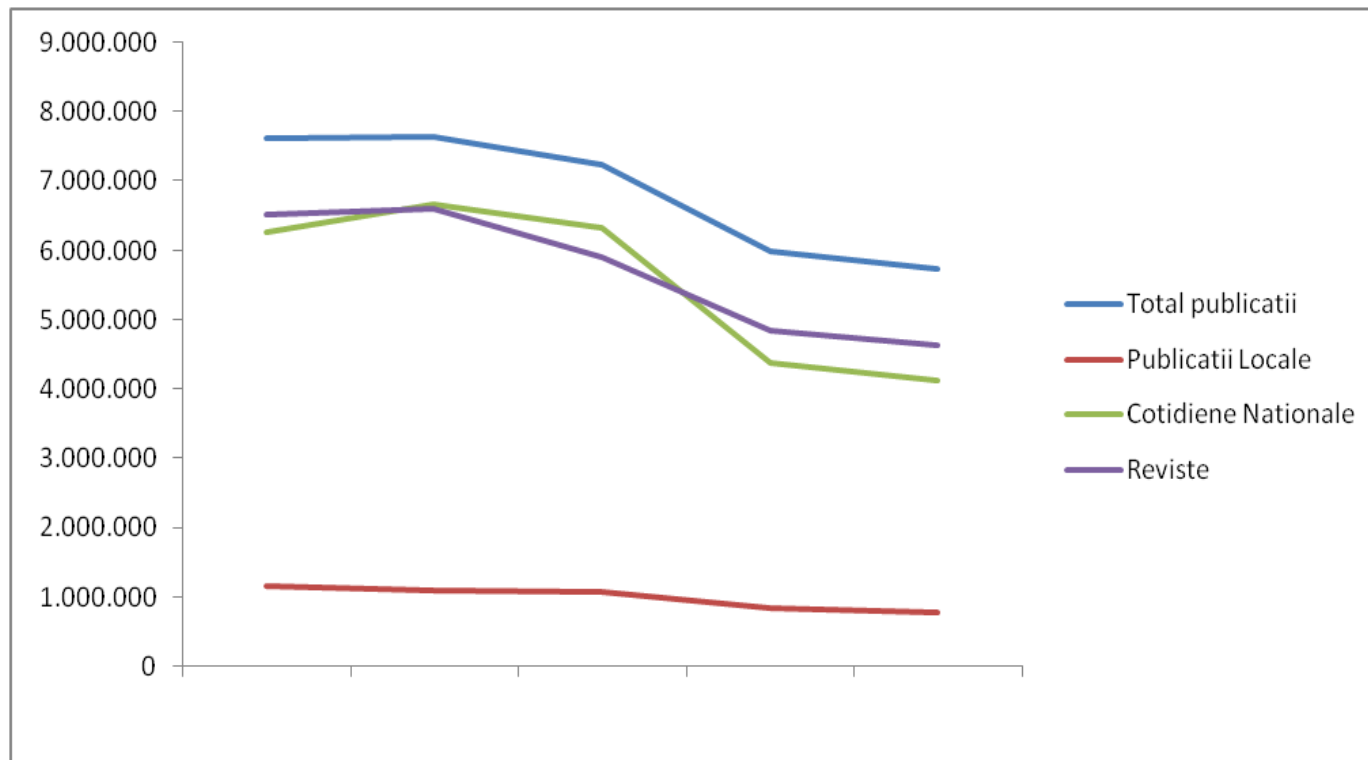
	2008	2009	2010	2011	2012	index 2012/2008
Tiraj brut	5.518.616	5.642.757	5.059.932	4.204.373	3.636.243	66%
Total vanzari	3.781.593	3.819.833	3.260.336	2.685.995	2.299.772	61%
Total Difuzat	3.958.115	3.953.917	3.369.253	2.800.288	2.396.422	61%

Evolutie audienta totala



	2008	2009	2010	2011	2012	index 2012/2008
Net reach %	85	86	82	68	65	76%
Gross reach (GRPs)	196.387.100	208.515.400	173.377.000	98.486.600	90.990.000	46%
Net reach	7.626.900	7.641.700	7.249.500	5.984.600	5.738.000	75%

Evolutie audienta totala nededuplicata

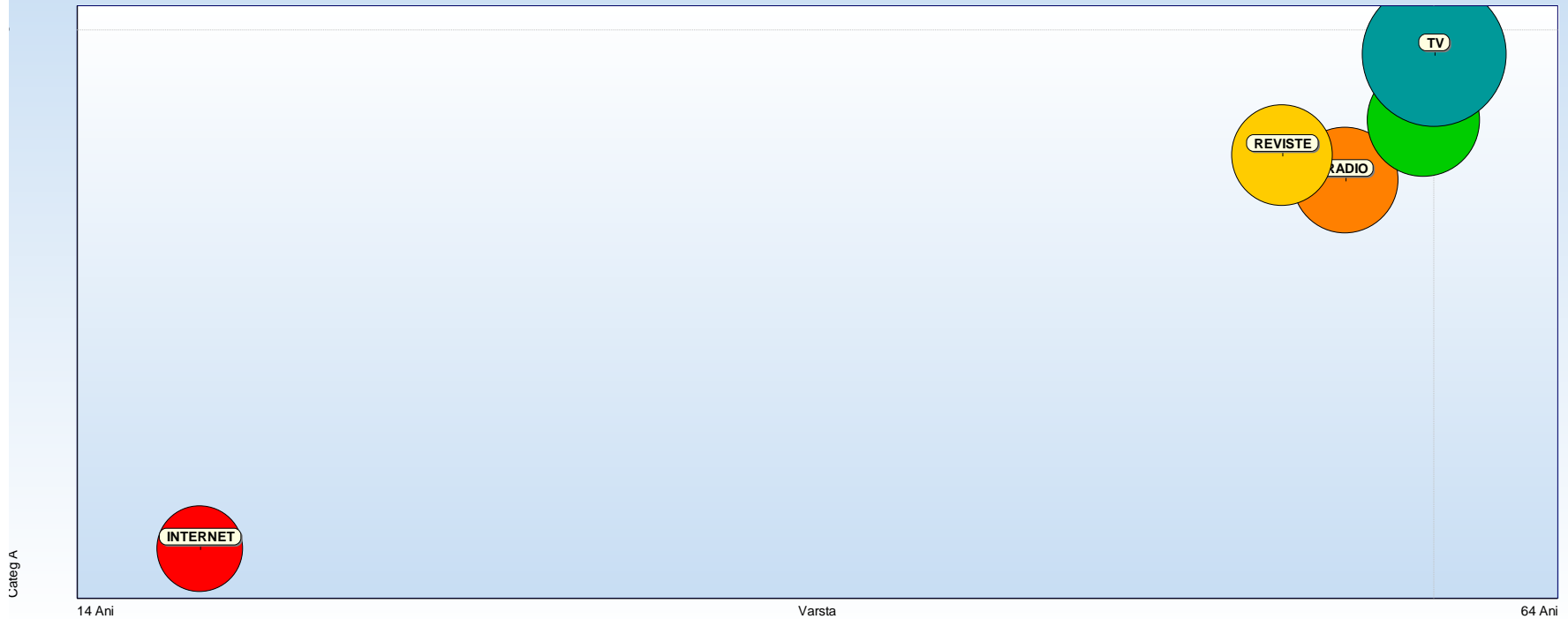


	2008	2009	2010	2011	2012	index 2012/2008
Total publicatii	7.626.900	7.641.700	7.249.500	5.984.600	5.738.000	75%
Publicatii Locale	1.149.400	1.087.900	1.059.700	837.900	780.400	68%
Cotidiene Nationale	6.275.300	6.672.800	6.339.400	4.372.000	4.115.700	66%
Reviste	6.513.700	6.602.000	5.901.100	4.860.400	4.641.800	71%

Consum media saptamanal 2008

- pozitionare canale media dupa varsta si ESOMAR-

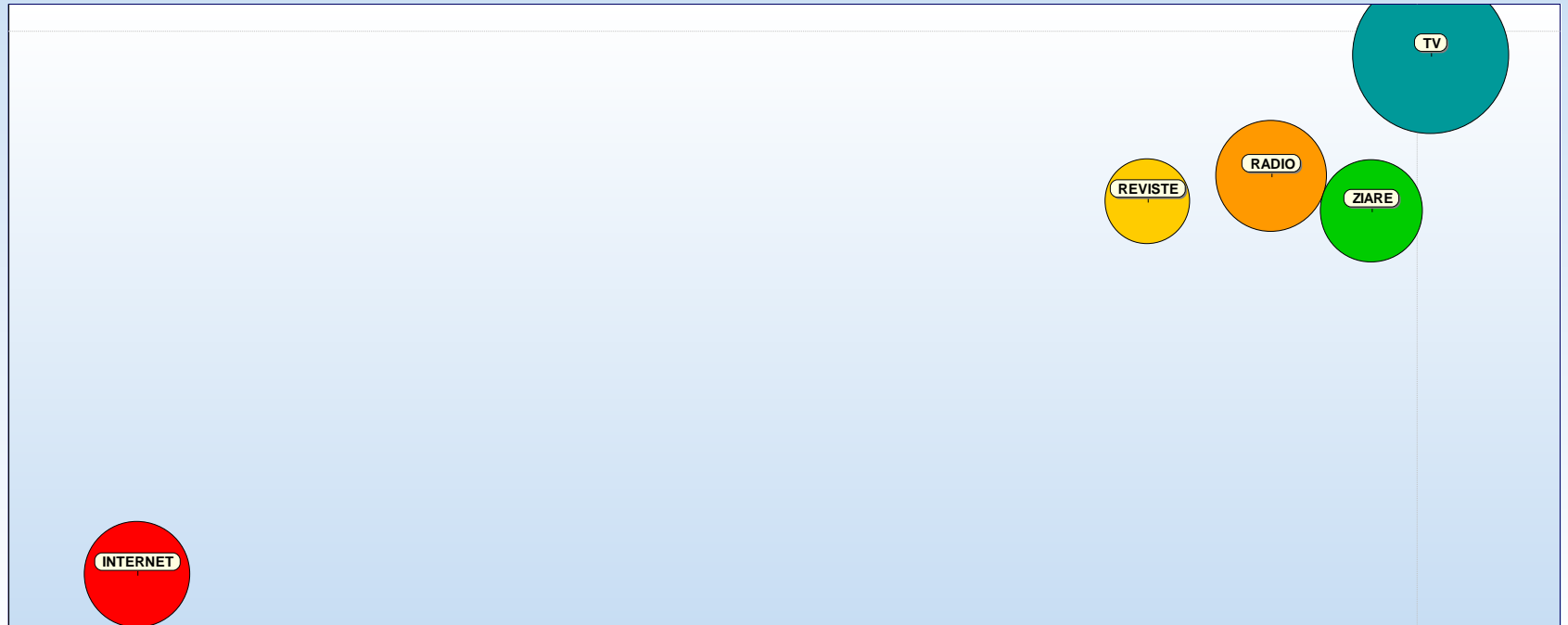
CONSUM MEDIA - 2008
SAPTAMANAL



Consum media saptamanal 2012

- pozitionare canale media dupa varsta si ESOMAR-

CONSUM MEDIA - 2012
SAPTAMANAL



Categ A

14 Anii

Varsta

74 Anii