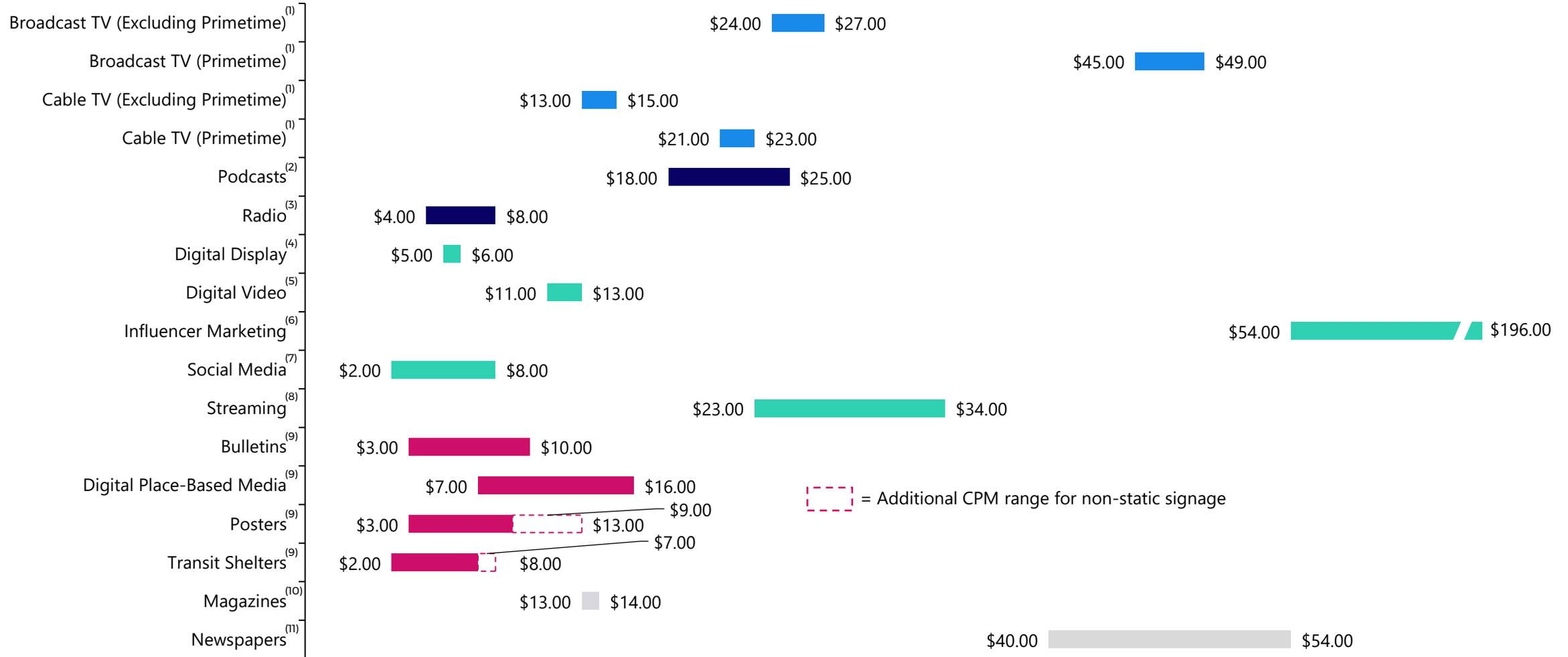


# Solomon's 2025 Major Media CPM Comparison

Television  
Radio  
Online  
OOH  
Print



Source: Solomon Estimates as of June 2025 based on news, research and industry sources.

- 30-second advertisement.
- 30- and 60-second advertisement.
- 30-second advertisement. Includes both spot and network.
- Includes rich media, standard display and social display.
- Includes OTT and online video.
- Dataset reflects average CPMs across a range of global influencer follower counts. Figures converted from EUR to USD using a 1.14 spot rate.

- Dataset includes various online social media platforms.
  - Average CPM for ad-supported tiers of various subscription services. Includes in-stream ads shown before, during or after video content, as well as video overlays.
  - Data provided by DOmedia, based on contracts executed through the platform.
  - Full-page color ad. Calculated using estimated readership.
  - 1/2 page ad pre-discount. Calculated using estimated readership and rates pre-2022.
- © 2025 | Solomon Partners. All rights reserved.

# Disclaimer

The information contained in this document is based solely on publicly available information. Solomon Partners Securities, LLC ("Solomon") has relied, without independent investigation or verification, on the accuracy, completeness and fair presentation of all such information. None of Solomon, its affiliates or its or their respective employees, directors, officers, contractors, advisors, members, successors, representatives or agents makes any representation or warranty in respect of the accuracy, completeness or fair presentation of any information or any conclusion contained herein. The information contained in this presentation should not be assumed to have been updated at any time subsequent to date shown on the first page of the presentation and the delivery of the presentation does not constitute a representation by any person that such information will be updated at any time after the date of the presentation. Solomon, its affiliates and its and their respective employees, directors, officers, contractors, advisors, members, successors and agents shall have no liability with respect to any information or matter contained herein.

This presentation has been prepared solely for informational and illustrative purposes and is not to be used or considered as an offer to sell, or a solicitation of an offer to buy, any security or instrument or the provisions of an offer to provide investment services or to undertake any transaction.

Nothing in this presentation constitutes regulatory, investment, legal, accounting or tax advice, or a representation that any investment or strategy is suitable or appropriate to your individual circumstances. Each individual or entity receiving this document or participating in a related transaction shall be responsible for obtaining all such advice as it thinks appropriate on such matters and shall be responsible for making its own independent investigation and appraisal of the risks, benefits and suitability of the transactions as to itself. Any discussions of past performance should not be taken as an indication of future results, and no representation, expressed or implied, is made regarding future events or results. This presentation is a marketing presentation. It does not constitute independent investment research and has not been prepared in accordance with the legal requirements designed to promote the independence of investment research. Moreover, this presentation has not been prepared by the research department of Natixis, of which Solomon is an affiliate. Natixis may trade as principal or have proprietary positions in securities or other financial instruments that are referred to herein. This presentation is intended only to provide observations and views as expressed herein, which may be different from, or inconsistent with, the observations and views of Natixis analysts or other Natixis sales and/or trading personnel, or the proprietary positions of Natixis. In addition, Solomon and/or its affiliates, officers, directors and employees, including persons involved in the preparation or issuance of this presentation, may, from time to time, have long or short positions in, and may buy or sell the securities or other financial instruments referred to herein.

This presentation is confidential and may not be distributed to any other person or replicated in any form without the prior written consent of Solomon.