


**Bruto mediabestedingen top 25 concerns 2009**

Bedragen in € x 1.000

	2009	televisie	folders	dagbladen	radio	publieks- tijdschriften	out of home	internet	vak- tijdschriften
1 UNILEVER	267.240	186.670	27	17.162	13.744	32.462	13.237	2.708	500
2 PROCTER & GAMBLE	162.706	153.914	-	1.082	-	6.518	221	667	303
3 KPN	155.098	69.793	4.654	41.245	22.324	2.306	8.505	5.483	306
4 RVD	145.940	74.580	115	22.839	32.078	5.230	4.687	5.698	751
5 L'OREAL	98.694	82.186	-	323	187	13.576	1.934	352	136
6 AHOLD	85.967	46.227	25.706	6.810	3.962	384	1.900	287	62
7 FRIESLANDCAMPINA	71.077	55.518	-	437	6.207	4.801	2.815	280	1.019
8 BLOKKER	64.303	5.865	55.798	1.305	1.170	155	3	7	-
9 INTERGAMMA	62.891	12.265	47.500	138	2.507	25	456	-	-
10 TRAVEL UNIE	60.539	10.021	6	45.435	1.024	371	1.793	794	1.096
11 HEINEKEN	57.440	54.218	-	1.112	227	738	573	304	270
12 SCHUITEMA	57.135	37.182	14.045	2.282	1.785	167	1.622	9	2
13 COCA COLA NEDERLAND	55.488	47.565	-	317	479	214	3.121	173	528
14 BENCKISER	51.377	49.439	-	307	62	1.054	360	21	47
15 MAXEDA	50.590	6.238	35.770	4.982	2.555	142	781	118	5
16 LIDL NEDERLAND	50.570	2.887	12.265	34.615	95	61	644	2	-
17 AS WATSON	50.444	12.616	30.524	2.990	2.994	1.318	-	3	-
18 BEIERSDORF	45.392	35.289	-	505	276	6.483	1.752	989	97
19 PSA	44.022	21.587	182	7.837	8.524	1.015	1.876	2.911	36
20 ACHMEA	43.828	29.464	66	2.806	8.872	115	937	1.217	342
21 MCDONALD'S NEDERLAND	41.031	31.883	220	1.458	2.901	277	3.464	814	-
22 RENAULT NISSAN NEDERLAND	40.930	27.782	136	2.475	4.639	918	3.366	1.577	37
23 MEDIA MARKET SATURN NEDERLAND	39.826	10.823	16.144	11.983	581	-	264	31	-
24 JUMBO SUPERMARKTEN	39.774	14.990	13.750	9.220	1.527	26	93	168	-
25 ST.NATIONALE SPORTTOTALISATOR	39.628	32.692	119	2.257	1.699	233	1.656	972	-