

AUTOTOPPERS Q4 2024

bruto mediawaarde in € (x 1.000)

Televisie € x 1.000

- | | | |
|----|---------------------|-------|
| 1. | Toyota Algemeen | 4.637 |
| 2. | Kia Niro EV | 3.542 |
| 3. | Volkswagen Algemeen | 3.083 |

Radio

- | | | |
|----|-----------------|-------|
| 1. | Toyota Algemeen | 1.446 |
| 2. | BMW 5 Serie | 1.067 |
| 3. | Seat Leon | 1.067 |

Out of home

- | | | |
|----|---------------|-----|
| 1. | Peugeot E-308 | 549 |
| 2. | Kia EV9 | 443 |
| 3. | BMW 5 Serie | 395 |

Online display

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|----|-------------|-----|
| 1. | BMW iX | 941 |
| 2. | Volvo EX30 | 459 |
| 3. | BMW 5 Serie | 383 |

Dagbladen

- | | | |
|----|------------------------|----|
| 1. | Zeekr X | 52 |
| 2. | Porsche 911 | 38 |
| 3. | Mercedes-Benz G-Klasse | 30 |

Magazines

- | | | |
|----|------------|-----|
| 1. | Polestar 3 | 408 |
| 2. | BMW i5 | 205 |
| 3. | Lucid Air | 115 |

Bron: Nielsen: bewerking: AUMACON
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