

Period: 1 January 2025 to 31 December 2025	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Total
Category	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Advertising	640,312	1,345,076	1,360,414	1,552,780	1,873,883	1,944,595	580,557	859,183	871,348	715,701	783,370	310,228	12,837,447
Promotions	38,271	66,170	61,046	86,464	93,251	140,450	27,122	25,363	59,541	277,547	56,370	41,811	973,406
Audience Research	820,304	335,299	622,133	752,579	501,190	810,709	682,892	582,203	585,071	670,844	595,656	837,868	7,796,748
<b>Total</b>	<b>1,498,887</b>	<b>1,746,545</b>	<b>2,043,593</b>	<b>2,391,823</b>	<b>2,468,324</b>	<b>2,895,754</b>	<b>1,290,571</b>	<b>1,466,749</b>	<b>1,515,960</b>	<b>1,664,092</b>	<b>1,435,396</b>	<b>1,189,907</b>	<b>21,607,601</b>