

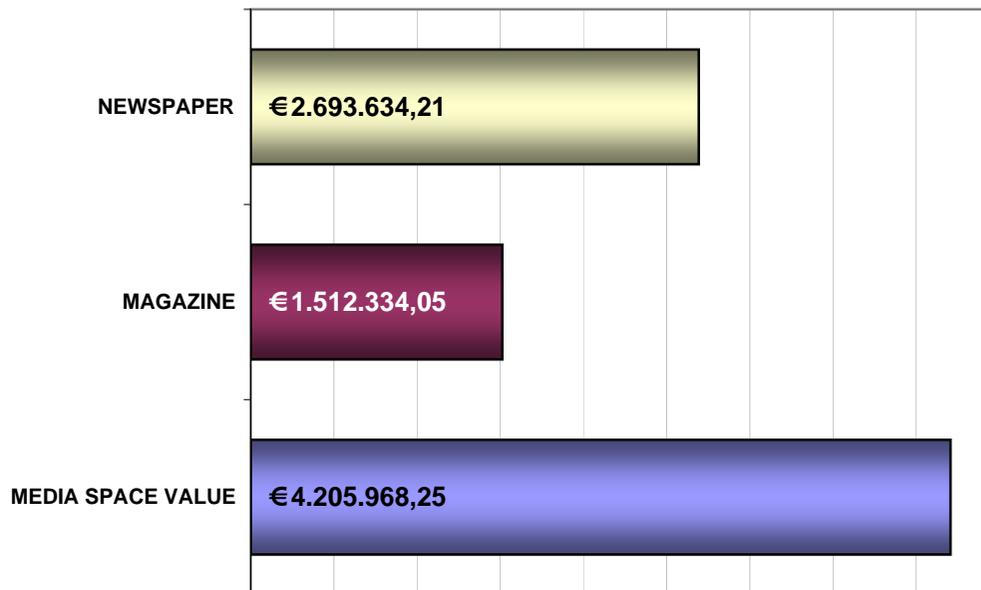


## C30 DESIGN CONCEPT Static display

Value of the space achieved by Volvo "C30 Static Display":  
blue indicates the whole value in Euros, obtained from all the  
articles published in newspapers and magazines, both  
specialized or not.

The value given to each published article equals  
the highest rate of an advertising page from the  
Publisher price list.

### MEDIA SPACE VALUE

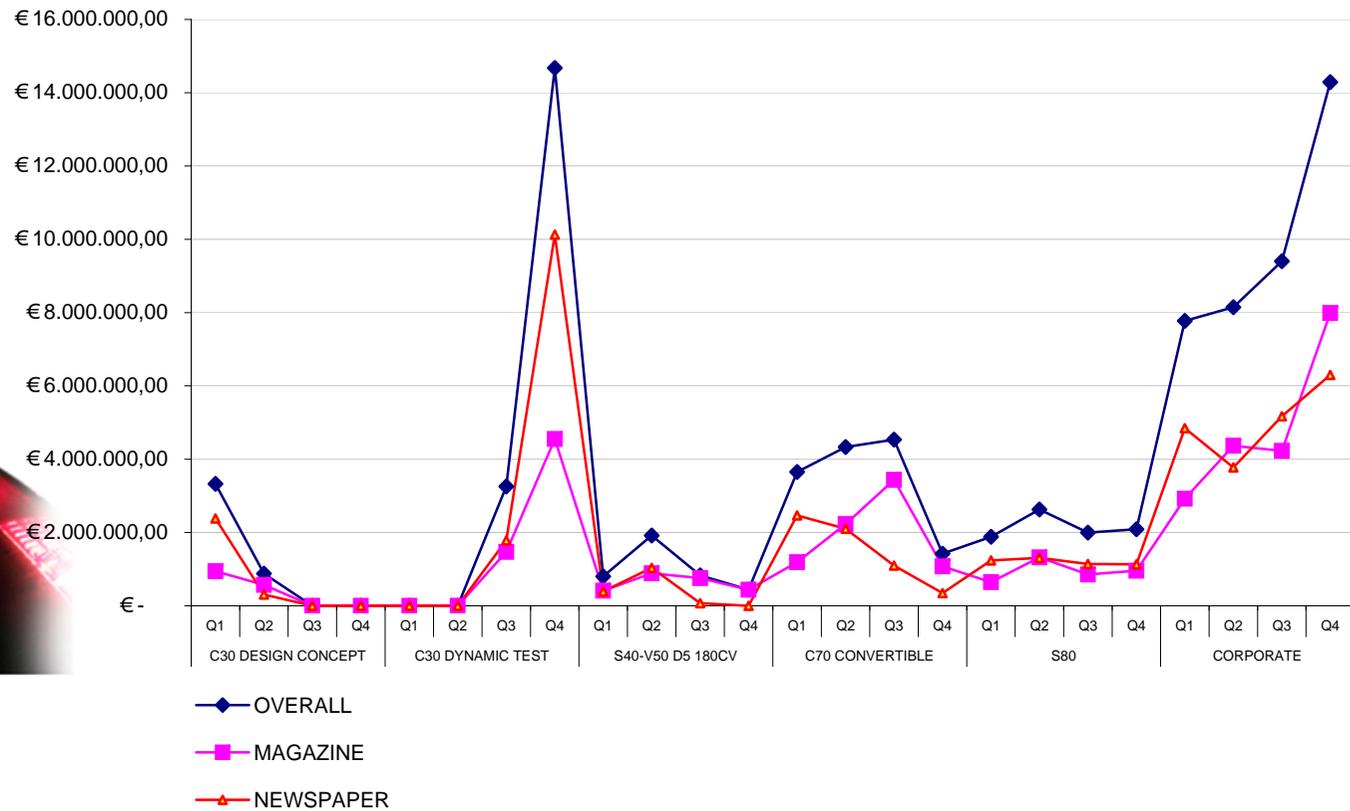




**C30 DESIGN CONCEPT**  
**Static display**

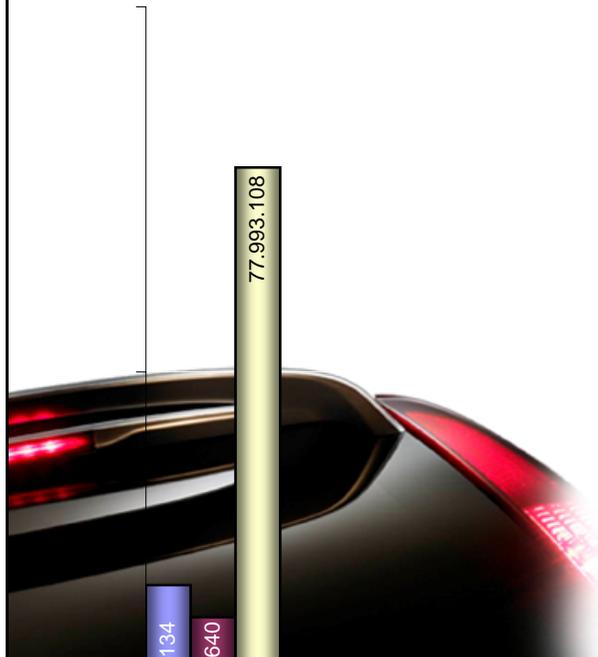
Volvo 2006 Media Space Value: the chart shows the whole value in Euros, obtained from all the articles published in newspapers and magazines, both specialized or not. The diagrams shows each value overall by model line and and the split for each quarter.

**2006, MEDIASPACEVALUE, MODEL/QUARTER**





**C30 DESIGN CONCEPT**  
**Static display**



**PORTRAIT ON MEDIA**

A portrait of **Volvo C30 Design Concept** press review: number of articles, number of covers, number of pages of the article (magazines), number of columns (newspapers), number of photos (colour and B&W), number of opening article photos, number of double pages photos. Data refer to one column for newspaper and one page for magazines.

- circulation
- diffusion
- readership average day

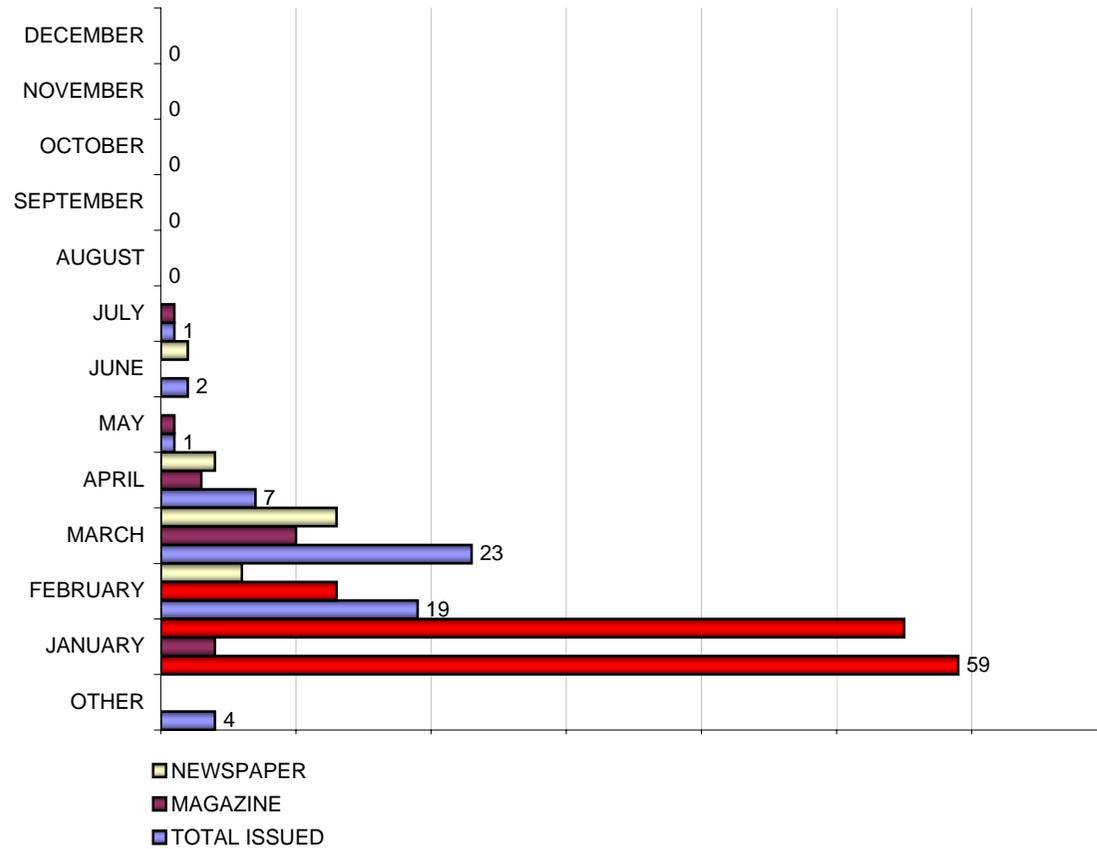
116	62	48	6	108	8	222	97	211	9	6	2	0
articles, nr.	newspapers, issued	magazines, issued	internet, issued	sector, articles	extrasector, articles	columns, nr.	pages, nr.	photos, nr.	photos opening	photos double	cover, nr.	cover recall, nr.



**C30 DESIGN CONCEPT**  
**Static display**

Volvo 2006 C30 Design Concept issues schedule:  
 blue is for "overall", purple is for magazines' articles, yellow is for newspapers' articles.  
 Red shows the best month for each media: newspapers, magazine.  
 Newspapers' group also includes Internet data since they have been considered as daily articles.  
 Other = not available date.

ISSUED by DATE, OVERALL and NEWS&MAG.





## C30 DESIGN CONCEPT Static display

This diagram highlights the number of articles per newspaper or magazine. The list contains major newspapers and magazines classified according to their circulation, number of readers and number of sold copies.

MAJOR HEADING, articles/headings

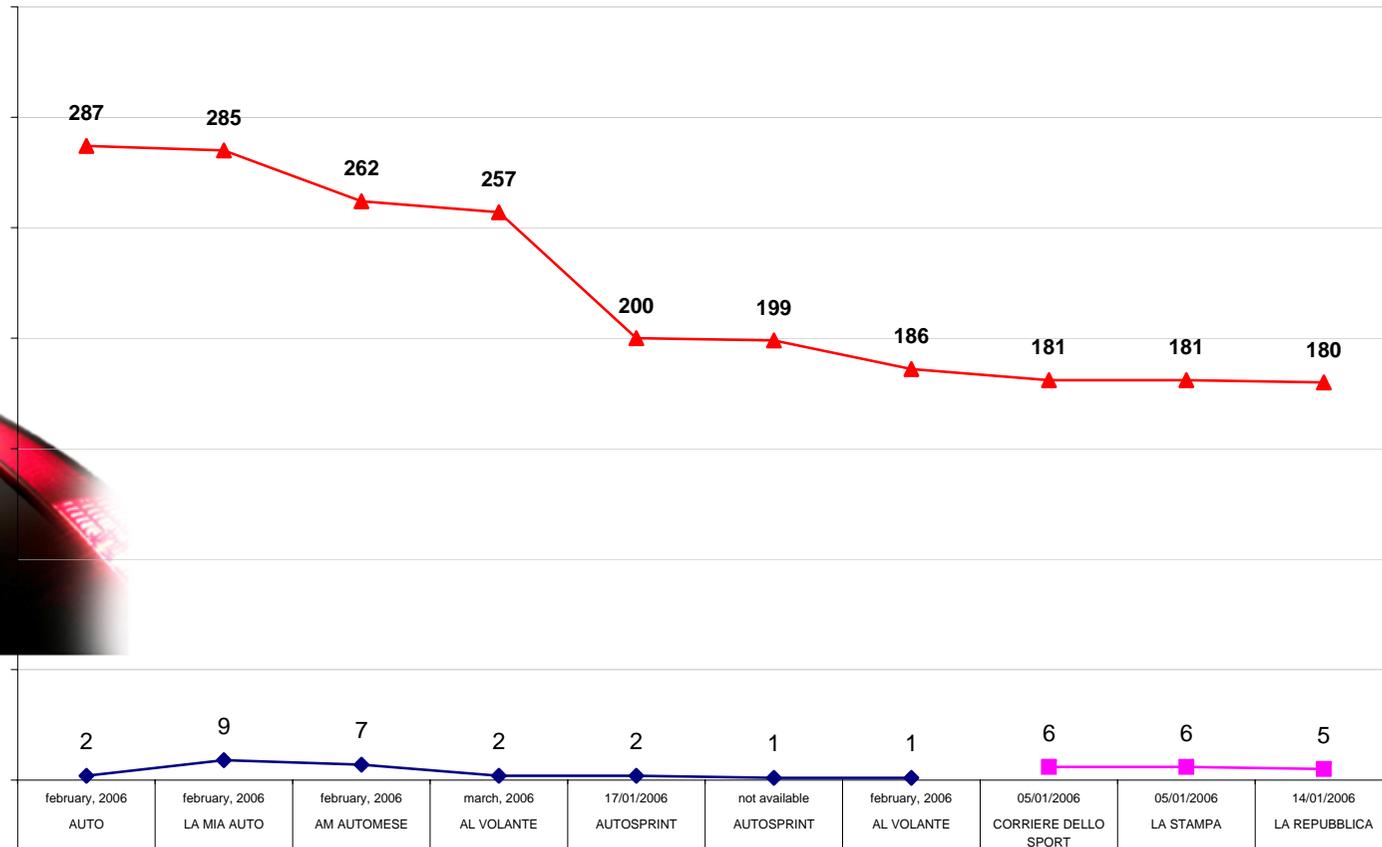




## C30 DESIGN CONCEPT Static display

IQ Index and AP Index define the value of the newspaper and the quality of the article. IQ index is given by many factors such as the circulation, the number of readers, the number of pages composing the article, the number and the size of photos, the number of times Volvo is mentioned in the article. Furthermore it is applied an important coefficient related to the newspaper/magazine's circulation. AP index is given by how a Volvo product has been discussed by the author or the editor of the article. For further information regarding evaluation criteria, please refer to keytable page. **This diagram highlights the classification defined by IQ index marks.**

### TOPTEN IQ INDEX



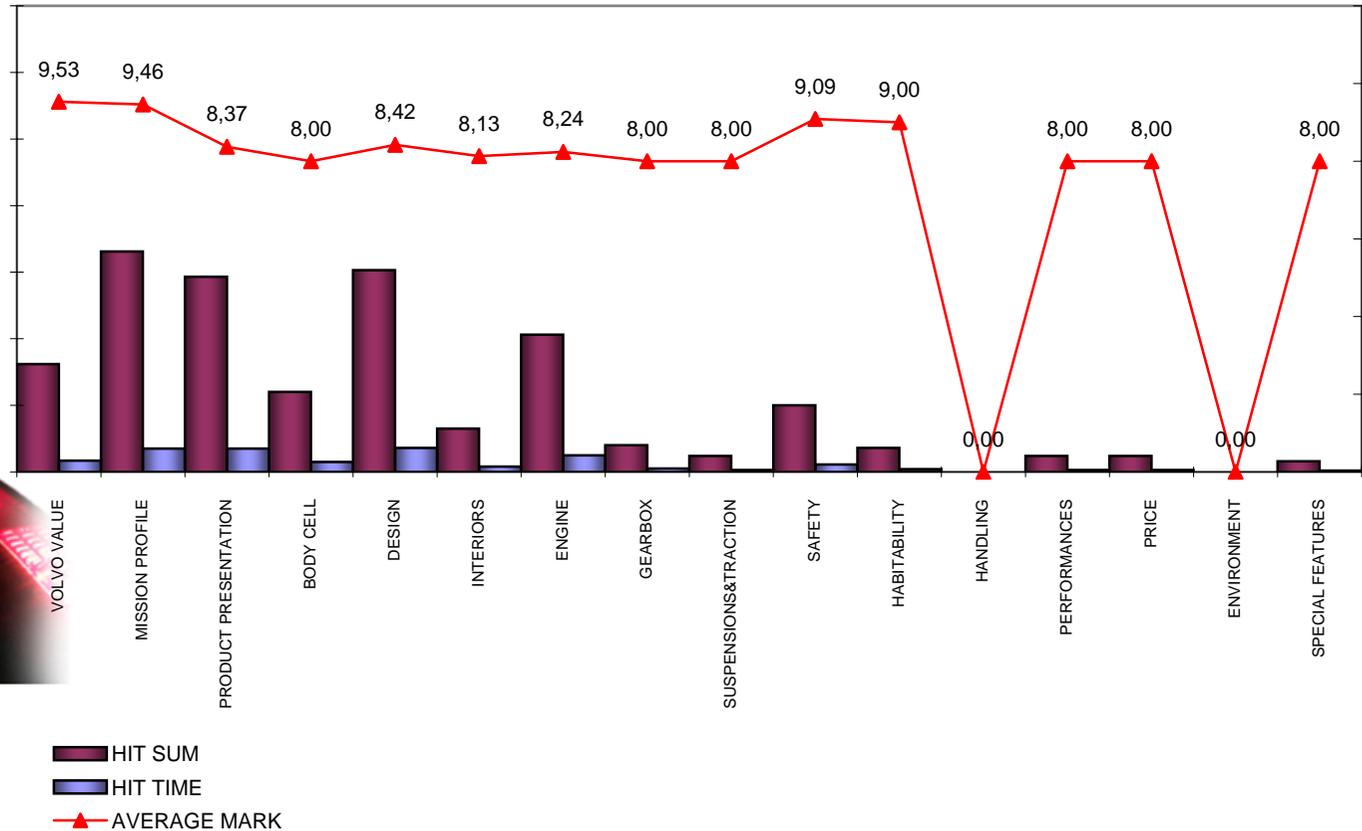
- ◆ PAGES
- COLUMNS
- ▲ IQ INDEX



**C30 DESIGN CONCEPT**  
**Static display**

**PRODUCT ANALYSIS and AVERAGE MARKS**

IQ Index and AP Index define the value of the newspaper and the quality of the article. IQ index is given by many factors such as the circulation, the number of readers, the number of pages composing the article, the number and the size of photos, the number of times Volvo is mentioned in the article. Furthermore it is applied an important coefficient related to the newspaper/magazine's circulation. **AP index is given by how a Volvo product has been discussed by the author or the editor of the article.** For further information regarding evaluation criteria, please refer to keytable page. This diagram highlights the classification defined by AP index marks.



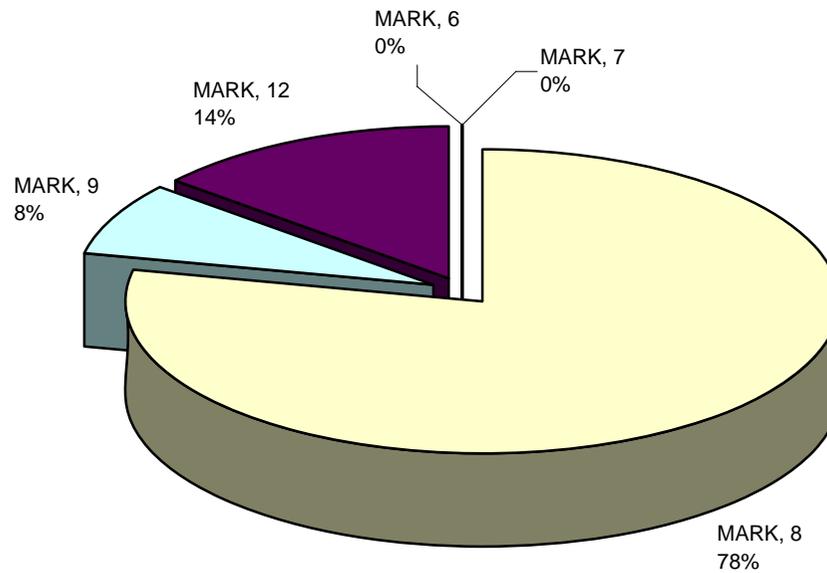


## C30 DESIGN CONCEPT Static display

This pie chart express the marks received percentage sharing out. Keytable, available in press review, specifies application criteria related to words, adjectives and concepts used by authors. Titles, half titles, subheadings, picture's legends and text are analysed.



### MARK PERCENTAGE

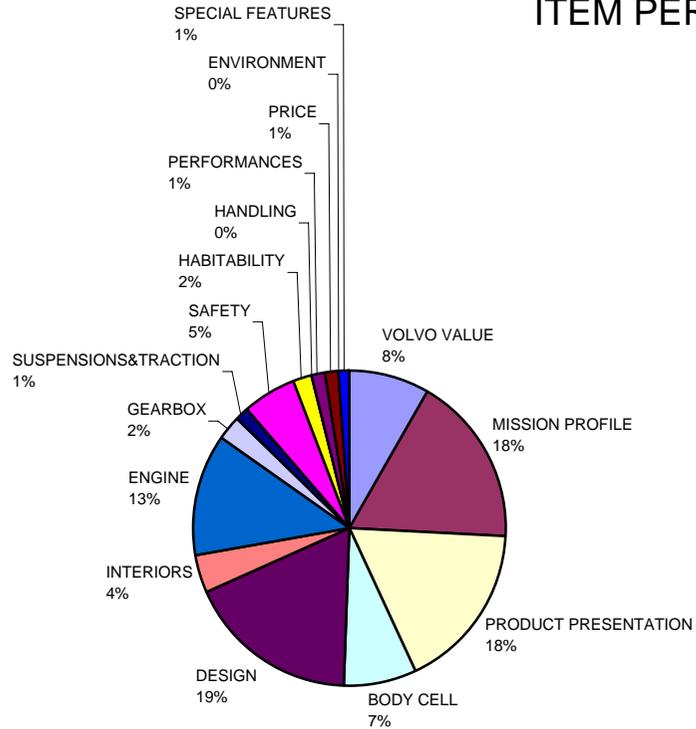




## C30 DESIGN CONCEPT Static display

This pie chart express the topic percentage sharing out based on how many times a certain subject has been discussed in all articles oh this Volvo C30 Design Concept press review. It show what topics have receveid more attention by both specialized press or not.

## ITEM PERCENTAGE



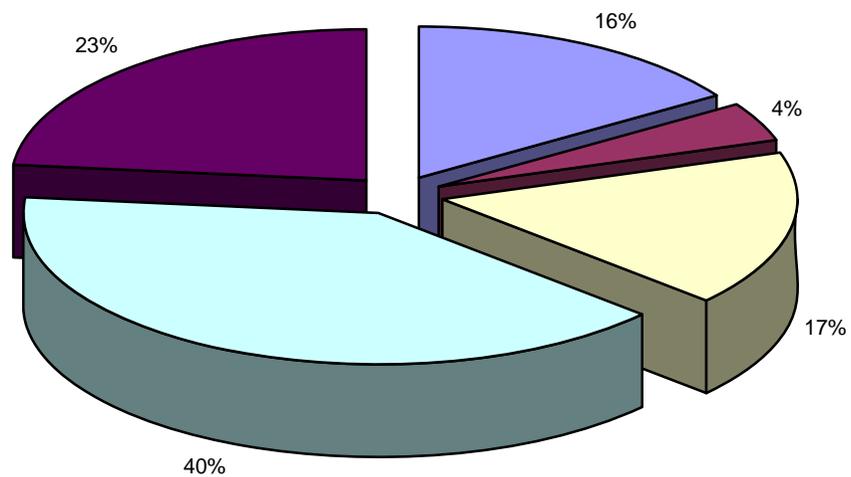


## C30 DESIGN CONCEPT Static display

### PHOTO VIEWS OVERALL

Kind of photos shown by the press.  
The Internet issued is included without considering archives' photos.

- photo overall view
- photo forehead view
- photo outline view
- photo three quarter view
- photo rear view





## C30 DESIGN CONCEPT Static display

Number of times that the word  
Volvo has appeared in titles,  
half titles, subheadings, text  
and picture's legend in all articles examined.

### ITEM VOLVO IN ARTICLES

