



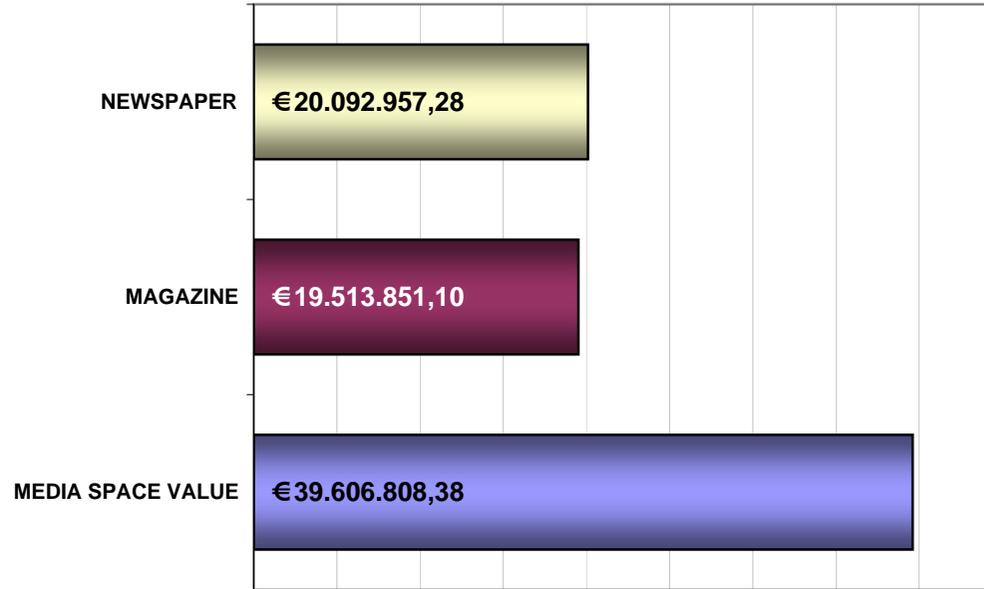
CORPORATE

Value of the space achieved by Volvo "Corporate": 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.



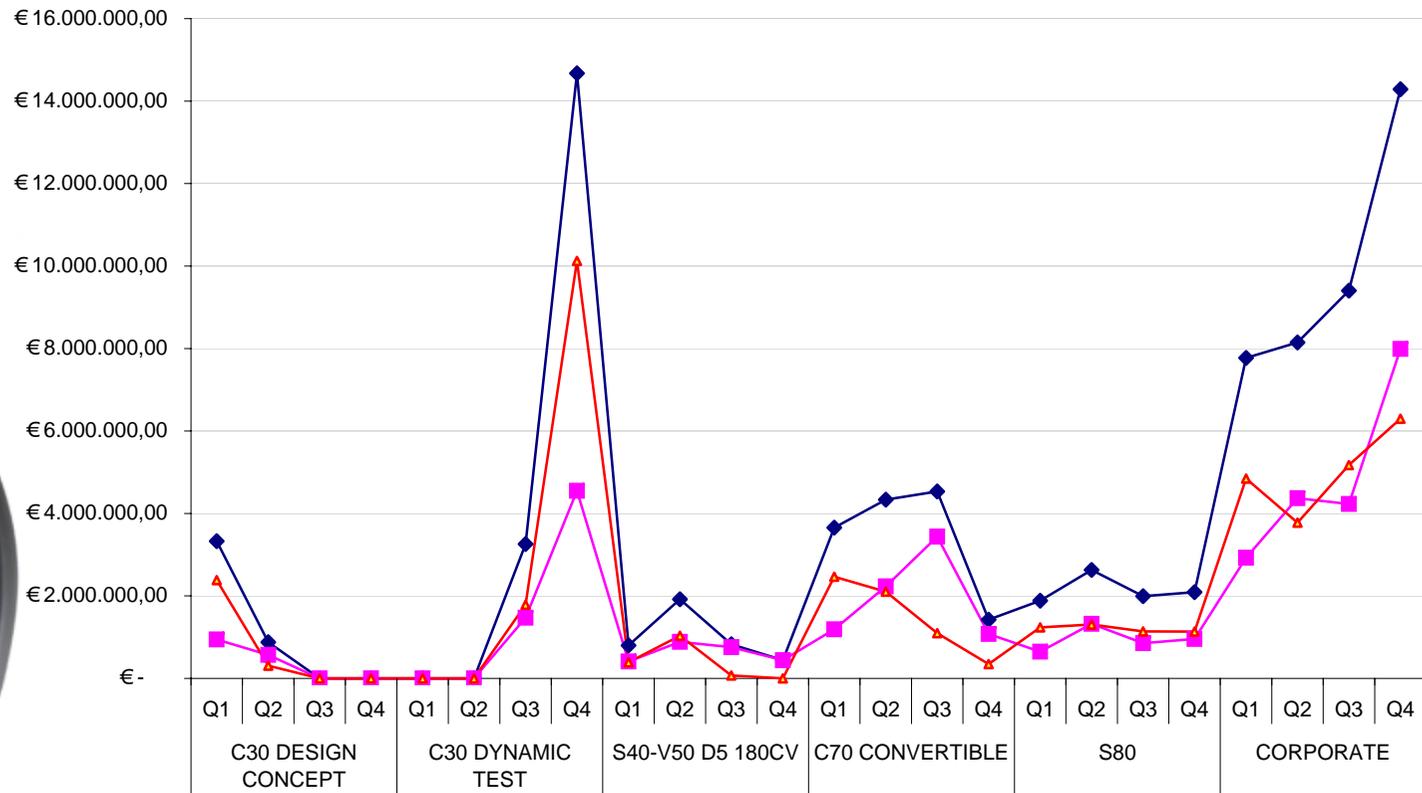
MEDIA SPACE VALUE





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2006, MEDIASPACEVALUE, MODEL/QUARTER



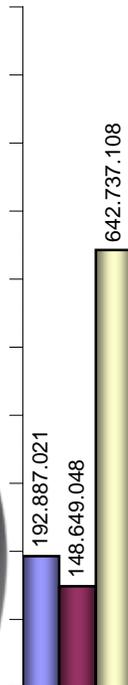
- ◆ OVERALL
- MAGAZINE
- ▲ NEWSPAPER

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.





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PORTRAIT ON MEDIA

A portrait of **Volvo Corporate** 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

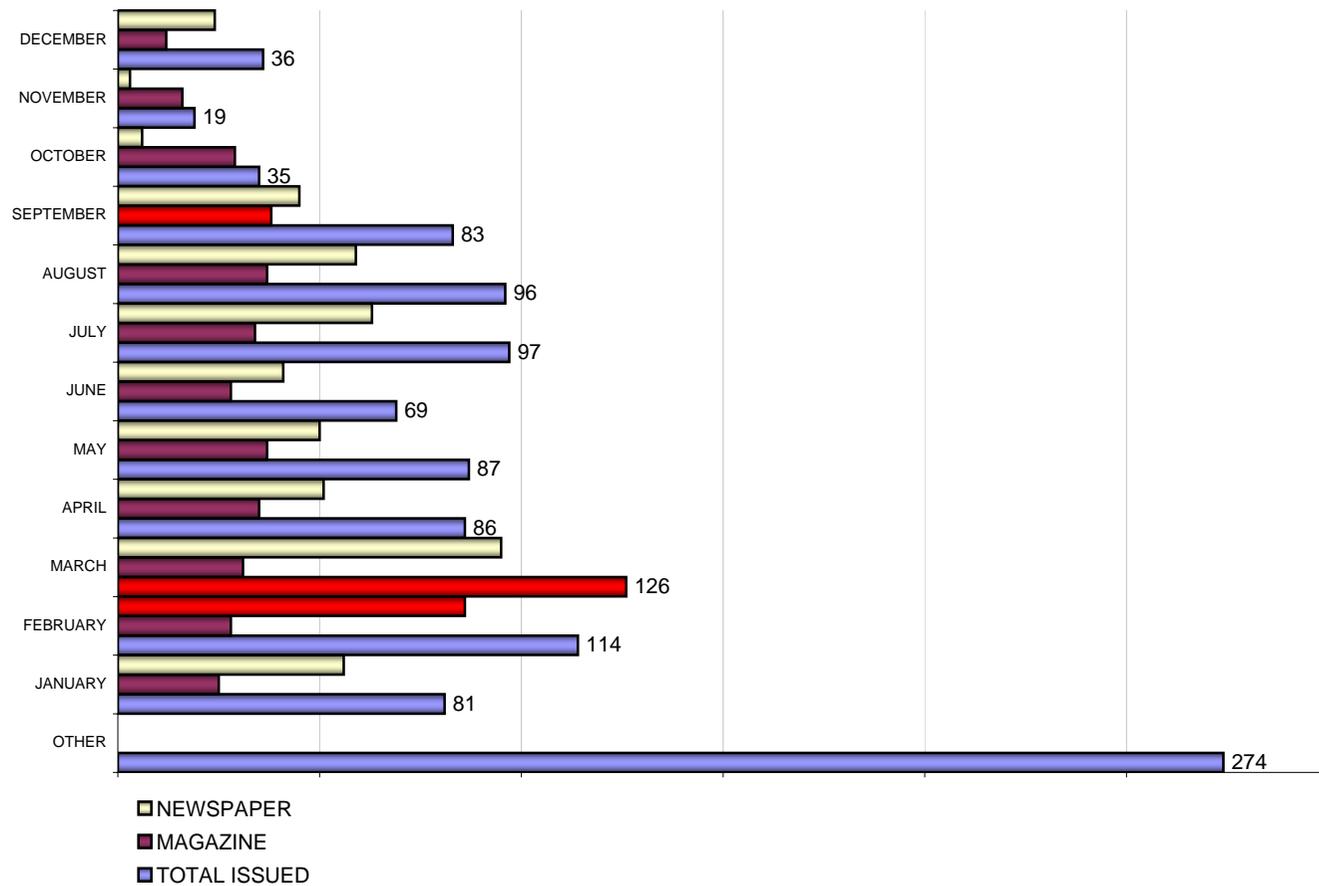
1088	508	512	68	996	95	1172	1240	1975	53	51	13	10
articles, nr.	newspapers, issued	magazines, issued	internet, issued	sector, articles	extrasector, articles	columns, nr.	pages, nr.	photos, nr.	photos opening	photos double	cover, nr.	cover recall, nr.



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Volvo 2006 Corporate, 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.



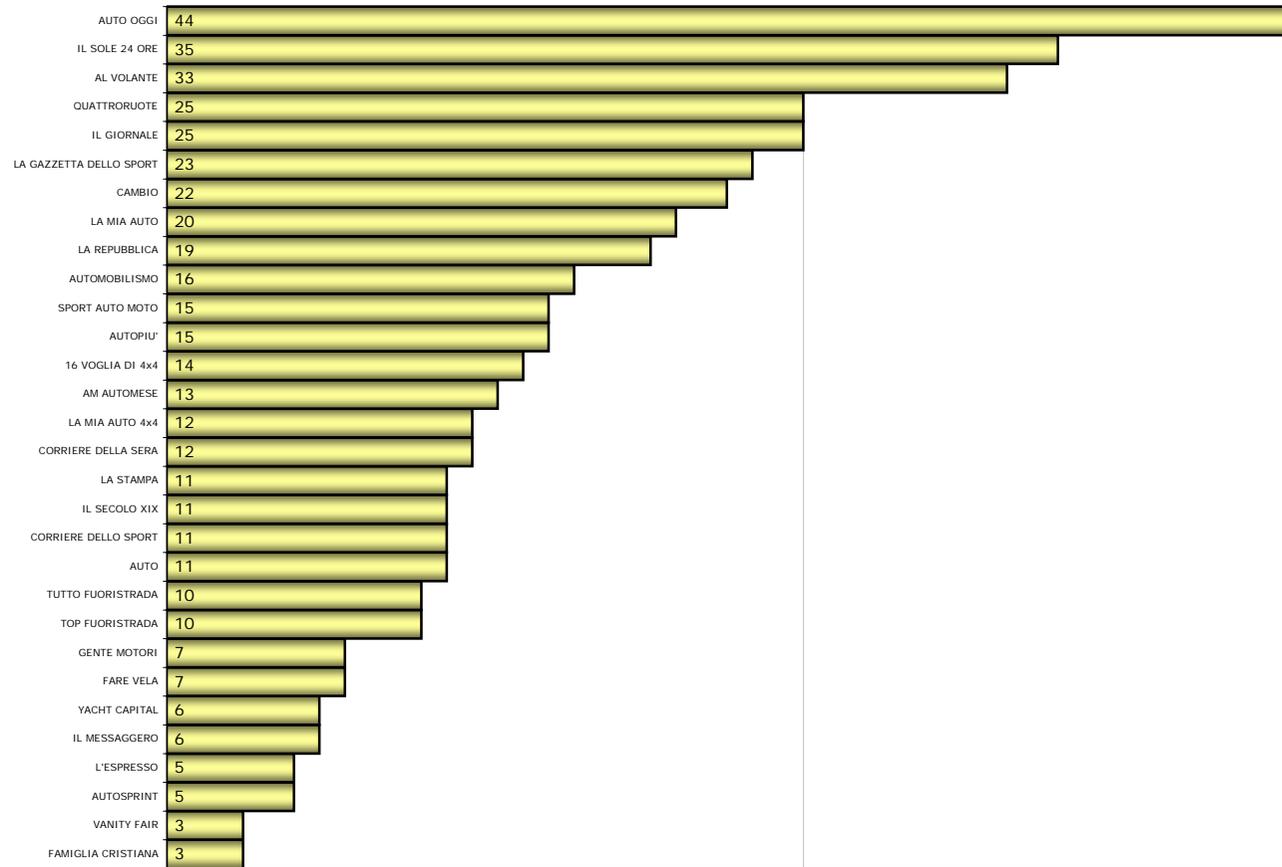


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This diagram highlights the number of articles per newspaper or magazine. The list contains major newspapers and magazines classified according to their circulation, number of readers and number of sold copies.



MAJOR HEADING, articles/headings



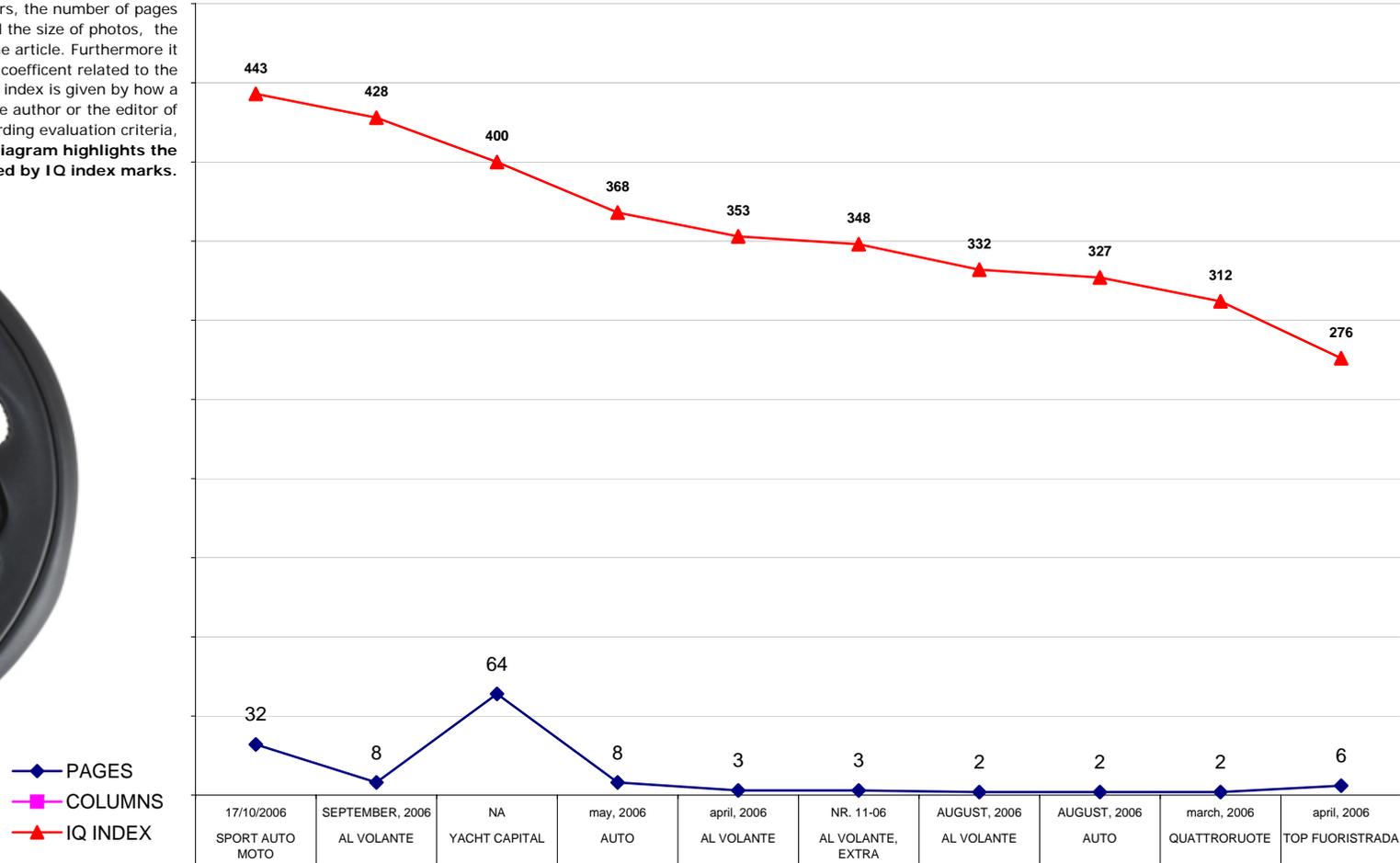


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IQ Index and AP Index define the value of the newspaper and the quality of the article. IQ index is given by many factors such as the circulation, the number of readers, the number of pages composing the article, the number and the size of photos, 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.**



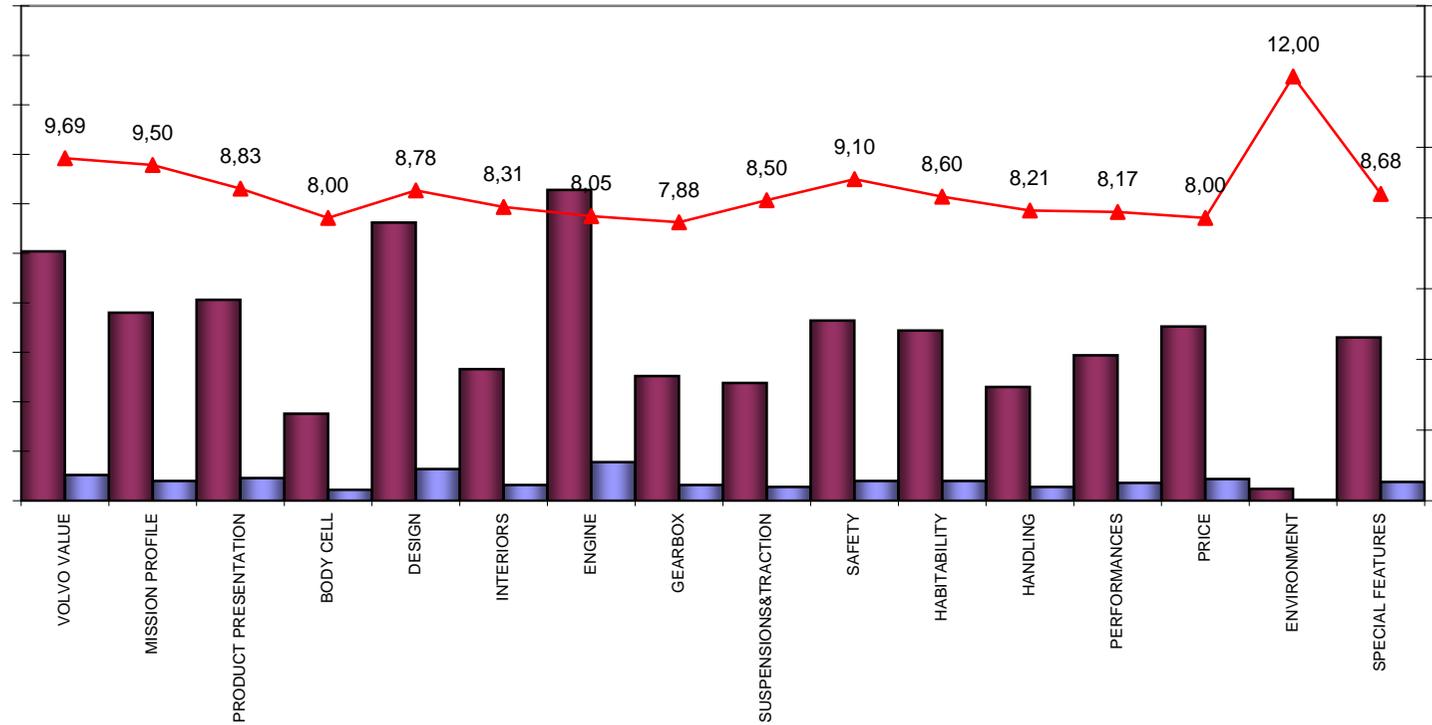
TOPTEN IQ INDEX





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PRODUCT ANALYSIS and AVERAGE MARKS



HIT SUM
 HIT TIME
 ▲ AVERAGE MARK

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.

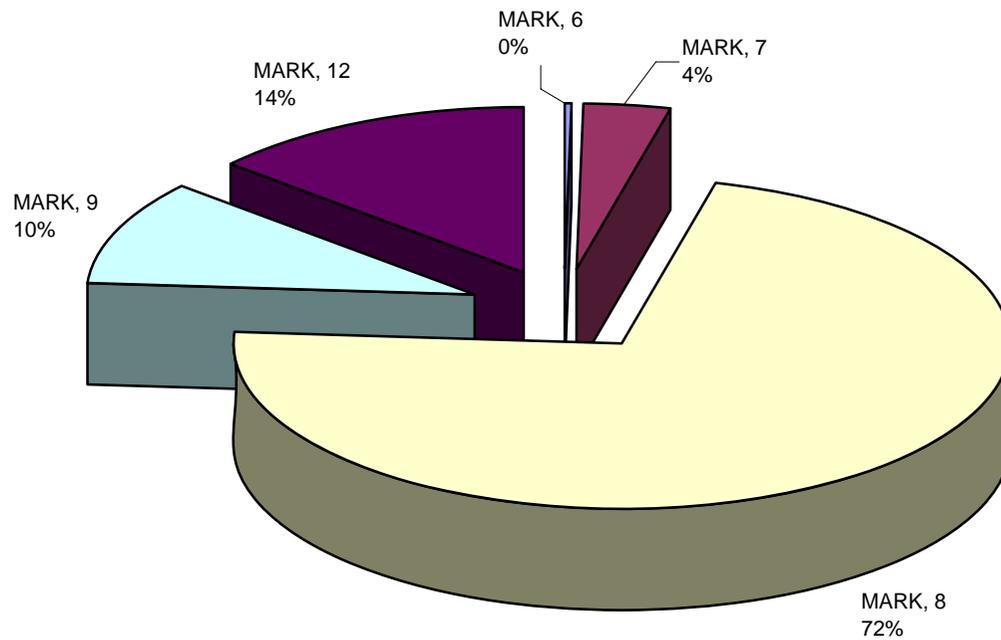


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This pie chart express the marks received percentage sharing out. Keytable, available in press review, specifies application criteria related to words, adjectives and concepts used by authors. Titles, half titles, subheadings, picture's legends and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



MARK PERCENTAGE



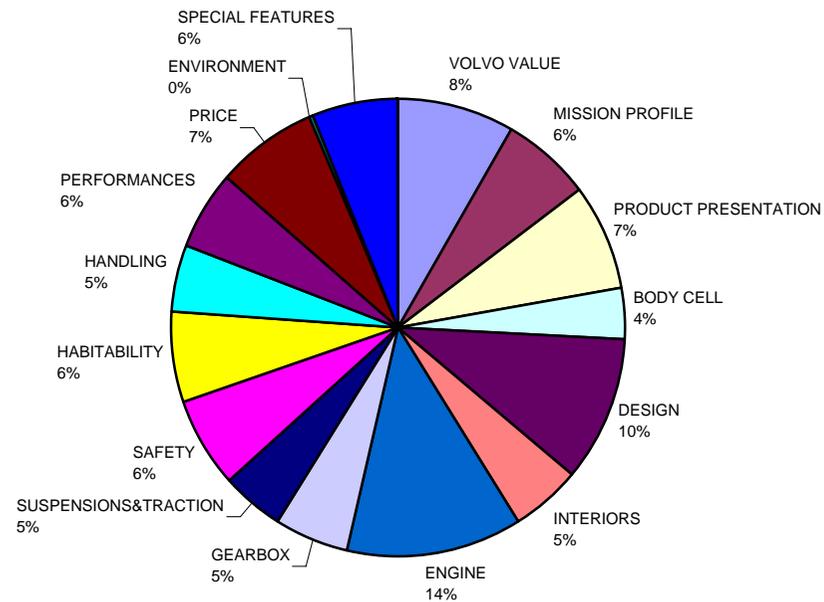


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This pie chart express the topic percentage sharing out based on how many times a certain subject has been discussed in all articles oh this Volvo Corporate press review.
It show what topics have receveid more attention by both specialized press or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



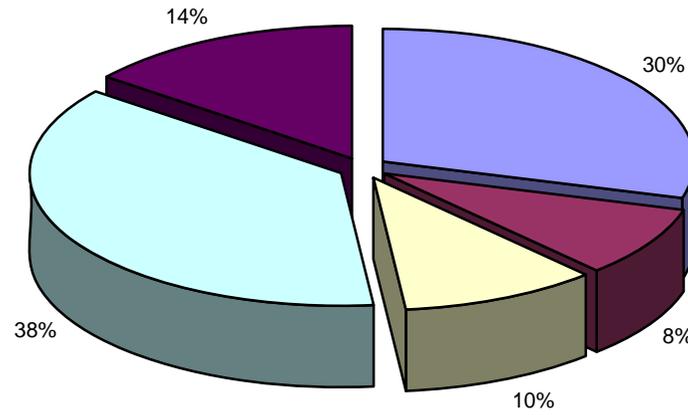
ITEM PERCENTAGE





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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



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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

