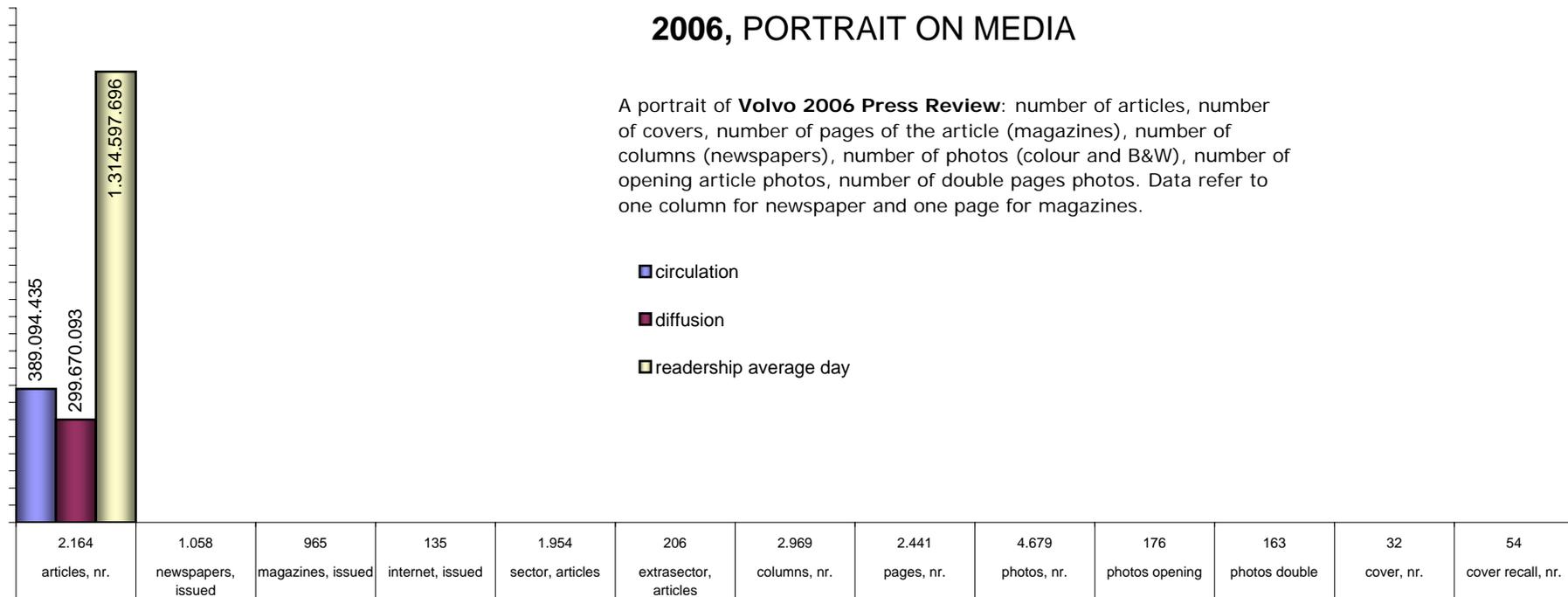




## 2006, PORTRAIT ON MEDIA

A portrait of **Volvo 2006 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



perseverance

