

	No. of Stores	No. of Panels	Main Shopper		Cost Per Panel		
			Coverage	Frequency	Jan-Oct	Nov	Dec/Clubcard
Retail Broadcast	500	950	38%	3.6	£345	£365	£375
Tesco Broadcast	425	850	34%	3.5	£345	£365	£375
Waitrose Broadcast	75	100	4%	4	£375	£385	£395



Tesco Clubcard Targeted Network

Tesco has the most comprehensive information on consumer profiles available. JCDecaux has used this wealth of data on the 425 stores in its portfolio to enable campaigns to be specifically tailored to an advertiser's target audience. This unique JCDecaux planning tool provides a carefully segmented group of stores that will be right for your brand. Please contact your Destination Tesco team to see how we can add value to your advertising.

Tesco Targeted	Top 300	600	25%	3.3	£375	£385	£395
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NETWORKS							
Families	223	446	19%	3.3	£400	£425	£450
Brand Buyers	170	340	13%	3.3	£400	£425	£450
Foodies	189	378	15%	3.3	£400	£425	£450
Healthy	223	446	18%	3.3	£400	£425	£450
Aspirants	204	408	17%	3.3	£400	£425	£450

48-sheets	116	116	10%	3.3	£500		
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Inclusive of 15% commission and 5% specialist commission; exclusive of VAT. Rates shown for a two-week campaign; other durations subject to availability; price on application. All rates and posting cycles accurate at time of printing, for the most up-to-date information please contact your account manager or visit jcdecaux.co.uk.

Posting calendar 2009

○ Denotes Tesco Clubcard Cycle
For Destination Tesco 48-sheet refer to Large Format posting calendar 2009

January	February	March	April	May	June	July	August	September	October	November	December
14 28	11 25	11 25	8 22	6 20	3 17	1 15 29	12 26	9 23	7 21	4 18	2 16 30