|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Month** | **Total National Print Media Spend € Ex VAT** | **Total Regional Print Media Spend € Ex VAT** | **Total National Radio Spend € (incl. RTE radio)**  **Ex VAT** | **RTE Radio Spend €**  **incl. 2FM/Lyric FM**  **Ex VAT** | **Total Regional Radio Spend €  Ex VAT** | **Total Advertising Spend €**  **Ex VAT** |
| March 2020 | 50,627 | - | 90,586 | 68,072 | 32,848 | 174,061 |
| April  2020 | 11,988 | 5,460 | 80,816 | 66,962 | 21,227 | 119,491 |
| May  2020 | 64,074 | 32,762 | 93,640 | 75,718 | 38,003 | 228,480 |
| June  2020 | 34,103 | 19,111 | 90,803 | 60,654 | 43,085 | 187,102 |
| July  2020 | 60,874 | 19,111 | 81,010 | 39,890 | 38,184 | 199,179 |
| August 2020 | 46,483 | 5,539 | 10,626 | 1,700 | 9,040 | 71,688 |
| September 2020 | 38,485 | 19,111 | 44,197 | 21,250 | 45,282 | 147,076 |
| October 2020 | 87,280 | 47,716 | 108,724 | 59,736 | 87,333 | 331,054 |
| November 2020 | 17,674 | 10,319 | 9,612 | 7,341 | 12,420 | 50,025 |
| December 2020 | - | - | 17,114 | 17,114 | 24,394 | 41,508 |
| January 2021 | 133,165 | - | 63,679 | 45,181 | 80,410 | 277,253 |
| February 2021 | - | - | - | - | - | - |
| March 2021 | - | - | - | - | - | - |
| **TOTAL € Spend Ex VAT** | **544,753** | **159,132** | **690,807** | **463,618** | **432,227** | **€1,826,918 .00** |