

Zeitraum

01.01.2021 30.09.2021

Mediengattung

Alle

Firma, Marke

Alle

Produktbranche

Freizeit/Reisen (Wirtschaftsber...)

Werbeträger

Alle

Jahr

2021

Halbjahr

1 2

Quartal

1 2 3 4

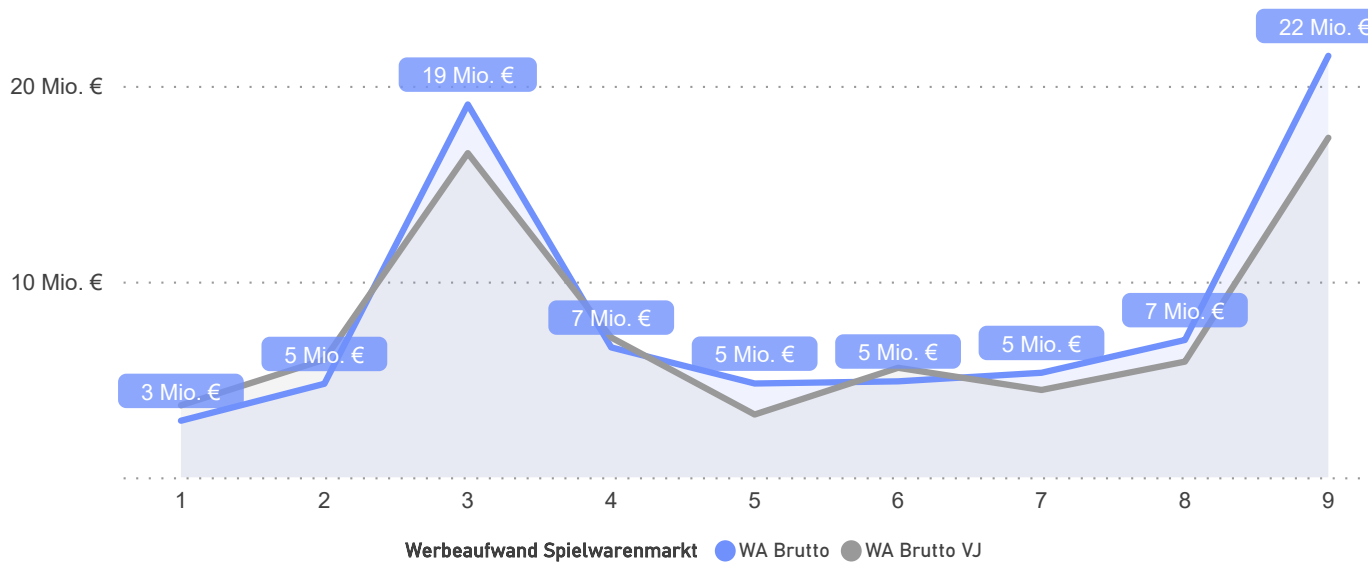
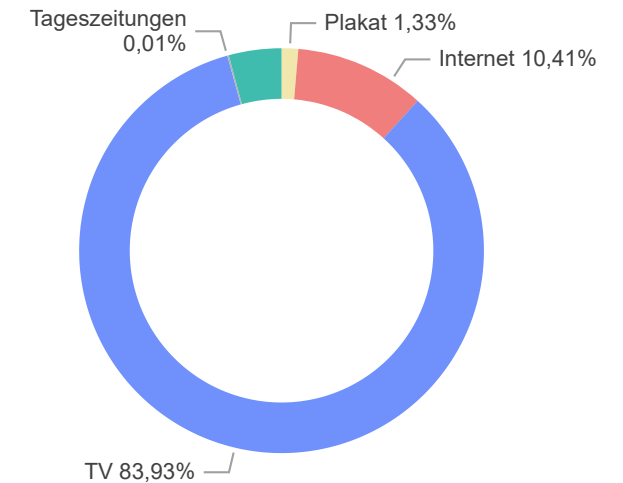
Monat

1 2 3 4  
5 6 7 8  
9 10 11 12

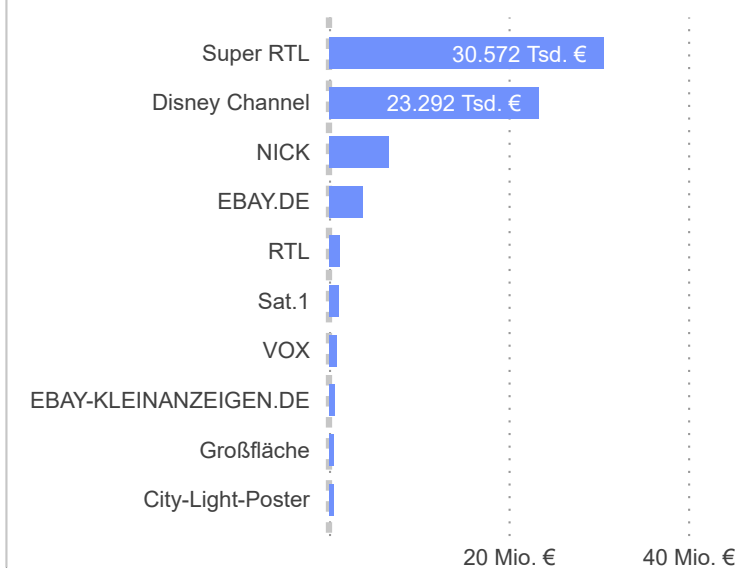
## TOP 10

Firma	Publikumszeitschriften	TV	Kino	Internet	Plakat	Gesamt
Lego System A/S	192.210 €	11.039.876 €		714.508 €	509.495 €	12.456.089 €
Mattel Inc. (Mattel Inc.)	50.602 €	11.306.839 €		643.425 €		12.000.866 €
MGA Entertainment, Inc. (MGA Enterta...)	52.770 €	5.776.866 €				5.829.636 €
Hasbro Inc.	105.980 €	5.275.061 €		22.967 €		5.404.008 €
Zapf Creation AG	118.660 €	5.202.656 €		7.881 €		5.329.197 €
Spin Master Ltd	181.400 €	5.041.893 €				5.223.293 €
geobra Brandstätter Stiftung & Co. KG	87.350 €	4.064.388 €		1.056.331 €		5.208.068 €
Ravensburger AG	188.760 €	1.560.365 €		501.407 €	964 €	2.251.496 €
Simba Dickie Group GmbH (Simba Toy...)	43.830 €	2.197.899 €	7.696 €			2.249.424 €
Schmidt Spiele GmbH		1.271.630 €				1.271.630 €

## Media Mix



## TOP 10



Mediengattungen: TV, Publikumszeitschriften, Tageszeitungen, Fachzeitschriften, Pharmazeitschriften, Plakat, Transport Media, At-Retail-Media, Radio, Kino, Internet