

**PLAN DE MEDIOS**  
**CAMPAÑA "Perú Mucho Gusto LIMA"**



MEDIO		NOVIEMBRE		INSERCIONES	IMPACTOS (000)	ALC+1	ALC. ABS.**	TOTAL S/. NETO	TOTAL S/. + IGV	CPM + IGV	SOI	
		13	20									
TV ABIERTA												
Pauta Regular												
Menciones			21									
Alc+1 (%)			18.1%									
Alc+3 (%)			5.9%									
Impactos			2,679									
Inversión S/			S/ 331,480.00									
Inversión S/. Tv Abierta				S/. 331,480.00	21	2,679	18.1%	970.4	S/. 331,480.00	S/. 391,146.40	S/. 146.00	49%
RADIO NIVEL NACIONAL												
MENCIONES												
Menciones			25									
Alc+1 (%)			16.8%									
Impactos			2,517									
Inversión S/			S/ 36,600.00									
Inversión S/. Radio				S/. 36,600.00	25	2,517	16.8%	900.7	S/. 36,600.00	S/. 43,188.00	S/. 17.16	5%
RADIO LIMA												
Pauta Regular												
Spots			438									
Alc+1 (%)			54.2%									
Impactos			21,303									
Inversión S/			S/ 124,150.00									
Inversión S/. Radio				S/. 124,150.00	438	21,303	54.2%	2,905.7	S/. 124,150.00	S/. 146,497.00	S/. 6.88	18%
OOH												
Pauta Regular												
N° Elementos			64									
Impactos			254,780									
Inversión alquiler S/			S/ 99,212.18									
Inversión producción S/			S/ 8,900.00									
Inversión S/. OOH - Alquiler				S/. 99,212.18								
Inversión S/. OOH - Producción				S/. 8,900.00								
Inversión Total S/. OOH				S/. 108,112.18	64	254,780	5%	284	S/ 108,112.18	S/ 127,572.38	S/. 0.50	16%
DIGITAL												
Pauta Regular												
Alc+1 por semana (%)			16%									
Impactos			13,147									
Inversión S/			S/ 87,759.77									
Inversión S/. Digital				S/. 87,759.77		13,147	16.0%	856.2	S/. 87,759.77	S/. 91,596.22	S/. 6.97	11%
					548	294,426	71.7%	3,844	S/. 688,101.95	S/. 800,000.00	S/. 2.72	100%

\*SE INDICAN ALCANCES INCREMENTALES

\*\*ALC. ABS ES EL ALCANCE EN NÚMERO DE PERSONAS

Universe  
5,361.08

Resumen de Inversión

Montos expresado en soles

NOMBRE COMERCIAL	RAZÓN SOCIAL	RUC	MEDIO	AVISOS	INVERSIÓN NETA \$	INVERSIÓN NETA + IGV \$	INVERSION NETA S/.	INVERSIÓN NETA + IGV S/.
LATINA	COMPAÑÍA LATINOAMERICANA DE RADIODIFUSION S A	20100163986	TV ABIERTA	10	\$45,625.00	\$53,837.50	S/ 182,500.00	S/ 215,350.00
AMERICA	COMPAÑIA PERUANA DE RADIODIFUSION S.A.	20100049008	TV ABIERTA	3	\$21,945.00	\$25,895.10	S/ 87,780.00	S/ 103,580.40
ATV	ANDINA DE RADIODIFUSION S.A.C.	20100114420	TV ABIERTA	8	\$15,300.00	\$18,054.00	S/ 61,200.00	S/ 72,216.00
OXIGENO - NN	GRUPORPP SOCIEDAD ANONIMA CERRADA	20492353214	RADIO NN	20	\$3,750.00	\$4,425.00	S/ 15,000.00	S/ 17,700.00
R.P.P. - NN	GRUPORPP SOCIEDAD ANONIMA CERRADA	20492353214	RADIO NN	5	\$5,400.00	\$6,372.00	S/ 21,600.00	S/ 25,488.00
RADIO DISNEY - LIMA	ROLA PERU S.A.	20601704693	RADIO LIMA	65	\$2,600.00	\$3,068.00	S/ 10,400.00	S/ 12,272.00
RADIO DISNEY - LIMA	ROLA PERU S.A.	20601704693	RADIO LIMA	32	Bonificado	Bonificado	Bonificado	Bonificado
RADIO MODA - LIMA	CRP MEDIOS Y ENTRETENIMIENTO S.A.C.	20382350368	RADIO LIMA	65	\$9,912.50	\$11,696.75	S/ 39,650.00	S/ 46,787.00
RADIO MODA - LIMA	CRP MEDIOS Y ENTRETENIMIENTO S.A.C.	20382350368	RADIO LIMA	20	Bonificado	Bonificado	Bonificado	Bonificado
PANAMERICANA - LIMA	GRUPO PANAMERICANA DE RADIOS S.A.	20219038683	RADIO LIMA	65	\$5,200.00	\$6,136.00	S/ 20,800.00	S/ 24,544.00
PANAMERICANA - LIMA	GRUPO PANAMERICANA DE RADIOS S.A.	20219038683	RADIO LIMA	15	Bonificado	Bonificado	Bonificado	Bonificado
EXITOSA - LIMA	CORPORACION UNIVERSAL S.A.C.	20479381390	RADIO LIMA	65	\$9,100.00	\$10,738.00	S/ 36,400.00	S/ 42,952.00
EXITOSA - LIMA	CORPORACION UNIVERSAL S.A.C.	20479381390	RADIO LIMA	20	Bonificado	Bonificado	Bonificado	Bonificado
OXIGENO - LIMA	GRUPORPP SOCIEDAD ANONIMA CERRADA	20492353214	RADIO LIMA	65	\$4,225.00	\$4,985.50	S/ 16,900.00	S/ 19,942.00
OXIGENO - LIMA	GRUPORPP SOCIEDAD ANONIMA CERRADA	20492353214	RADIO LIMA	26	Bonificado	Bonificado	Bonificado	Bonificado
LEDEX	ILUMINITY S.A.C	20600550099	OOH	3	\$4,316.67	\$5,093.67	S/ 17,266.67	S/ 20,374.67
JMT	JMT OUTDOORS S.A.C.	20513953012	OOH	2	\$1,166.67	\$1,376.67	S/ 4,666.67	S/ 5,506.66
REYAM	REYAM OUTDOOR SOCIEDAD ANONIMA CERRADA	20556111651	OOH	2	\$1,633.33	\$1,927.34	S/ 6,533.33	S/ 7,709.34
BRAPEX	BRASIL PUBLICIDAD EXTERIOR S.A.C. - BRAPEX S.A.C.	20551099157	OOH	2	\$1,050.00	\$1,239.00	S/ 4,200.00	S/ 4,956.00
72 DIGITAL	72 DIGITAL OUTDOOR SAC	20604033528	OOH	2	\$1,050.00	\$1,239.00	S/ 4,200.00	S/ 4,956.00
ALAC	ALAC OOH PERU SAC	20606038284	OOH	4	\$2,333.33	\$2,753.34	S/ 9,333.33	S/ 11,013.34
INNOVA	INNOVA MEDIOS PUBLICITARIOS SAC	20550491495	OOH	8	\$3,625.00	\$4,277.50	S/ 14,500.00	S/ 17,110.00
IWALL	IWALL PERU S.A.C.	20553069239	OOH	34	\$6,323.05	\$7,461.19	S/ 25,292.18	S/ 29,844.77
JOCKEY PLAZA	ADMINISTRADORA JOCKEY PLAZA SHOPPING CENTER S.A.	20306841506	OOH	1	\$3,185.00	\$3,758.30	S/ 12,740.00	S/ 15,033.20
JCDECAUX	JCDECAUX PERU S.A.C.	205131113456	OOH	1	\$1,295.00	\$1,528.10	S/ 5,180.00	S/ 6,112.40
GLOOHBAL	SMART TRACKING S.A.C.	20601658055	OOH	5	\$1,050.00	\$1,239.00	S/ 4,200.00	S/ 4,956.00
FACEBOOK	FACEBOOK IRELAND LIMITED	-	DIGITAL	-	\$7,361.55	\$7,361.55	S/ 29,446.19	S/ 29,446.19
LOGAN	LOGAN MEDIA MOBILE S.A.C	20602055117	DIGITAL	-	\$5,328.40	\$6,287.51	S/ 21,313.58	S/ 25,150.03
GOOGLE	GOOGLE LLC	-	DIGITAL	-	\$5,500.00	\$5,500.00	S/ 22,000.00	S/ 22,000.00
TIKTOK	TIKTOK INC.	-	DIGITAL	-	\$3,750.00	\$3,750.00	S/ 15,000.00	S/ 15,000.00
				548	\$172,025.49	\$200,000.02	S/ 688,101.95	S/ 800,000.00



Alcance Acumulado +1	15.4%	18.1%
Alcance Acumulado +3	3.3%	5.9%

CLIENTE

PRODUCTO

MOTIVO

CAMPAÑA

PERIODO

TARGET

DURACIÓN

PROMPERÚ

TURISMO INTERNO

PMG LIMA

PMG LIMA

NOVIEMBRE

18-65 ABC

20



PAUTA RADIO NACIONAL - PMG LIMA

CADENA	MEDIO	FRECUENCIA	COBERTURA	RAT%	RAT#	AFF	HORARIO	SEG	PROGRAMA	TIPO	NOVIEMBRE																TOTAL	TRPS	IMPACTOS (000)	COSTO POR AVISO S/.	TOTAL S/ NETO	TOTAL S/ + IGV	CPM + IGV
											L	M	W	J	V	S	D	L	M	W	J	V	S	D									
											13	14	15	16	17	18	19	20	21	22	23	24	25	26									
RPP	Oxígeno	FM	Nacional	1.1	97.6	157	06:00 - 10:00	20	ROCK N'SHOCK	Menciones en vivo	1	1	1	1	1			1	1	1	1	1			10	11.0	976	S/. 750.00	S/. 7,500.00	S/. 8,850.00	S/. 9.07		
											1	1	1	1	1				1	1	1	1	1										
RPP	R.P.P.	FM	Nacional	2.5	129.3	83	06:00 - 10:00	20	BLOQUE MATUTINO	Menciones en vivo								1	1	1	1	1			5	12.5	647	S/. 4,320.00	S/. 21,600.00	S/. 25,488.00	S/. 39.42		
Total											2	2	2	2	2	0	0	3	3	3	3	3	0	0	25	34	2,517		S/. 36,600.00	S/. 43,188.00	S/.17.16		
											2	2	2	2	2	0	0	3	3	3	3	3	0	0	25	34	2,517		S/. 36,600.00	S/. 43,188.00	S/. 17.16		
Avisos por Semana											10						15																
Semana											1						2																
Alcance Acumulado +1											7.2%						16.8%																
Alcance Acumulado +3											1.4%						5.3%																



CADENA	MEDIO	COBERTURA	RAT%	RAT#	HORARIO	SEG	TIPO																	TOTAL	TRPS	IMPACTOS (000)	COSTO POR SEG. S/.	COSTO POR AVISO S/.	TOTAL S/. NETO	TOTAL S/. + IGV	CPM + IGV
								L	M	W	J	V	S	D	L	M	W	J	V	S	D										
								13	14	15	16	17	18	19	20	21	22	23	24	25	26										
CRP	Radio Disney	Nivel Lima	0.6	32.5	06:00 - 23:59	20	Spots rotativos	6	6	6	6	6			7	7	7	7	7			65	39.0	2,113	S/. 8.00	S/. 160.00	S/. 10,400.00	S/. 12,272.00	S/. 3.89		
CRP	Radio Disney	Nivel Lima	0.6	32.5	06:00 - 23:59	20	Spots rotativos						9	9						7	7	32	19.2	1,040		Bonificado	Bonificado	Bonificado			
CRP	Moda	Nivel Lima	1.4	73.6	06:00 - 23:59	20	Spots rotativos	6	6	6	6	6			7	7	7	7	7			65	91.0	4,784	S/. 610.00	S/. 39,650.00	S/. 46,787.00	S/. 7.48			
CRP	Moda	Nivel Lima	1.4	73.6	06:00 - 23:59	20	Spots rotativos						5	5						5	5	20	28.0	1,472		Bonificado	Bonificado	Bonificado			
GPR	Panamericana	Nivel Lima	1.0	53.0	06:00 - 23:59	20	Spots rotativos	6	6	6	6	6			7	7	7	7	7			65	65.0	3,445	S/. 16.00	S/. 320.00	S/. 20,800.00	S/. 24,544.00	S/. 5.79		
GPR	Panamericana	Nivel Lima	1.0	53.0	06:00 - 23:59	20	Spots rotativos						5	5						5		15	15.0	795		Bonificado	Bonificado	Bonificado			
CU	Exitosa	Nivel Lima	0.7	37.7	06:00 - 23:59	20	Spots rotativos	6	6	6	6	6			7	7	7	7	7			65	45.5	2,451	S/. 28.00	S/. 560.00	S/. 36,400.00	S/. 42,952.00	S/. 13.40		
CU	Exitosa	Nivel Lima	0.7	37.7	06:00 - 23:59	20	Spots rotativos						5	5						5	5	20	14.0	754		Bonificado	Bonificado	Bonificado			
RPP	Oxígeno	Nivel Lima	0.9	48.9	06:00 - 23:59	20	Spots rotativos	6	6	6	6	6			7	7	7	7	7			65	58.5	3,179	S/. 13.00	S/. 260.00	S/. 16,900.00	S/. 19,942.00	S/. 4.48		
RPP	Oxígeno	Nivel Lima	0.9	48.9	06:00 - 23:59	20	Spots rotativos						7	6						7	6	26	23.4	1,271		Bonificado	Bonificado	Bonificado			
Sub-Total								30	30	30	30	30	31	30	35	35	35	35	35	29	23	438	398.6	21,303			S/. 124,150.00	S/. 146,497.00	S/ 6.88		
Total								211								227								438	398.6	21,303			S/. 124,150.00	S/. 146,497.00	S/ 6.88
								1								2															
								Alcance Acumulado +1								54.2%															
								Alcance Acumulado +3								41.1%															

CLIENTE

PRODUCTO

MOTIVO

CAMPAÑA

PERIODO

TARGET

PROMPERU

TURISMO INTERNO

PMG LIMA

PMG LIMA

NOVIEMBRE

18-65 ABC



PAUTA OOH - PMG LIMA

PROVEEDOR	CIUDAD	CIUDAD / UBICACIÓN	ELEMENTO	CANTIDAD	CARAS	PERIODO		DIAS	ALQUILER		PRODUCCIÓN		TOTAL S/. NETO	TOTAL S/. INC. IGV	CPM + IGV
						INICIO	FIN		COSTO MENSUAL S/.	TOTAL S/. NETO	COSTO ELEMENTO S/.	TOTAL S/. NETO			
LEDEX	Lima	LIMA	Pantalla Led	1	1	13/11/2023	26/11/2023	14	S/15,000.00	S/7,000.00			S/ 7,000.00	S/8,260.00	
	Lima	LIMA	Pantalla Led	1	1	13/11/2023	26/11/2023	14	S/10,000.00	S/4,666.67			S/ 4,666.67	S/5,506.67	
	Lima	LIMA	Pantalla Led	1	1	13/11/2023	26/11/2023	14	S/12,000.00	S/5,600.00			S/ 5,600.00	S/6,608.00	
JMT	Lima	LIMA	Pantalla Led	1	1	13/11/2023	26/11/2023	14	S/5,000.00	S/2,333.33			S/ 2,333.33	S/2,753.33	
	Lima	LIMA	Pantalla Led	1	1	13/11/2023	26/11/2023	14	S/5,000.00	S/2,333.33			S/ 2,333.33	S/2,753.33	
REYAM	Lima	LIMA	Pantalla Led	1	1	13/11/2023	26/11/2023	14	S/7,000.00	S/3,266.67			S/ 3,266.67	S/3,854.67	
	Lima	LIMA	Pantalla Led	1	1	13/11/2023	26/11/2023	14	S/7,000.00	S/3,266.67			S/ 3,266.67	S/3,854.67	
BRAPEX	Lima	LIMA	Pantalla Led	1	1	13/11/2023	26/11/2023	14	S/9,000.00	S/4,200.00			S/ 4,200.00	S/4,956.00	
	Lima	LIMA	Pantalla Led	1	1	13/11/2023	26/11/2023	14	Bonificado	Bonificado			Bonificado	Bonificado	
72 DIGITAL	Lima	LIMA	Pantalla Led	1	1	13/11/2023	26/11/2023	14	S/9,000.00	S/4,200.00			S/ 4,200.00	S/4,956.00	
	Lima	LIMA	Pantalla Led	1	1	13/11/2023	26/11/2023	14	Bonificado	Bonificado			Bonificado	Bonificado	
ALAC	Lima	LIMA	Pantalla Led	1	1	13/11/2023	26/11/2023	14	S/10,000.00	S/4,666.67			S/ 4,666.67	S/5,506.67	
	Lima	LIMA	Pantalla Led	1	1	13/11/2023	26/11/2023	14	S/10,000.00	S/4,666.67			S/ 4,666.67	S/5,506.67	
	Lima	LIMA	Pantalla Led	1	1	13/11/2023	26/11/2023	14	Bonificado	Bonificado			Bonificado	Bonificado	
	Lima	LIMA	Pantalla Led	1	1	13/11/2023	26/11/2023	14	Bonificado	Bonificado			Bonificado	Bonificado	
INNOVA	Lima	LIMA	Valla Movil Led	2	2	20/11/2023	26/11/2023	7	S/13,714.29	S/6,400.00	S/1,800.00	S/3,600.00	S/ 10,000.00	S/11,800.00	
	Lima	LIMA	Publismen	6	6	24/11/2023	26/11/2023	3	S/4,500.00	S/2,700.00	S/300.00	S/1,800.00	S/ 4,500.00	S/5,310.00	
JCDECAUX	Lima	Estación La Cultura	Friso Estático	1	1	13/11/2023	26/11/2023	14	S/3,600.00	S/1,680.00	S/3,500.00	S/3,500.00	S/ 5,180.00	S/6,112.40	
GLOOHBAL	Lima	LIMA	Monitores Led	5	5	13/11/2023	26/11/2023	14	S/1,800.00	S/4,200.00			S/ 4,200.00	S/4,956.00	
IWALL	Lima	LIMA (C.C. Jockey Plaza)	Iwalls	20	20	13/11/2023	26/11/2023	14	S/34,697.53	S/16,192.18			S/ 16,192.18	S/19,106.77	
	Lima	LIMA (C.C. La Rambla San Borja)	Iwalls	14	20	13/11/2023	26/11/2023	14	S/19,500.00	S/9,100.00			S/ 9,100.00	S/10,738.00	
JOCKEY PLAZA	Lima	LIMA	Pantalla Led	1	1	13/11/2023	26/11/2023	14	S/27,300.00	S/12,740.00			S/ 12,740.00	S/15,033.20	
Sub-Total				64						S/. 99,212.18		S/. 8,900.00	S/. 108,112.18	S/. 127,572.38	S/. 0.50
Total				64						S/. 99,212.18		S/. 8,900.00	S/. 108,112.18	S/. 127,572.38	S/. 0.50

T.C:4.00

\*Durante el periodo del evento, 24 al 26 de noviembre, se contará con un hombre valla que se encontrará en cada evento (Atocongo, Mall Sur, Puruchuco, El Polo, CC. Del Inca y La Rambla)

CLIENTE  
PRODUCTO  
CAMPAÑA  
PERIODO  
TARGET

PROMPERU  
TURISMO INTERNO  
PMG LIMA  
NOVIEMBRE  
18-65 ABC



PAUTA DIGITAL - PMG LIMA

OBJETIVO			MEDIO	FORMATO	TIPO DE COMPRA	ALCANCE	IMPRESIONES	CLICS	VISTAS	VISITAS A LA WEB	Sesiones	Disparo	CTR / ETR / VTR	CPC / CPD	CPVisita	CPMu	CPV	CPM	TOTAL \$ NETO	TOTAL S/. NETO	TOTAL S/. + IGV	CPM + IGV	SOI
BRANDING	AWARENESS	Brand Awareness Video Views	Facebook / Instagram	PPA / PPV	CPMu	5,800,000	8,700,000									\$0.49		\$0.33	\$2,861.55	S/. 11,446.19	S/. 11,446.19	S/. 1.32	12%
			Tik Tok	Video In Feed	CPV		1,875,000		937,500				50.00%				\$0.004	\$2.00	\$3,750.00	S/. 15,000.00	S/. 15,000.00	S/. 8.00	16%
			Logan	Preroll	CPV		300,243		131,356				43.75%				\$0.02	\$8.75	\$2,627.13	S/. 10,508.50	S/. 12,400.03	S/. 41.30	14%
			Logan	Push notifaction	CPD		72,034				72,034	100.00%	\$0.04				\$37.50	\$2,701.27	S/. 10,805.08	S/. 12,750.00	S/. 177.00	14%	
			Youtube	Instream	CPV		187,500		75,000				40.00%				\$0.03	\$30.00	\$2,250.00	S/. 9,000.00	S/. 9,000.00	S/. 48.00	10%
	Sub-Total						11,134,777		1,143,856		72,034								\$14,189.94	S/. 56,759.77	S/. 60,596.22	S/. 5.4	66%
PERFORMANCE	DEMAND GENERATION	Clickstoweb LeadGeneration Mobile AppInstalls	Facebook	PPL / Carrusel	CPVisita		1,200,000	25,714		18,000			1.50%	\$0.18	\$0.25			\$3.75	\$4,500.00	S/. 18,000.00	S/. 18,000.00	S/. 15.00	20%
			Google	Pmax	CPC		812,500	32,500			19,500		4.00%	\$0.10				\$16.00	\$3,250.00	S/. 13,000.00	S/. 13,000.00	S/. 16.00	14%
	Sub-Total						2,012,500	58,214	18,000	19,500								\$7,750.00	S/. 31,000.00	S/. 31,000.00	S/. 15.40	34%	
Total						13,147,277	58,214	1,143,856	18,000	19,500	72,034								\$21,939.94	S/. 87,759.77	S/. 91,596.22	S/. 7.0	100%

T.C 4

CTR=Clics/Impresiones  
CPM=Costo/Impresiones\*1000  
VTR= Visualizaciones/Impresiones