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Period: Year from 2020 to 2020. Report level: Mediagroup. Exclude own advertising. Exclude inserts. Exclude specialads. Exclude small ads. Exclude classified ads. Exclude programmatic ads.

Mediatypes: Adfacts mediagroups in danish. All mediatypes gross spend. Search estimated net spend = gross spend. Desktop & Mobile display estimated gross spend.

	CINEMA	NEWSPAPER	DESKTOP DISPLAY	MAGAZINES	OUTDOOR	RADIO
DANISH CROWN KØD		61.594	231	179.000	1.953.245	502.560
DEN GRØNNE SLAGTER FØDEVARER					1.405.896	
DEN GRØNNE SLAGTER JÆGERPØLSE KØDPÅLÆG					146.600	
DEN GRØNNE SLAGTER KØDPÅLÆG					293.200	
FRILAND KØD		321.930	367.553	489.500	783.175	661.229
FØDEVARER						377.037
GØL PØLSER						
MOU DEN GODE SUPPE					183.865	
MOU MINESTRONE SUPPE					467.400	
MOU SUPPER					542.000	
PRODUKTIONSUDSTYR		29.900				
STEFF HOULBERG MAXI PORTION BØF BEARNAISE FÆR					101.500	
STILLINGSANNONCE						
TULIP BACON	725.000			57.400		
TULIP FRILANDS FRIKADELLER FÆRDIGRETTER						175.653
TULIP FØDEVARER					127.440	33.227
TULIP KØD					703.280	520.705
TULIP PÅLÆG			3.655		1.868.445	
TULIP PÅLÆKKER KØDPÅLÆG		374.420	1.390		1.818.485	
TULIP SLOW COOKED FÆRDIGRETTER					1.536.330	
Grand Total	725.000	787.844	372.830	725.900	11.930.861	2.270.411

SUNDAY NEWSPAPER	TV	WEEKLY	Grand Total
479.939	3.323.254		6.499.822
			1.405.896
			146.600
			293.200
373.176			2.996.563
			377.037
	944.130		944.130
			183.865
			467.400
			542.000
			29.900
			101.500
296.398			296.398
	3.366.016	51.600	4.200.016
			175.653
			160.667
			1.223.985
	2.368.061		4.240.161
324.480	2.853.411		5.372.186
			1.536.330
1.473.993	12.854.872	51.600	31.193.309