

Period: 1 January 2024 to 31 January 2025														
	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Total
Category	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Advertising	2,038,387	1,152,867	652,621	1,603,627	1,453,501	2,440,051	229,954	557,773	1,229,740	1,237,877	1,102,409	530,077	640,312	14,869,196
Promotions	20,872	41,727	81,323	38,285	281,533	329,213	347	82,276	77,778	294,501	94,894	42,430	38,271	1,423,450
Audience Research	631,183	632,615	783,764	635,373	710,388	418,216	416,914	967,155	613,834	588,167	611,615	552,384	820,304	8,381,912
Total	2,690,442	1,827,209	1,517,708	2,277,285	2,445,422	3,187,480	647,215	1,607,204	1,921,352	2,120,545	1,808,918	1,124,891	1,498,887	24,674,558