

VINHOS	CINEMA	OUTDOOR	PRESS	RADIO	TV	[TOTAL]
Investimento em Meios 2011	Investimento	Investimento	Investimento	Investimento	Investimento	Investimento
TOTAL	206.453,4 €	3.116.040,5 €	4.610.918,7 €	5.775,0 €	8.482.387,3 €	16.421.574,9 €
CASAL GARCIA	146.367,7 €	299.997,7 €	352.915,0 €		2.700.025,5 €	3.499.305,8 €
ADEGA DE BORBA		925.652,0 €	44.837,5 €		2.320.818,7 €	3.291.308,2 €
QUINTA DE PANCAS			35.120,0 €		2.008.995,1 €	2.044.115,1 €
PROVA REGIA					1.416.634,7 €	1.416.634,7 €
MONTE VELHO		457.618,5 €	178.465,0 €			636.083,5 €
MATEUS ROSE		344.000,0 €	83.223,0 €			427.223,0 €
VINHO VERDE		29.500,0 €	299.757,5 €			329.257,5 €
LUSITANO/TERRAS D'ERVIDEIRA/VINHA D'ERVIDEIRA		288.500,0 €	14.198,0 €			302.698,0 €
GRACO (VINHO)			190.080,0 €			190.080,0 €
LOIOS		187.500,0 €				187.500,0 €
GAZELA		61.500,0 €	123.575,0 €			185.075,0 €
ADEGA COOP.DE REDONDO		160.757,1 €	9.600,0 €			170.357,1 €
TAPADA DO CHAVES			159.177,5 €			159.177,5 €
MURALHAS DE MONCAO		127.500,0 €	9.240,0 €			136.740,0 €
CARMIM		96.398,8 €	22.275,0 €		8.622,3 €	127.296,0 €
GRAO VASCO		38.143,3 €	77.571,0 €			115.714,3 €
ALTANO			115.284,0 €			115.284,0 €
PORTA DA RAVESSA			106.337,0 €			106.337,0 €
CASA ERMELINDA FREITAS			78.242,0 €		24.636,5 €	102.878,5 €
SOGRAPE			99.124,0 €			99.124,0 €
ADEGA DE PEGOES		49.000,0 €	47.716,0 €			96.716,0 €
DAO			83.254,0 €			83.254,0 €
DONA ERMELINDA			76.070,0 €			76.070,0 €
TAPADA DOS MONGES			69.212,0 €			69.212,0 €
RESERVA ACR			65.370,0 €			65.370,0 €
QUINTA DA AVELEDA			62.840,0 €			62.840,0 €
BACALHOA	60.085,8 €				0,0 €	60.085,8 €
QUINTA DE CABRIZ			54.618,0 €			54.618,0 €
PENINSULA DE SETUBAL			53.195,0 €			53.195,0 €
PACO DAS CORTES			49.306,4 €			49.306,4 €
QUINTA DOS CURRAIS			49.086,0 €			49.086,0 €
CEDRO			48.624,0 €			48.624,0 €
BORGES			48.310,0 €			48.310,0 €
VINHA DA DEFESA			46.950,0 €			46.950,0 €
ADEGA MAYOR			46.700,0 €			46.700,0 €

MUNDUS			42.832,5 €		42.832,5 €
CISTUS			38.980,0 €		38.980,0 €
MONSARAZ			37.596,5 €		37.596,5 €
VIA LATINA			37.477,5 €		37.477,5 €
POLIPHONIA/TAPADA DO BARAO			35.000,0 €		35.000,0 €
BORRELHO			34.554,0 €		34.554,0 €
MILLENNIUM (VINHO)			34.550,0 €		34.550,0 €
ALVARINHO		29.500,0 €	4.620,0 €		34.120,0 €
VINHA GRANDE			33.550,0 €		33.550,0 €
HERDADE DO ROCIM			33.481,0 €		33.481,0 €
PERIQUITA			32.304,0 €		32.304,0 €
CASA BURMESTER			29.787,0 €		29.787,0 €
POCAS			27.720,0 €		27.720,0 €
ANTA DA SERRA			27.600,0 €		27.600,0 €
VINHOS DO TEJO			27.540,0 €		27.540,0 €
ROCIM			27.105,0 €		27.105,0 €
MONTE DO ENFORCADO			25.410,0 €		25.410,0 €
VALE D'ALGARES			25.410,0 €		25.410,0 €
POLIPHONIA			25.220,0 €		25.220,0 €
HERDADE DO PESO			24.810,0 €		24.810,0 €
LELLO			23.370,0 €		23.370,0 €
BURMESTER			20.971,5 €		20.971,5 €
FITA PRETA			20.675,0 €		20.675,0 €
CLIFF RICHARD		20.473,1 €			20.473,1 €
QUINTA DE LINHARES			20.020,0 €		20.020,0 €
CASA DE STA VITORIA			19.060,0 €		19.060,0 €
QUINTA DO MONTE D'OIRO			18.480,0 €		18.480,0 €
TERRA D'ALTER			18.480,0 €		18.480,0 €
MONTE DA RAVASQUEIRA			18.082,0 €		18.082,0 €
JOSE MARIA FONSECA			18.000,0 €		18.000,0 €
MALHADINHA NOVA			17.900,0 €		17.900,0 €
VINHOS DE LISBOA			17.240,0 €		17.240,0 €
ESTEVA			16.740,0 €		16.740,0 €
JORNAL DE NOTICIAS/LAVRADORES DE FEITORIA			16.324,0 €		16.324,0 €
CASA DE SANTAR			16.202,0 €		16.202,0 €
A COPO!			16.170,0 €		16.170,0 €
DALVA			16.170,0 €		16.170,0 €
CAVES VELHAS			16.018,0 €	0,0 €	16.018,0 €

HERDADE DAS SERVAS			15.865,0 €	0,0 €	15.865,0 €
KOPKE			15.720,0 €		15.720,0 €
LOUREIRO/VINHAO			14.890,0 €		14.890,0 €
MONTE MAYOR			14.817,8 €		14.817,8 €
VINHOS DO ALENTEJO			14.520,0 €		14.520,0 €
OLHO DE MOCHO			14.490,0 €		14.490,0 €
RESERVA DOS AMIGOS			14.450,0 €		14.450,0 €
CASA DE STA VITORIA/VERSATIL			14.310,0 €		14.310,0 €
GRANADEIRO			13.587,0 €		13.587,0 €
J.PORTUGAL RAMOS			13.230,0 €		13.230,0 €
JOSE DE SOUSA			12.620,0 €		12.620,0 €
QUINTA DO COTTO			6.680,0 €	5.775,0 €	12.455,0 €
MONTES CLAROS			12.430,0 €		12.430,0 €
ADEGA COOP.DE SILGUEIROS			12.146,0 €		12.146,0 €
QUINTA DO GRADIL			11.900,0 €		11.900,0 €
CEDRO DO NOVAL/QUINTA DO NOVAL			11.800,0 €		11.800,0 €
BRIDAO			11.550,0 €		11.550,0 €
BUSTO			11.342,0 €		11.342,0 €
TERRAS DO PO			11.283,8 €		11.283,8 €
QUINTA DA ALORNA			11.025,0 €	0,0 €	11.025,0 €
HERDADE DO SOBROSO			10.801,0 €		10.801,0 €
CABECA DE BURRO			10.790,0 €		10.790,0 €
PASMADOS			10.780,0 €		10.780,0 €
QUINTA DE STA CRISTINA/SEQUITO			10.780,0 €		10.780,0 €
MA & F			10.432,5 €		10.432,5 €
QUINTA DA LIXA			10.330,0 €	0,0 €	10.330,0 €
QUINTA DO CRASTO			10.310,0 €		10.310,0 €
PEDRA CANCELA			10.200,0 €		10.200,0 €
VINHOS DE TRAS-OS-MONTES			10.100,0 €		10.100,0 €
HERDADE DA AJUDA			9.688,0 €		9.688,0 €
ADEGA DE PENALVA			9.240,0 €		9.240,0 €
POUSIO/QUATRO CAMINHOS/VARAL			9.240,0 €		9.240,0 €
DIARIO DE NOTICIAS/LAVRADORES DE FEITORIA			9.184,0 €		9.184,0 €
FRANCISCO NUNES GARCIA			9.000,0 €		9.000,0 €
HERDADE DA COMPORTA (VINHOS)			8.872,0 €		8.872,0 €
ADEGA DO CHAPARRAL/FORAL D.DINIZ/SARAMAGO			8.632,0 €		8.632,0 €
ADEGA COOP.DE PORTALEGRE			8.620,0 €		8.620,0 €
CLUBE VINHOS & SABORES			8.605,0 €		8.605,0 €

TRAYTAS			8.230,0 €		8.230,0 €
FORUM DE ENOLOGOS			8.190,0 €		8.190,0 €
FOLLIES			8.000,0 €		8.000,0 €
PAULO LAUREANO			8.000,0 €		8.000,0 €
QUINTA DO PEGO			7.814,0 €		7.814,0 €
BOM JUIZ			7.650,0 €		7.650,0 €
EVEL/PORCA DE MURCA			7.410,0 €		7.410,0 €
GRANDES QUINTAS			7.410,0 €		7.410,0 €
ROTA DE VINHOS DA PENINSULA DE SETUBAL			7.350,0 €		7.350,0 €
VILA DOS GAMAS			7.100,0 €		7.100,0 €
PLANURA			6.930,0 €		6.930,0 €
QUINTA DA ROMANEIRA/SINO DA ROMANEIRA			6.570,0 €		6.570,0 €
LAGOSTA			6.474,0 €		6.474,0 €
CURVA			6.390,0 €		6.390,0 €
QUATRO CAMINHOS			6.320,0 €		6.320,0 €
VIDIGUEIRA			6.300,0 €		6.300,0 €
TAPADA DO BARAO			6.060,0 €		6.060,0 €
VINALDA			5.900,0 €		5.900,0 €
CAVES VELHAS/REVISTA-VOLTA AO MUNDO			5.450,0 €		5.450,0 €
COMENDA GRANDE			5.400,0 €		5.400,0 €
CAMPOLARGO			5.250,0 €		5.250,0 €
BOM KARACTER			5.100,0 €		5.100,0 €
FORAL DE MONTEMOR			5.100,0 €		5.100,0 €
HERDADE GRANDE			5.100,0 €		5.100,0 €
QUINTA DA CANAMEIRA			5.100,0 €		5.100,0 €
IRREVERENTE			4.820,0 €		4.820,0 €
OLHO DE MOCHO/ROCIM			4.820,0 €		4.820,0 €
QUINTA DA CHINCHORRA			4.790,0 €		4.790,0 €
QUINTA DA GRICHA			4.790,0 €		4.790,0 €
POUSIO			4.735,0 €		4.735,0 €
COOP.VITIVIN.DA ILHA DO PICO			4.640,0 €		4.640,0 €
GRAND'ARTE/QUINTA DO ROCIO			4.620,0 €		4.620,0 €
MANZ (VINHOS)			4.620,0 €		4.620,0 €
VINHA.PAZ			4.620,0 €		4.620,0 €
SEXY			4.500,0 €		4.500,0 €
CAVES VELHAS/REVISTA-EVASOES			4.310,0 €		4.310,0 €
CAVES VELHAS/JORNAL DE NOTICIAS			4.188,0 €		4.188,0 €
QUINTA DAS APEGADAS			4.130,0 €		4.130,0 €

SIVIPA			4.049,5 €		4.049,5 €
DUAS QUINTAS/JORNAL DE NOTICIAS			3.900,0 €		3.900,0 €
COROA D'OURO			3.895,0 €		3.895,0 €
QUINTA DAS BAGEIRAS			3.878,0 €		3.878,0 €
CALLABRIGA/ESTEVA/VINHA GRANDE			3.850,0 €		3.850,0 €
DR			3.850,0 €		3.850,0 €
VINIBAIRRADA			3.850,0 €		3.850,0 €
SOALHEIRO			3.810,0 €		3.810,0 €
LE LOUP NOIR			3.750,0 €		3.750,0 €
CAVES VELHAS/DIARIO DE NOTICIAS			3.710,0 €		3.710,0 €
E.A			3.705,0 €		3.705,0 €
QUINTA DOS ACIPRESTES			3.705,0 €		3.705,0 €
ENCONTRO 1			3.500,0 €		3.500,0 €
AMOREIRA DA TORRE/QTA AMOREIRA TORRE/ZEBRO			3.400,0 €		3.400,0 €
CASA CADAVAL			3.400,0 €		3.400,0 €
CINCO MONTES/ETC./VINHA DA GUICA			3.400,0 €		3.400,0 €
QUINTA DA LAPA (VINHOS)			3.400,0 €		3.400,0 €
QUINTA DE CARAPECOS			3.400,0 €		3.400,0 €
QUINTA DO QUETZAL			3.400,0 €		3.400,0 €
TERRA GRANDE			3.400,0 €		3.400,0 €
ZEBRO			3.400,0 €		3.400,0 €
CATAPEREIRO			3.300,0 €		3.300,0 €
MONTES DE LA			3.200,0 €		3.200,0 €
ANDREZA/LUA NOVA			3.120,7 €		3.120,7 €
CALCOS DO TANHA/POLEIROS/ZIMBRO			3.000,0 €		3.000,0 €
CASA DAS BUGANVILIAS			3.000,0 €		3.000,0 €
MESSALA			3.000,0 €		3.000,0 €
MONTE DOS PERDIGOES/POLIPHONIA/TAPADA DO BARAO			3.000,0 €		3.000,0 €
QUINTA DA PEDRA ALTA			3.000,0 €		3.000,0 €
HERDADE PACO DO CONDE			2.700,0 €		2.700,0 €
MAF WINES				2.654,6 €	2.654,6 €
VENANCIO DA COSTA LIMA			2.600,0 €		2.600,0 €
PROVAM			2.553,9 €		2.553,9 €
JORNAL DE NOTICIAS/QUINTA DO ALQUEVE			2.506,0 €		2.506,0 €
CASA DO VALLE			2.425,0 €		2.425,0 €
QUINTA EDMUN DO VAL			2.348,0 €		2.348,0 €
ABREU CALLADO			2.310,0 €		2.310,0 €
ACORES VINHOS			2.310,0 €		2.310,0 €

CASA DA PALMEIRA/QUINTA DE VILA MAIOR			2.310,0 €		2.310,0 €
CASAL CASTELAO			2.310,0 €		2.310,0 €
DUORUM			2.310,0 €		2.310,0 €
HERDADE DA CALADA			2.310,0 €		2.310,0 €
HERDADE DOS GROUS			2.310,0 €		2.310,0 €
INVEJADO			2.310,0 €		2.310,0 €
MONTE DA RAPOSINHA			2.310,0 €		2.310,0 €
MOUCHAO			2.310,0 €		2.310,0 €
OUTEIRO			2.310,0 €		2.310,0 €
OUTEIRO/TERRA D'ALTER			2.310,0 €		2.310,0 €
PIOS			2.310,0 €		2.310,0 €
POUSIO/QUATRO CAMINHOS			2.310,0 €		2.310,0 €
QUINTA DO PORTAL			2.310,0 €		2.310,0 €
QUINTA NOVA DE N.SRA.DO CARMO			2.310,0 €	0,0 €	2.310,0 €
SOLISTA			2.310,0 €		2.310,0 €
STATUS			2.310,0 €		2.310,0 €
TELHAS			2.310,0 €		2.310,0 €
VARAL			2.310,0 €		2.310,0 €
DIARIO DE NOTICIAS/DUAS QUINTAS			2.296,0 €		2.296,0 €
MONTE DA CAPELA/TERRAS DE PIAS			2.250,0 €		2.250,0 €
CABECO DO MOCHO/QUINTA DAS CAMELIAS			2.238,0 €		2.238,0 €
MONTE DA CAL			2.158,0 €		2.158,0 €
FIUZA			2.100,0 €		2.100,0 €
VILA REAL			1.850,0 €		1.850,0 €
JORNAL DO FUNDAO/MONTE SERRANO			1.806,0 €		1.806,0 €
AGUIAO			1.700,0 €		1.700,0 €
ATHAYDE/FURTIVA LAGRIMA/MONTE DA RAPOSINHA			1.700,0 €		1.700,0 €
BOAS VINHAS			1.700,0 €		1.700,0 €
CASA DE COMPOSTELA			1.700,0 €		1.700,0 €
CASA DE VILACETINHO			1.700,0 €		1.700,0 €
CHIADO (VINHO)			1.700,0 €		1.700,0 €
D.GRACA			1.700,0 €		1.700,0 €
DONA MARIA (VINHOS)			1.700,0 €		1.700,0 €
ETC./CINCO MONTES			1.700,0 €		1.700,0 €
GRANDE ESCOLHA			1.700,0 €		1.700,0 €
HERDADE DE SAO MIGUEL			1.700,0 €		1.700,0 €
HERDADE DO PINHEIRO			1.700,0 €		1.700,0 €
PRACA DE S.TIAGO			1.700,0 €		1.700,0 €

QUINTA DE GOMARIZ			1.700,0 €		1.700,0 €
QUINTA DO CERRADO			1.700,0 €		1.700,0 €
TORRE DO FRADE			1.700,0 €		1.700,0 €
AZUL PORTUGAL			1.650,0 €		1.650,0 €
TOURIGA NACIONAL			1.605,0 €		1.605,0 €
TERRAS D'EL REI			1.600,0 €		1.600,0 €
VINHOS DE LA			1.500,0 €		1.500,0 €
QUINTA DE LOUROS			1.400,0 €		1.400,0 €
AMNESIA (VINHO)			1.000,0 €		1.000,0 €
BORBA/QTA DA PINHEIRA			1.000,0 €		1.000,0 €
FONTE MOURO			1.000,0 €		1.000,0 €
HERDADE DA CAPELA			1.000,0 €		1.000,0 €
HERDADE DA FIGUEIRINHA			1.000,0 €		1.000,0 €
SCALA COELI			1.000,0 €		1.000,0 €
CAVES S.JOAO			885,0 €		885,0 €
QUINTA CASA AMARELA			885,0 €		885,0 €
COMENDINHA			840,0 €		840,0 €
ALENTO			770,0 €		770,0 €
ADEGA COOP.DE VALE DE CAMBRA			750,2 €		750,2 €
BETULA			750,0 €		750,0 €
CASABOA/QUINTA CASABOA/TINTA BOA			750,0 €		750,0 €
QUINTA DA CAROLINA			750,0 €		750,0 €
QUINTA DE BAIXO			750,0 €		750,0 €
QUINTA DO PINTO			750,0 €		750,0 €
QUINTA DOS ABIBES			750,0 €	0,0 €	750,0 €
SANGRIA PARTY DRINK			750,0 €		750,0 €
VINHA DE REIS			750,0 €		750,0 €
JULIA KEMPER			738,0 €		738,0 €
QUINTA DO RIBEIRINHO			738,0 €		738,0 €
SOLAR DOS LOBOS			738,0 €		738,0 €
MONTE SERRANO			720,0 €		720,0 €
VINHOS BORGES			696,8 €		696,8 €
HERDADE DA LOBATINHA			600,0 €		600,0 €
ADEGA DO PASSO			500,0 €		500,0 €
PERA-GRAVE			500,0 €		500,0 €
ROQUEVALE			500,0 €		500,0 €
CAMPOSUL			300,0 €		300,0 €
SOLAR DAS BOUCAS			275,0 €		275,0 €

QUINTA DA LEVANDEIRA DO RONCAO			250,6 €		250,6 €
KOMPASSUS			243,9 €		243,9 €
QUINTA DO ORTIGAO			243,9 €		243,9 €
BAGA VINHOS			232,3 €		232,3 €
QUINTA DOS GARNACHOS			232,3 €		232,3 €
CLUBE DE VINHOS BENFICA			227,1 €		227,1 €
QUINTA DO TEDO			227,1 €		227,1 €
FAFI DOURO/QUINTA FAFIDE DOURO			151,4 €		151,4 €
DIVOR/HERDADE DA MOITA/SENHORA DA VILA			150,0 €		150,0 €
MESSIAS			100,2 €		100,2 €
ADEGA COLARES				0,0 €	0,0 €
ADEGA DE PALMELA				0,0 €	0,0 €
CAVES DO FREIXO				0,0 €	0,0 €
HERDADE DAS SERVAS/REVISTA-VIP			0,0 €		0,0 €
LAVRADORES DE FEITORIA				0,0 €	0,0 €
QUINTA DA CASABOA				0,0 €	0,0 €
QUINTA DA LAGOALVA				0,0 €	0,0 €
QUINTA DE STA.EUFEMIA				0,0 €	0,0 €
REAL COMPANHIA VELHA				0,0 €	0,0 €

Fonte: Mediamonitor, Marktest (2011)