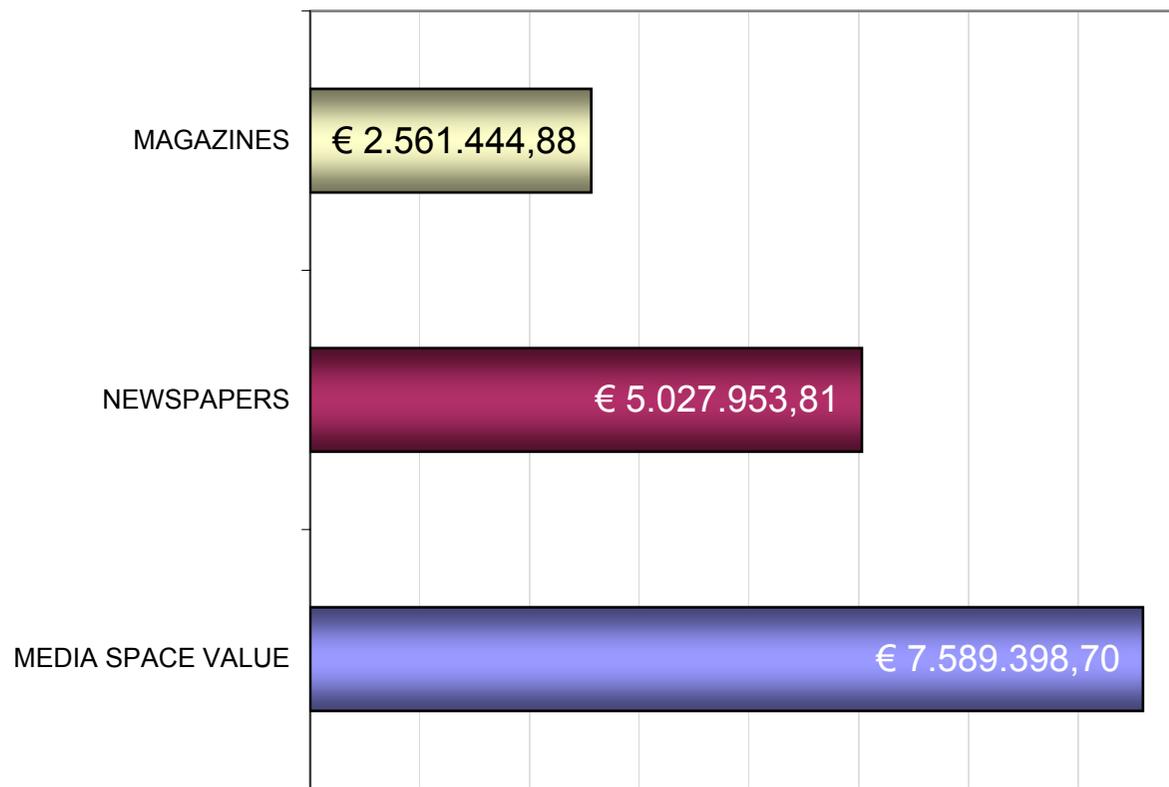




Value of the space achieved by Volvo C70 Convertible: blu indicates the whole value in Euros, obtained from all the articles published in newspapers and magazines, both specialized or not.

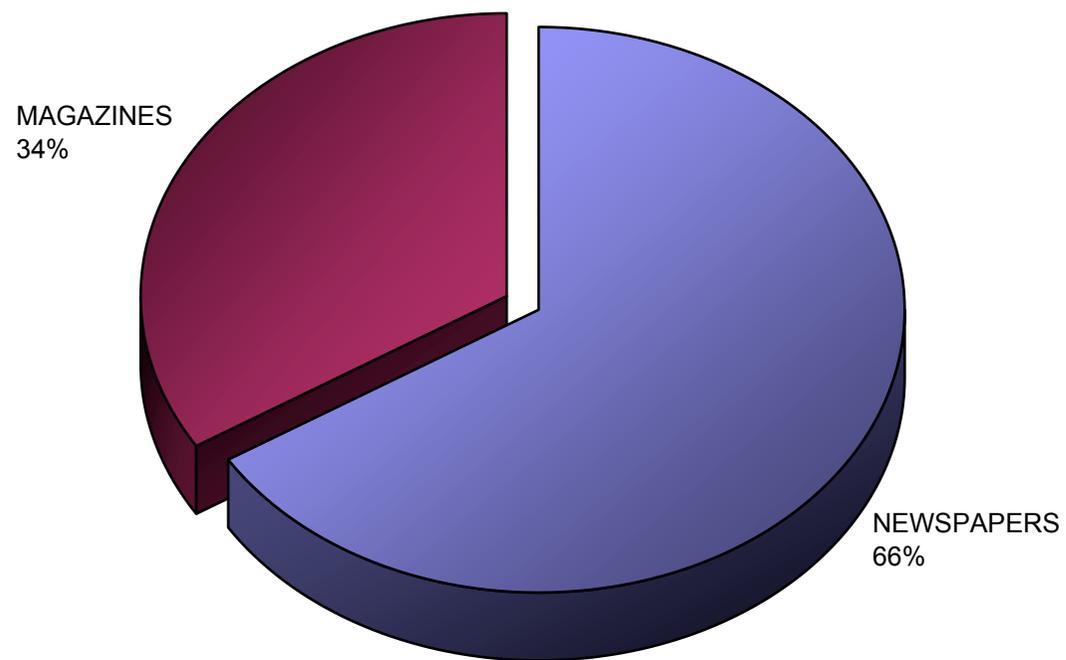
The value given to each published article equals the highest rate of an advertising page from the Publisher price list.

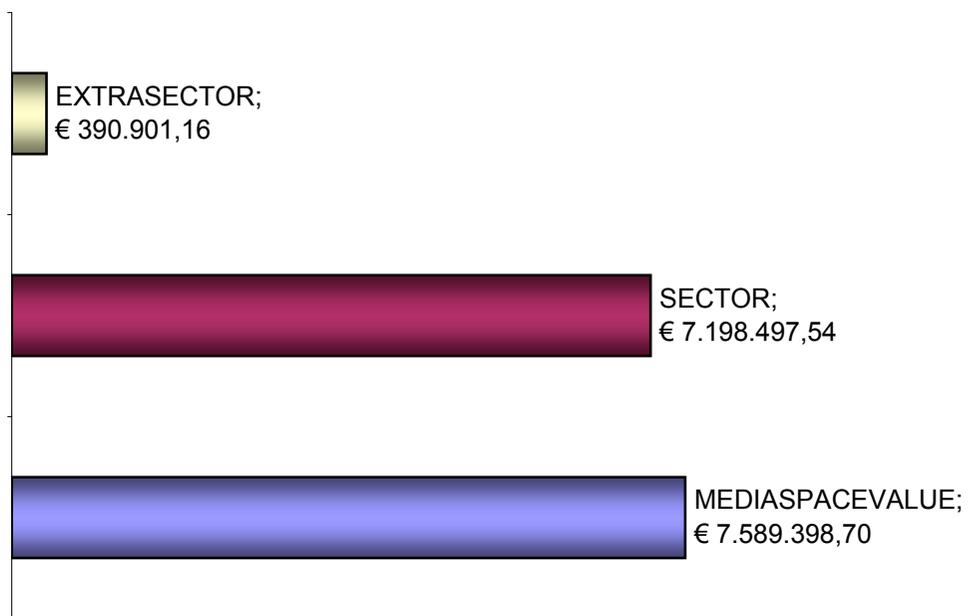
The value relates to 183 articles published.



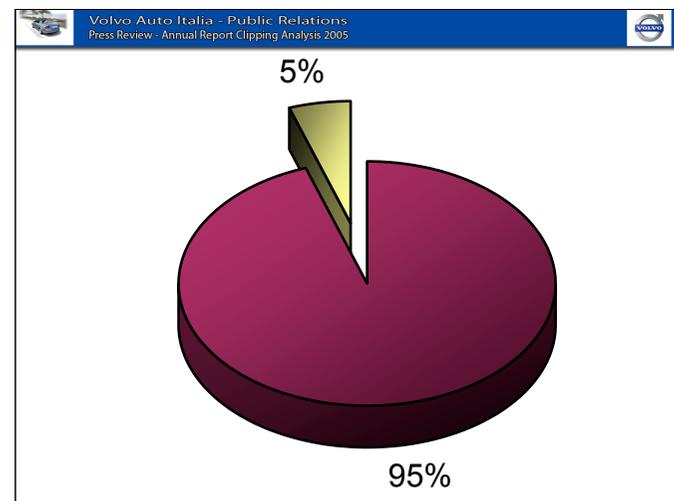


Media space value
percentage sharing out.



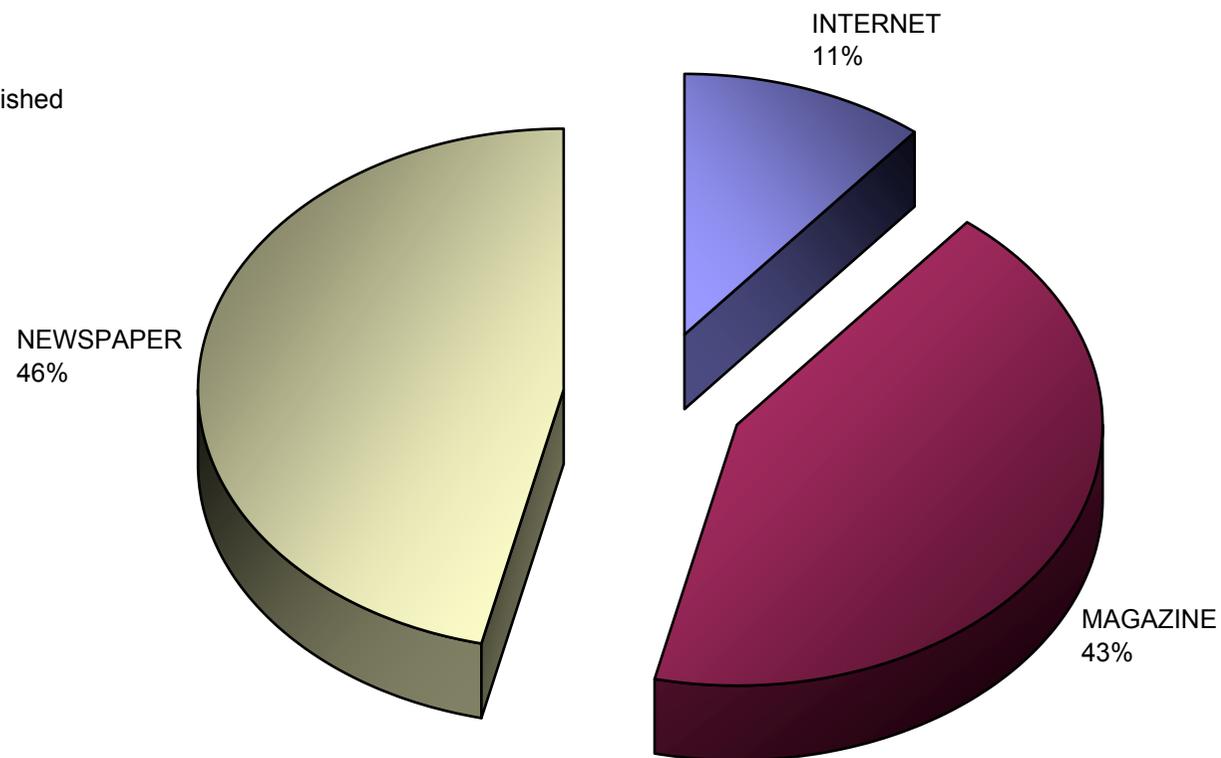


Space value economic sharing out regarding communication media both specialized or not. The diagram shows each value and percentage.



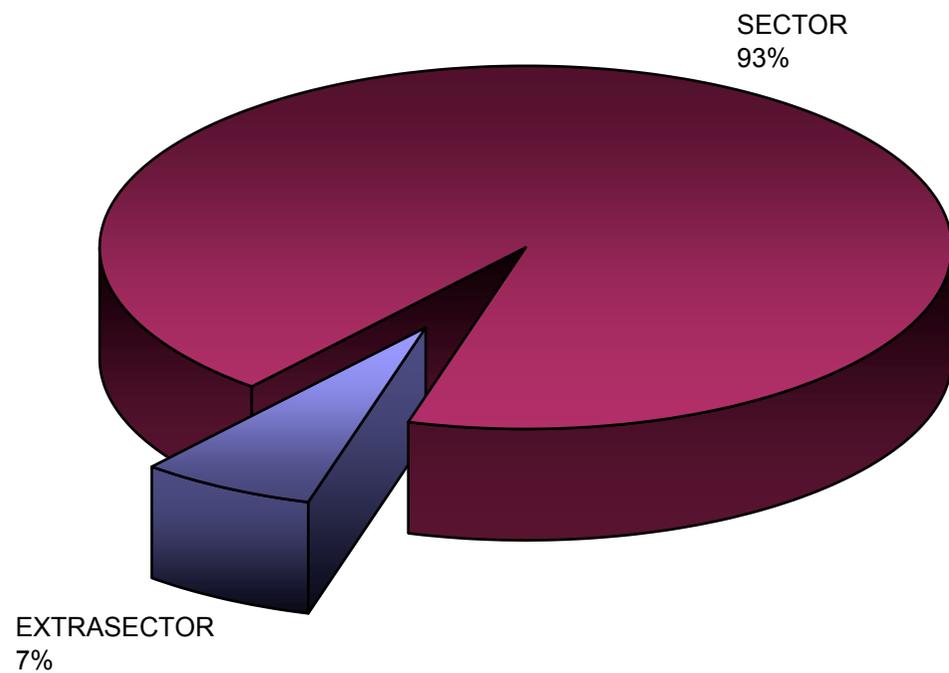


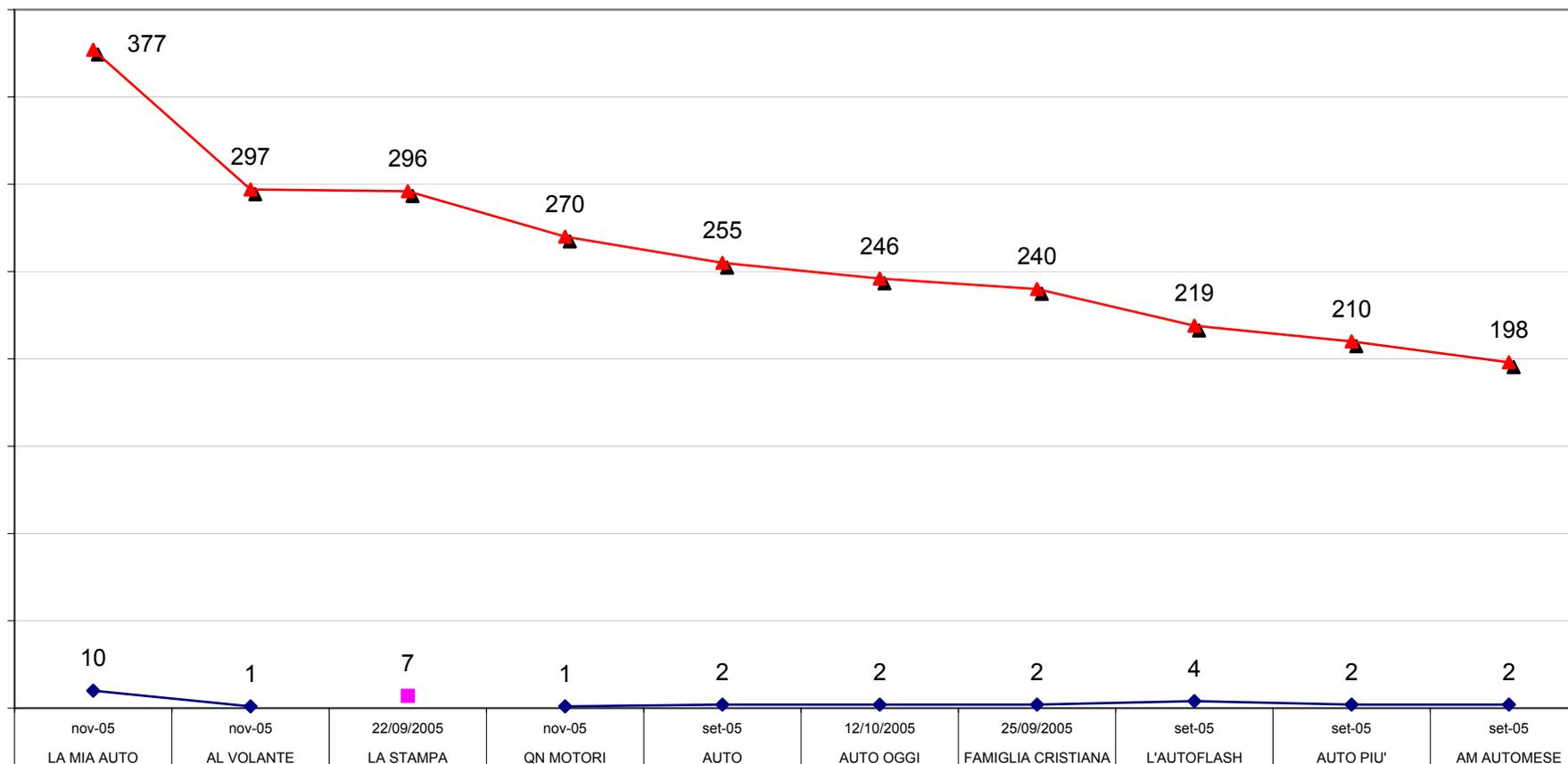
Percentage sharing out regarding the number of published articles by each medium. The pie chart highlights the share of articles published by both specialized press or not.





Percentage sharing out regarding the number of published articles by each medium. The pie highlights the share of articles published by both specialized press or not.

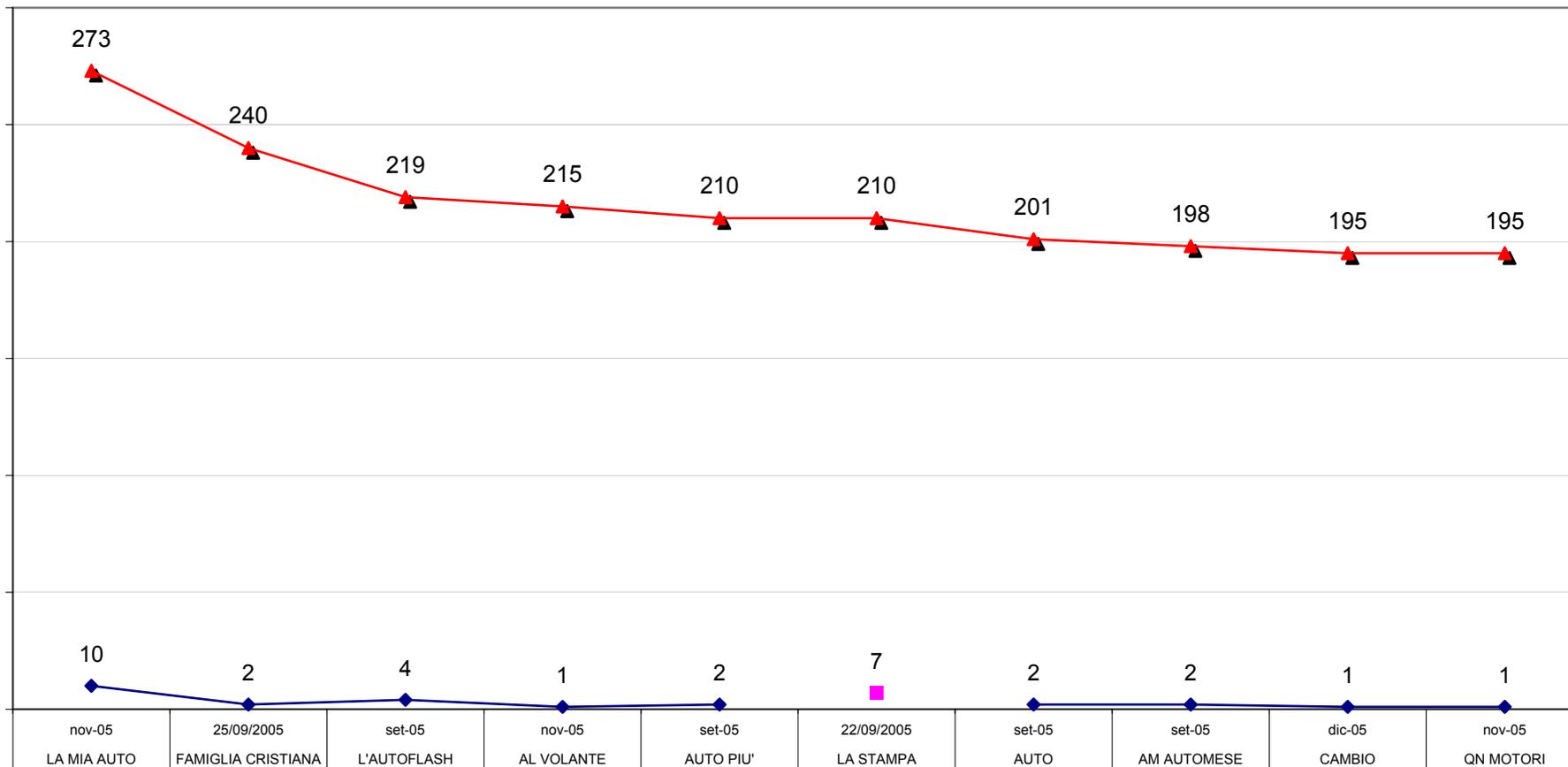




IQ index and AP index define the value of the newspaper and the quality of the article. IQ index is given by many factors such as the circulation, the number of readers, the number of pages composing the article, the number and the size of photos, the number of times Volvo is mentioned in the article. 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 summing up IQ and AP index marks.

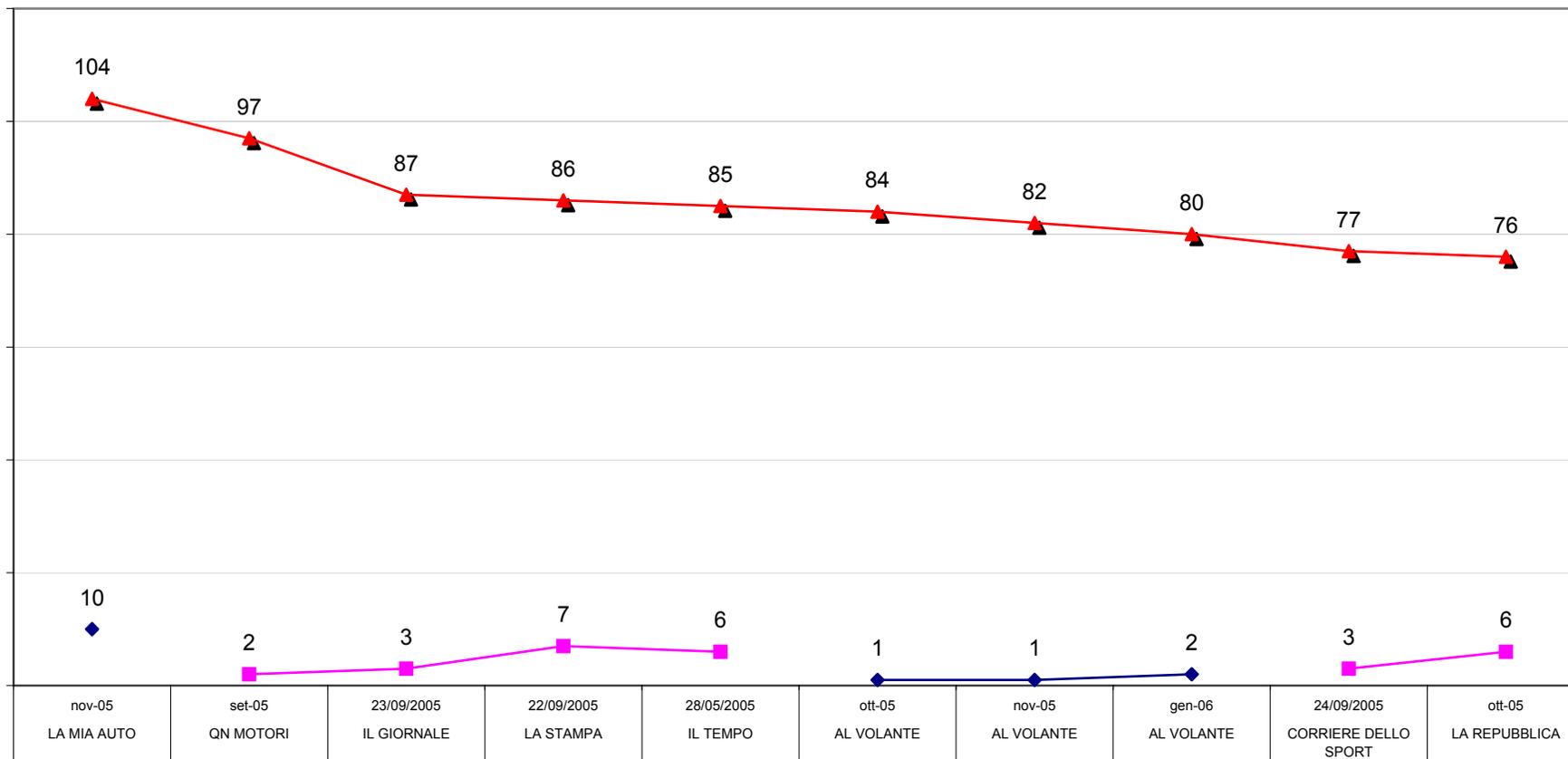
- ◆ PAGES
- COLUMNS
- ▲ IQ+AP INDEX



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.

- ◆ PAGES
- COLUMNS
- ▲ IQ INDEX

This diagram highlights the classification defined by IQ index 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.

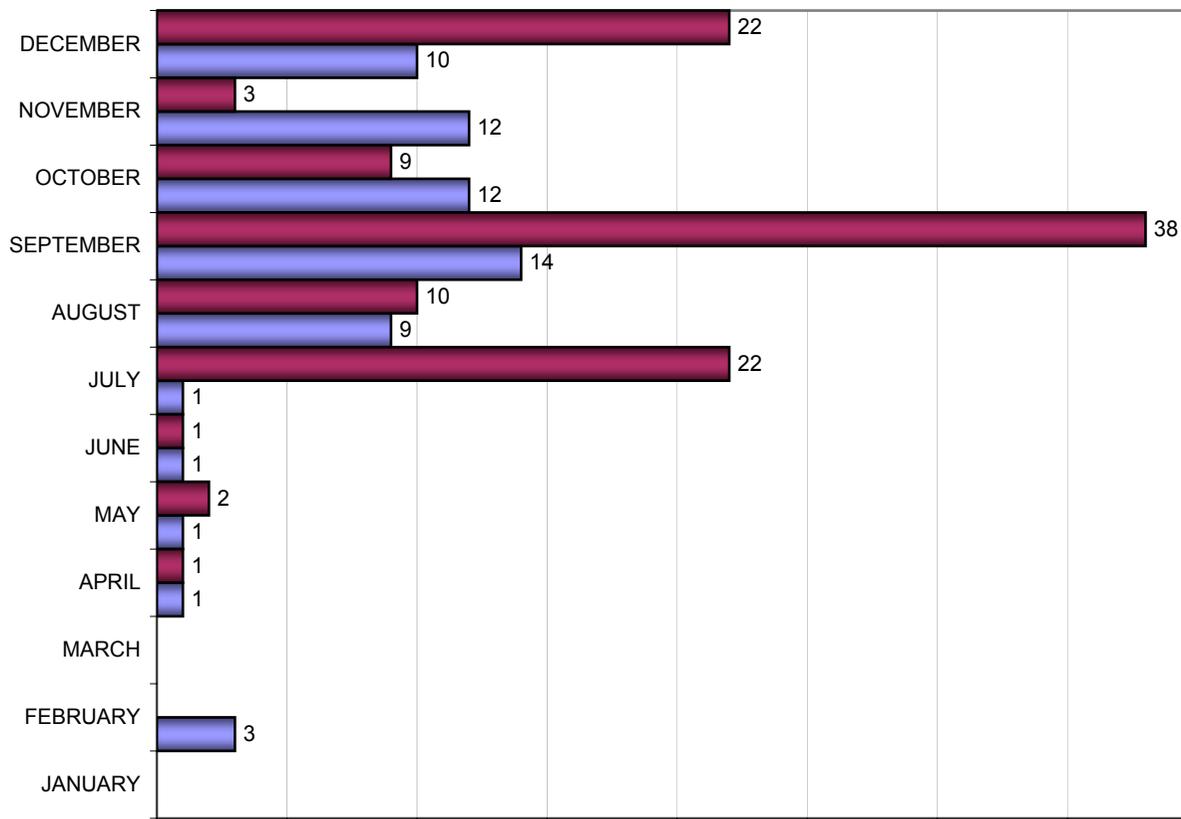
This diagram highlights the classification defined by AP index marks.

- ◆ PAGES
- COLUMNS
- ▲ AP INDEX



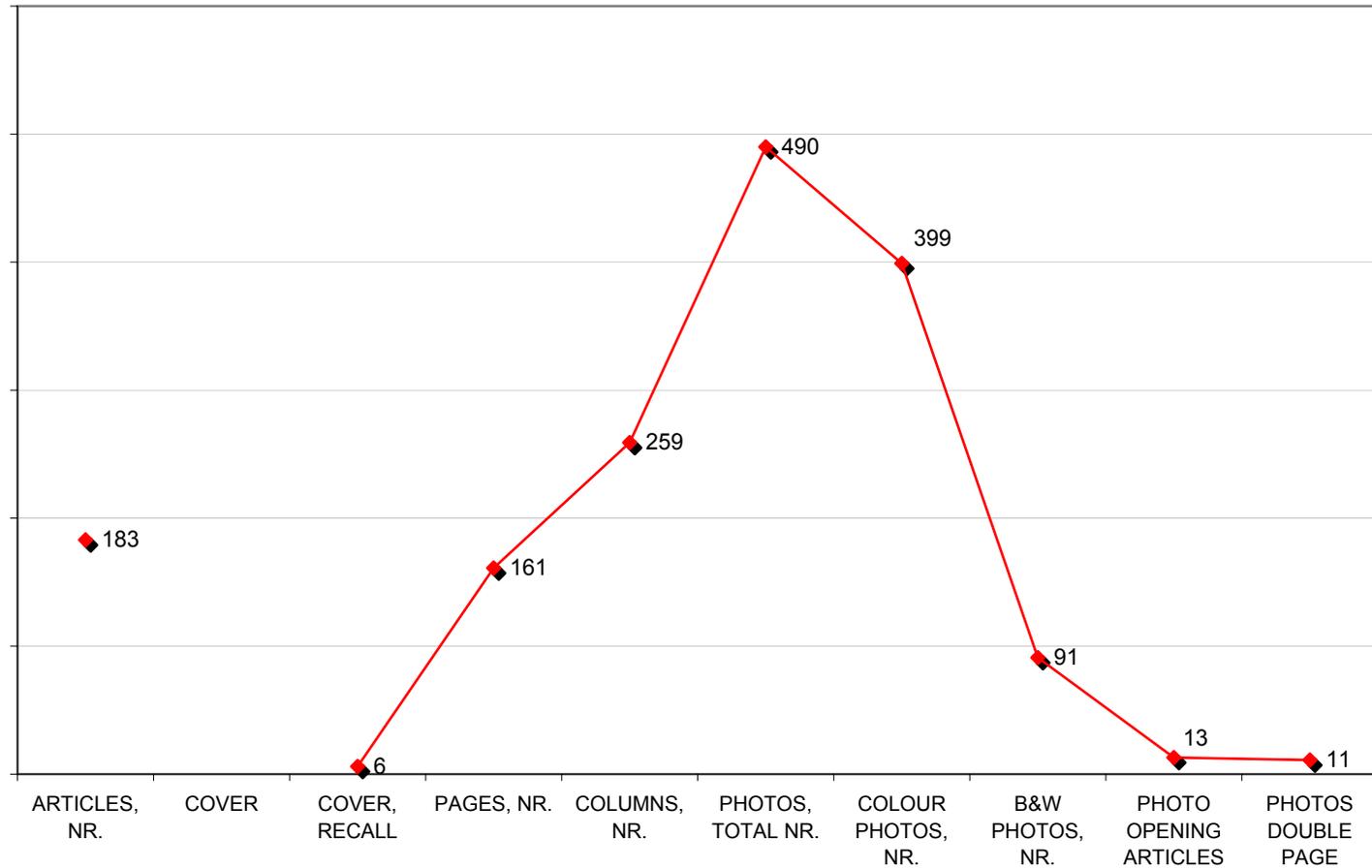
2005 issues schedule:
blue is for magazines' articles,
red is for newspapers' articles.
Newspapers' group also includes Internet data since they have been considered as daily articles.

■ NEWSPAPERS
■ MAGAZINES



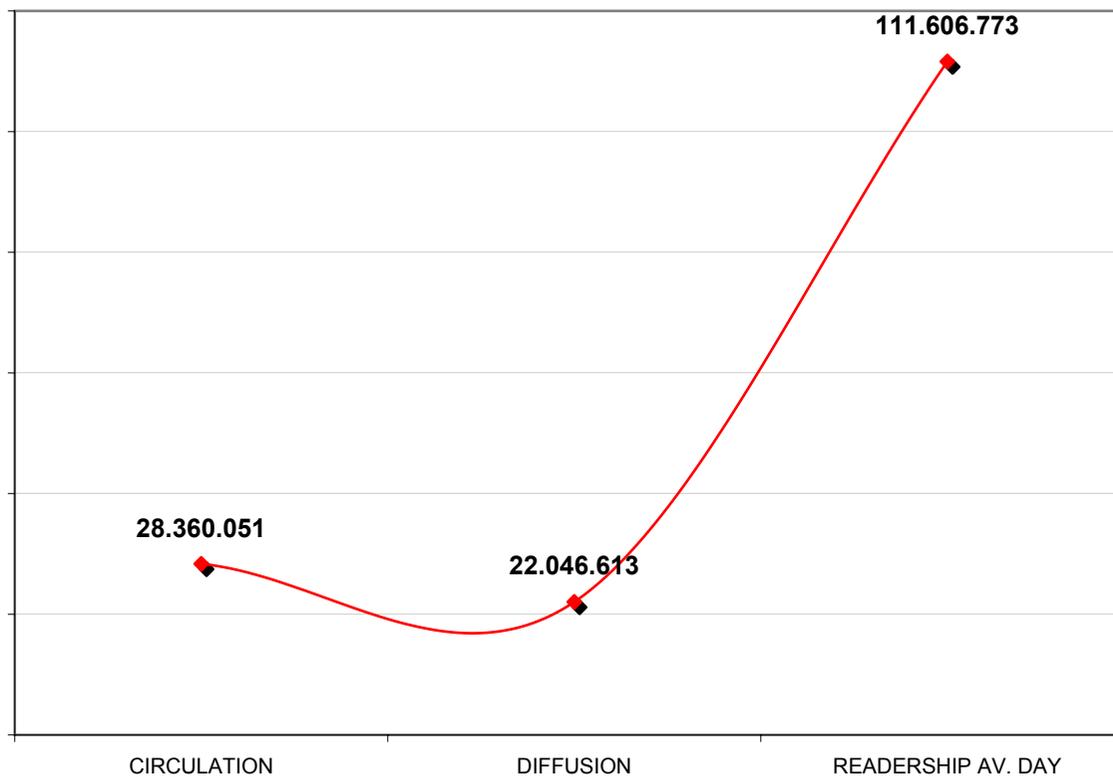


A portrait of Volvo C70 Convertible press review:
number of articles,
number of covers,
number of pages of the article (magazines), number of columns (newspapers), number of photos (colour and B&W), number of opening article photos, number of double pages photos.
Data refer to one column for newspaper and one page for magazines.



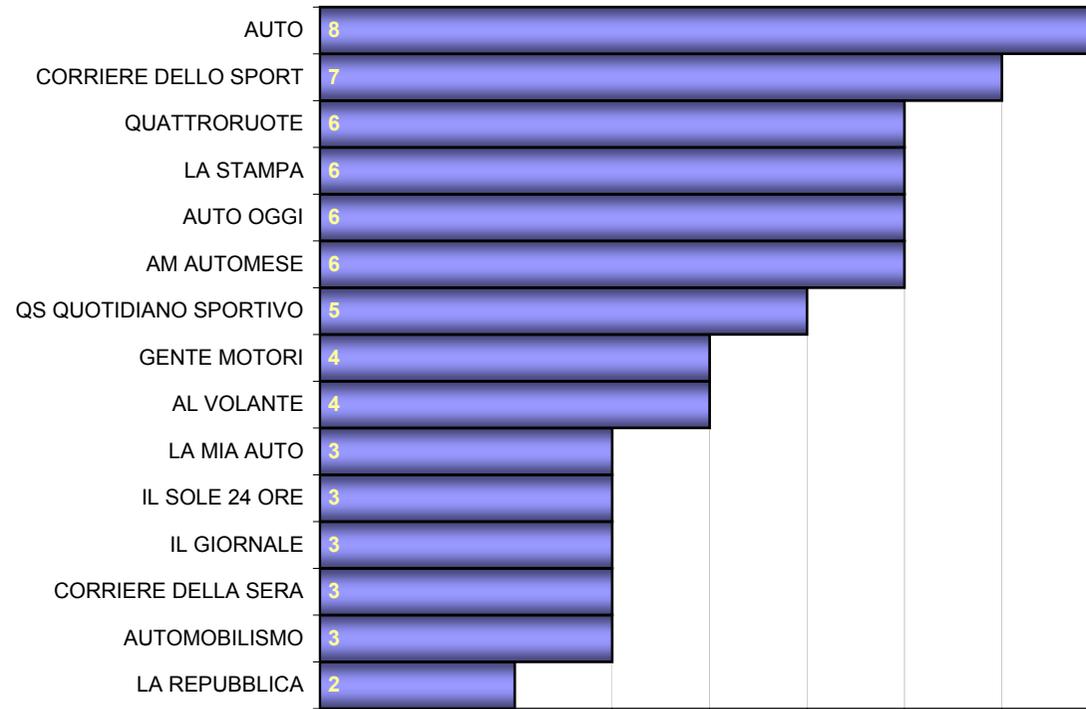


Volvo C70
Convertible:
overall
circulation,
diffusion and
“readership
average day”
data.



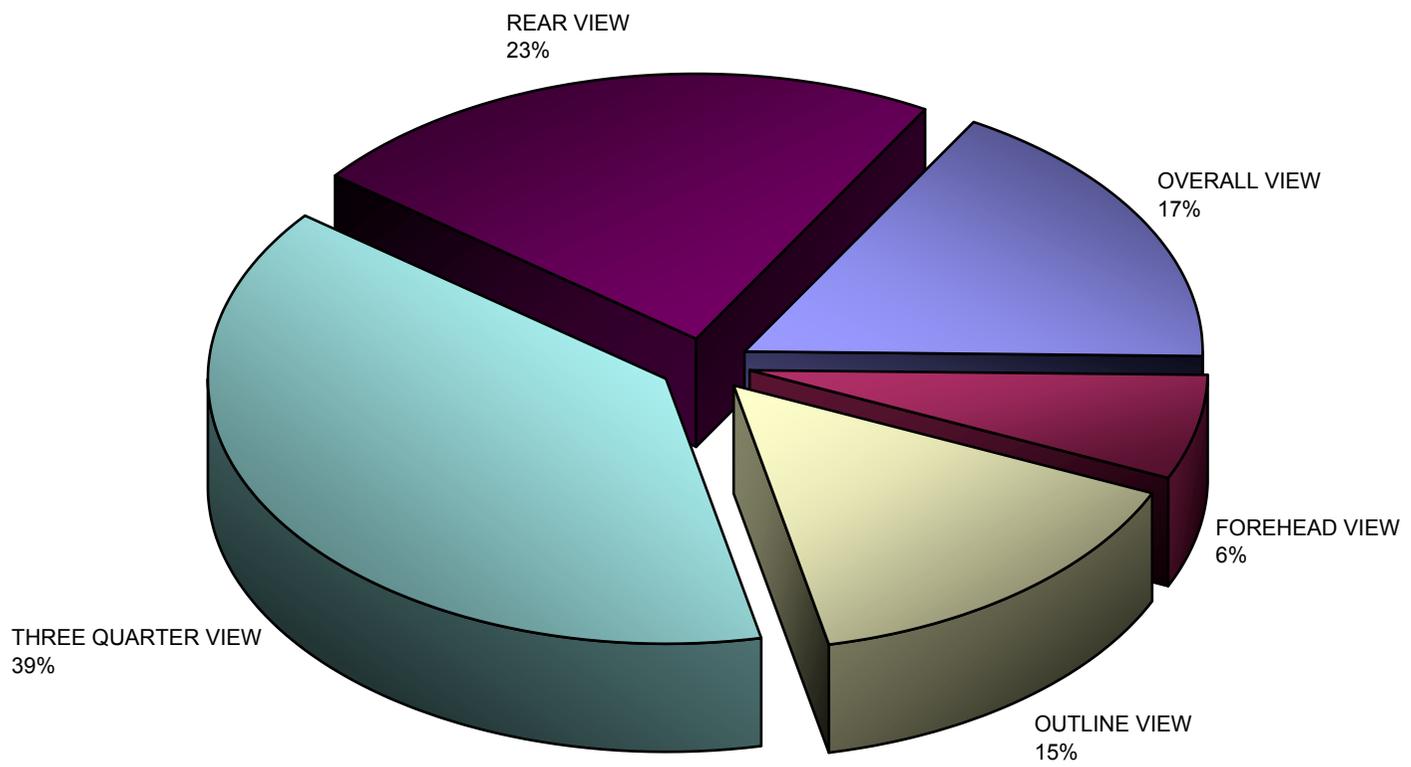


This diagram highlights the number of articles per newspaper or magazine. The list contains major newspapers and magazines classified according to their circulation, number of readers and number of sold copies.





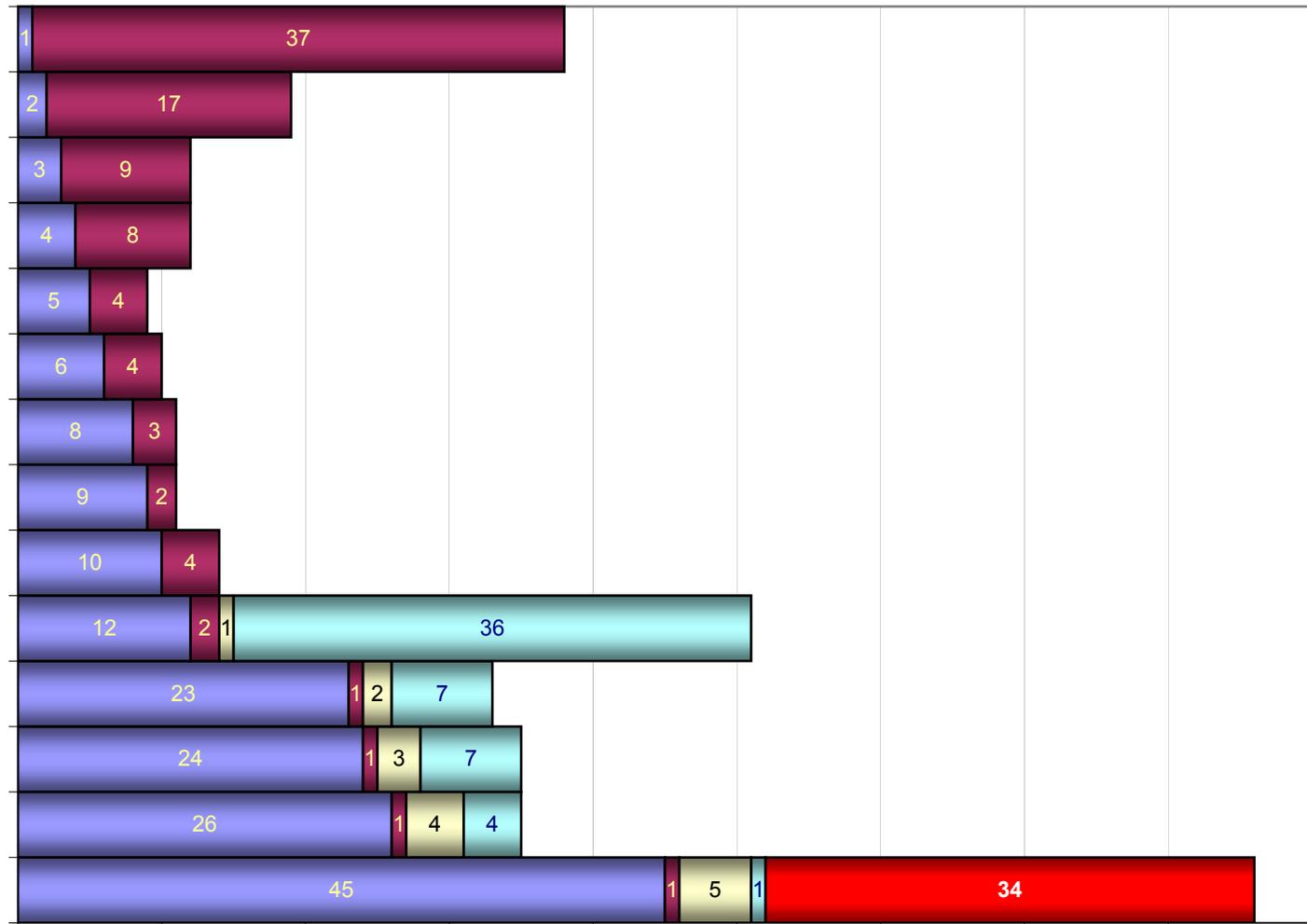
Kind of photos shown by the press. The Internet is included without considering archive's photos.





Comparison between photo and magazine's&newspapers articles.
The chart show also articles without photos: red column.
For example: 37 it's the number of articles with only one photo... and 45 it's the number of photos in only one article... and so, and so...

- Nr. PHOTOS COLOURS IN ARTICLES
- Nr. ARTICLES
- Nr. PHOTOS B&W IN ARTICLES
- Nr. ARTICLES
- Nr. ARTICLES WITHOUT PHOTOS





Size of Colour photos

small:

from thumbnail to 1/5 of page

medium:

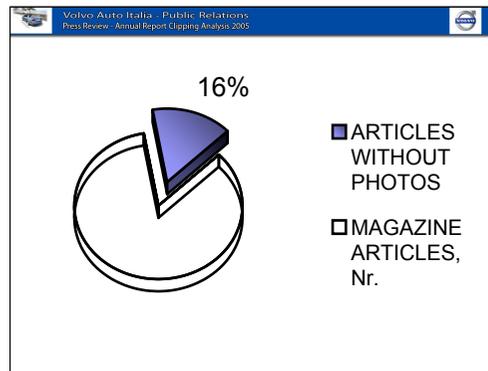
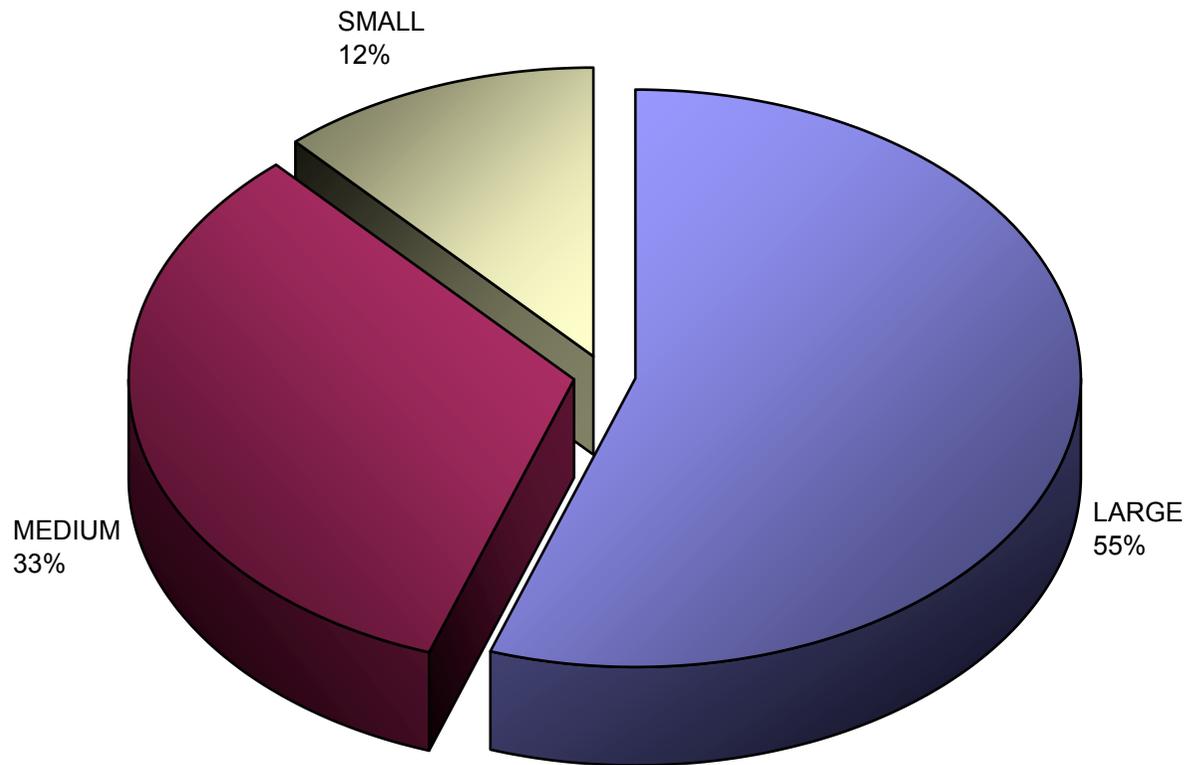
smaller than half page

large:

from half page to double pages,
and opening article photos.

In the box:

percentage articles with/without photos.





Size of B&W photos

small:

from thumbnail to 1/5 of page

medium:

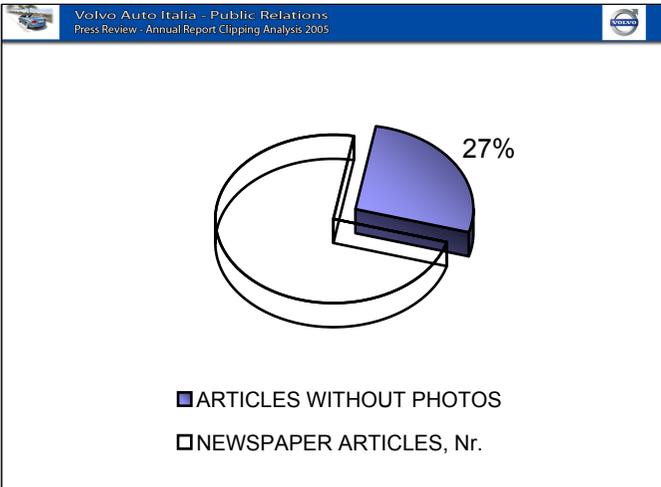
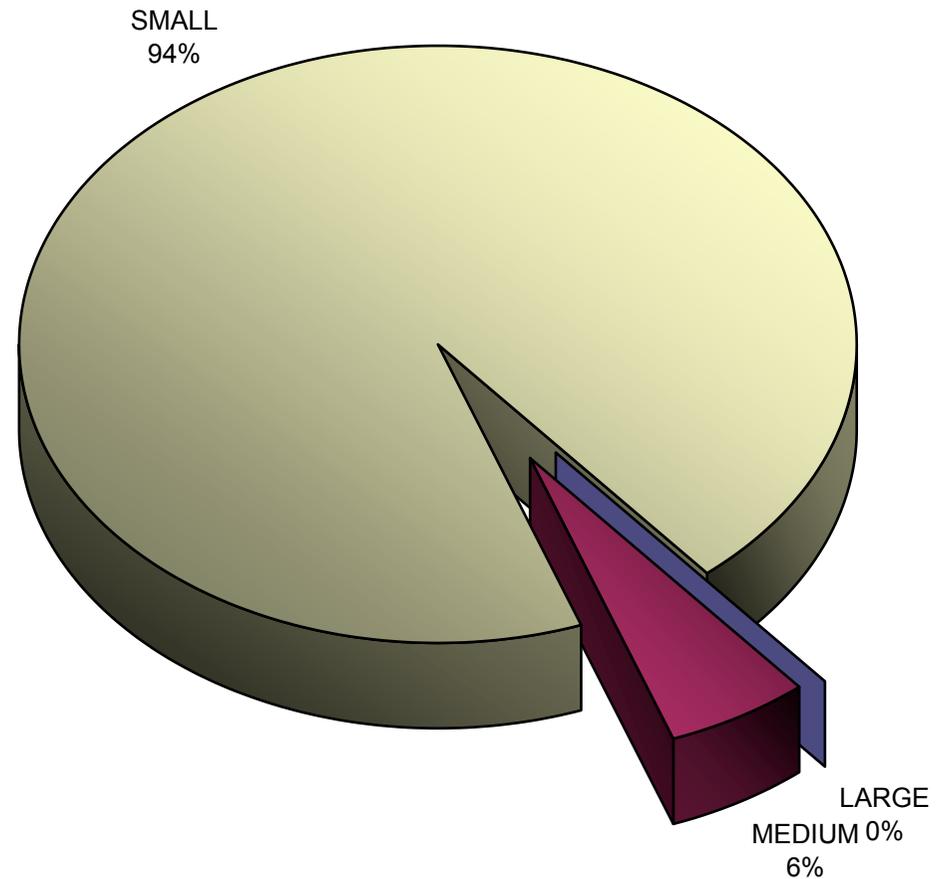
smaller than half page

large:

from half page to double pages,
and opening article photos.

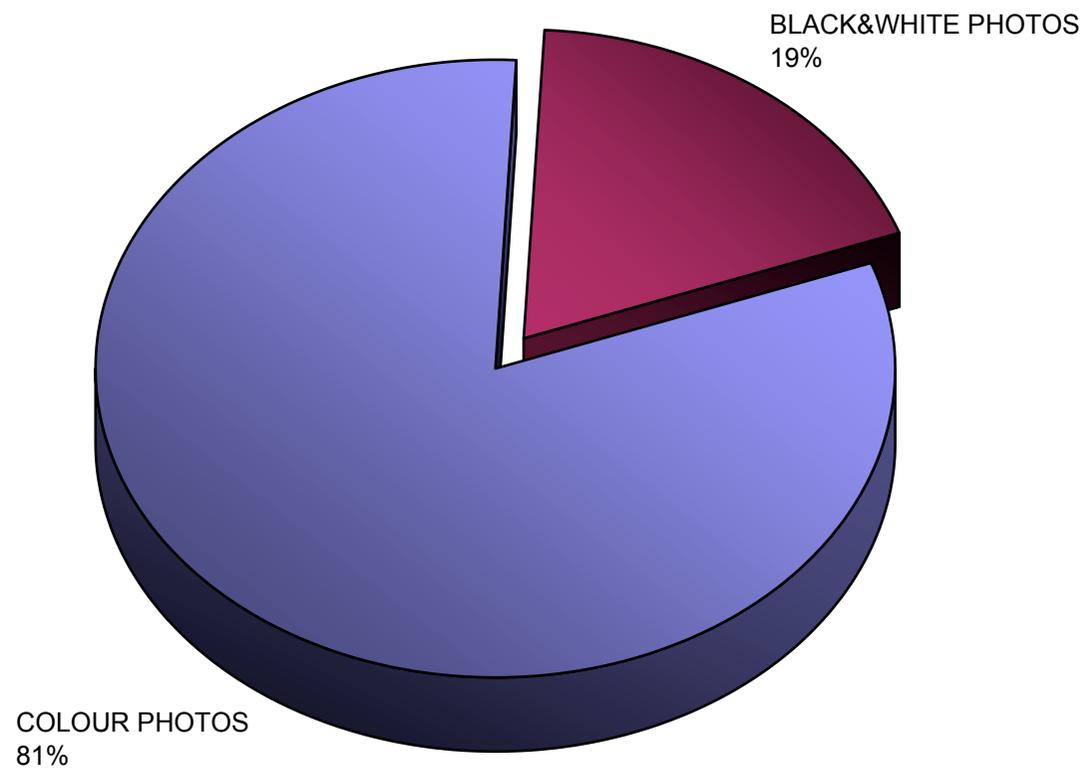
In the box:

percentage articles with/without photos.



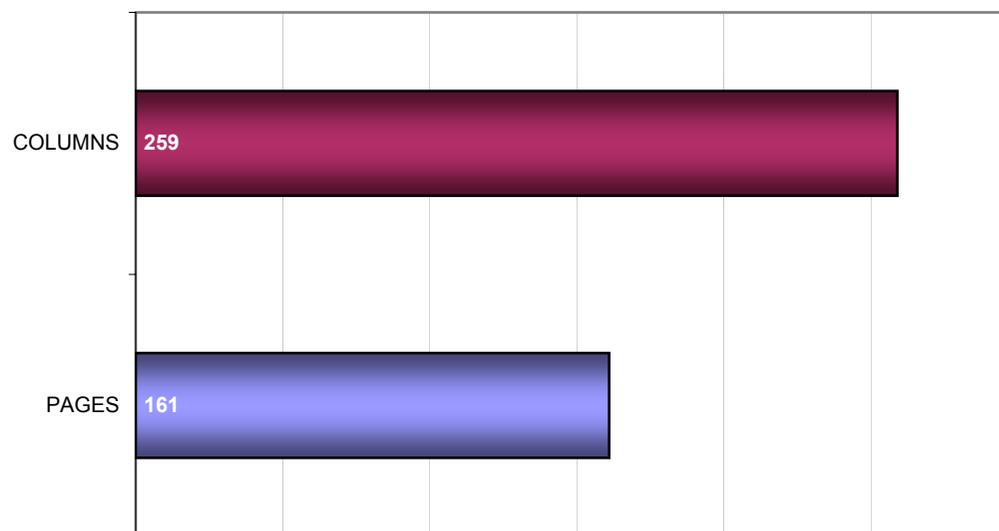


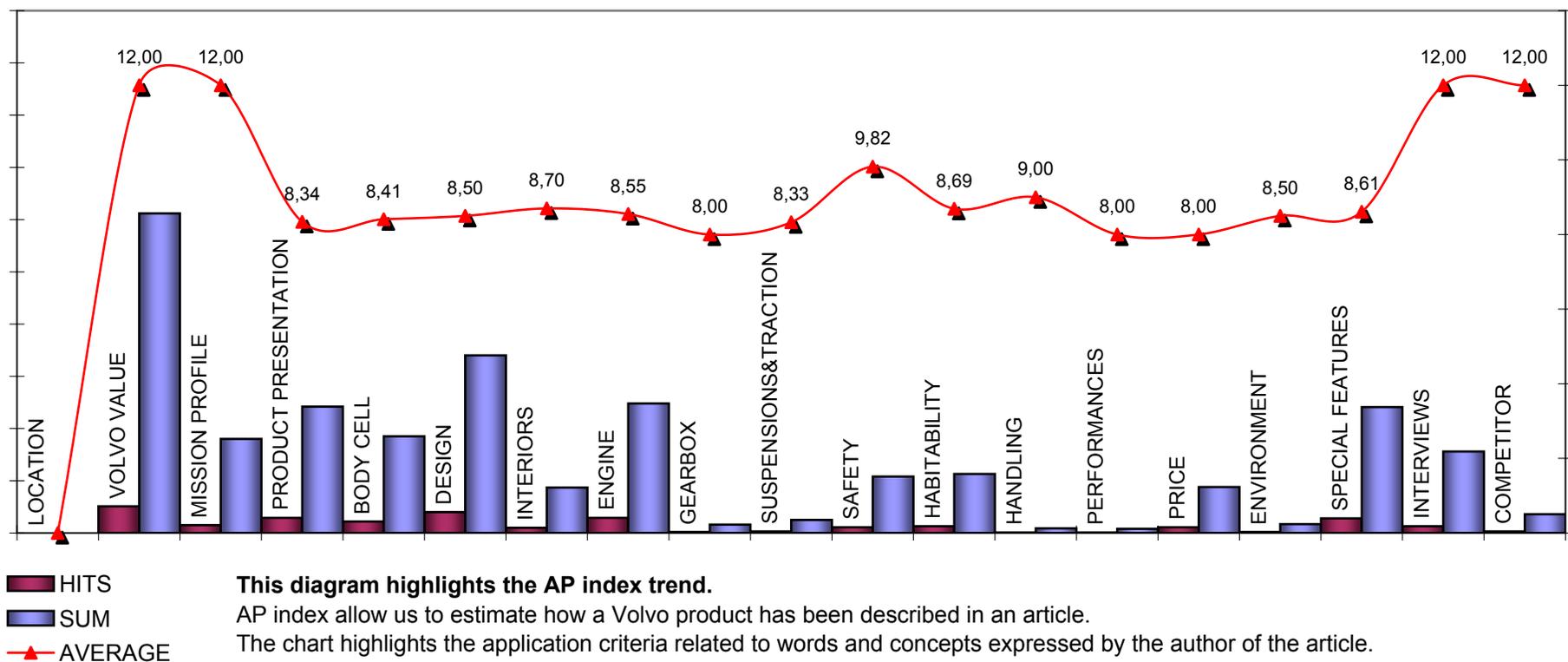
Comparison between
the number of colour photos
and that of
black and white ones.





Comparison between
newspaper's columns
and magazine's pages.



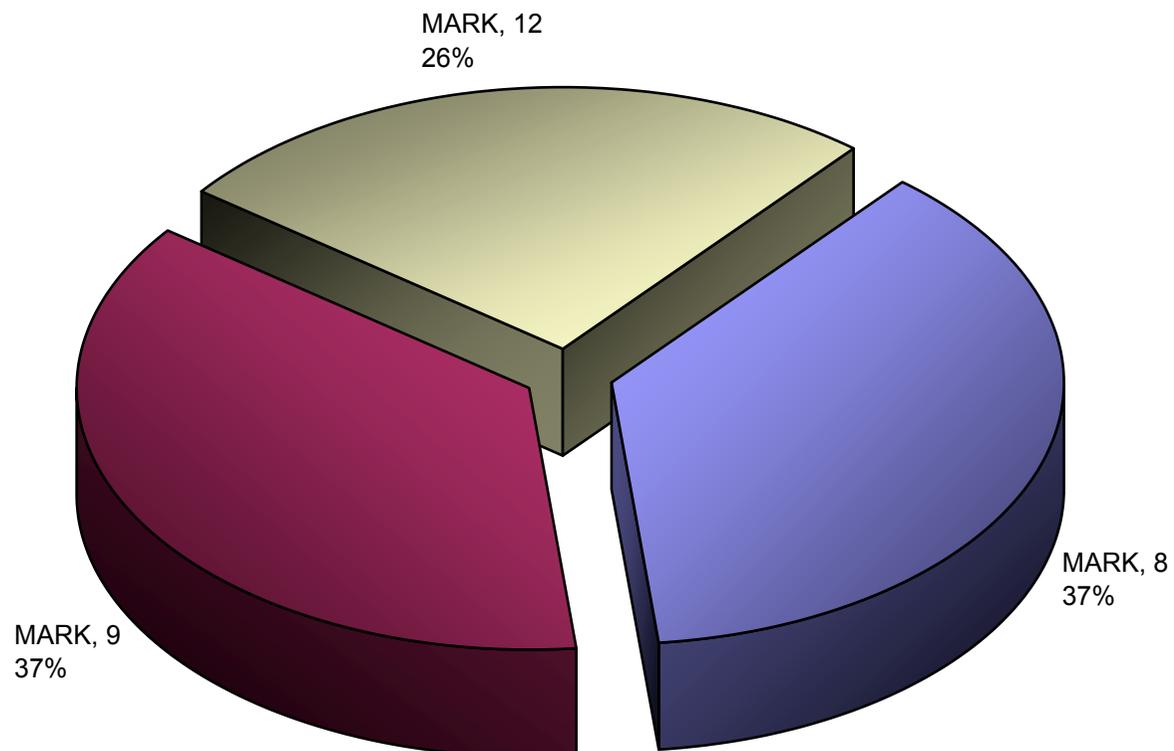




This pie chart express the marks received percentage sharing out.

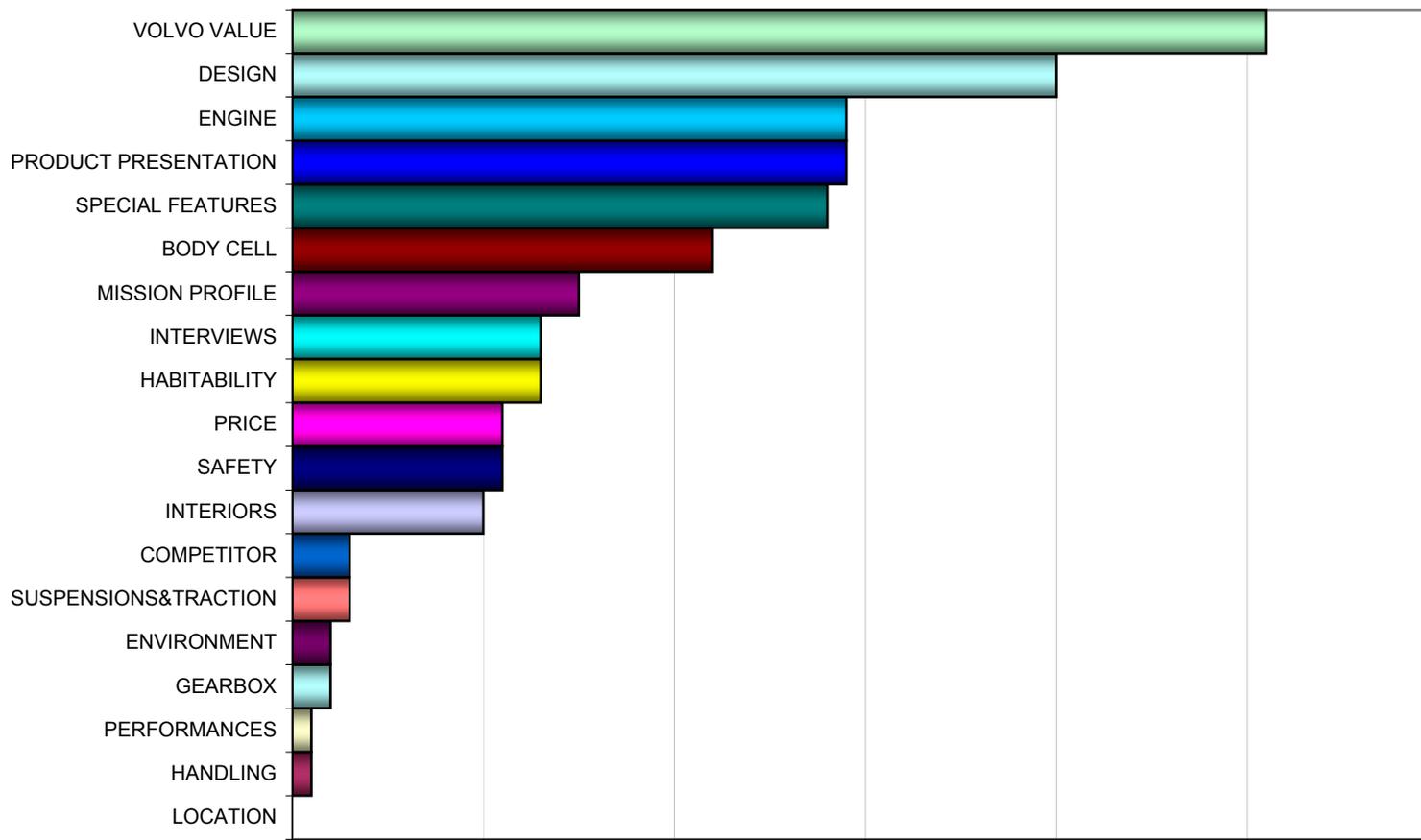
Keytable, available in press review, specifies application criteria related to words, adjectives and concepts used by authors.

Titles, half titles, subheadings, picture's legends and texts are analysed.



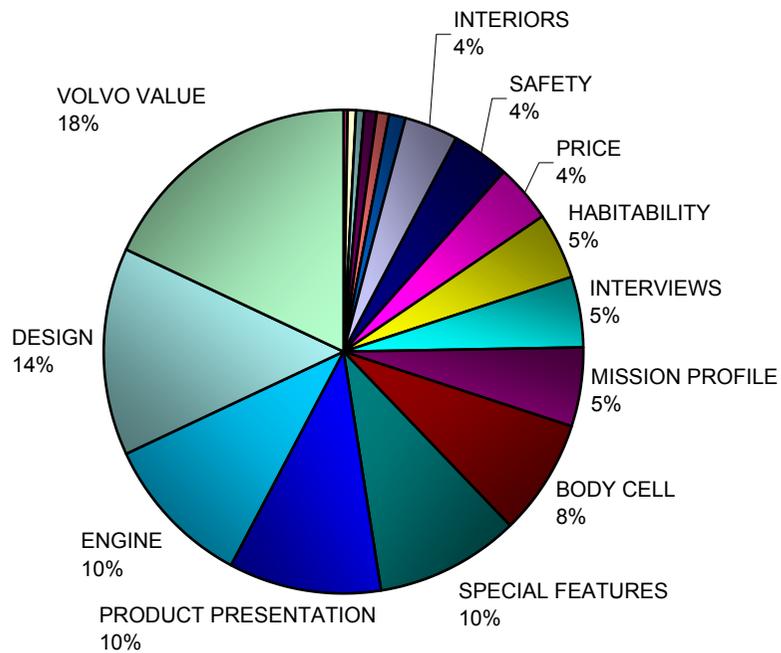


This diagram shows how many times a certain topic, highlighted on left of the column, has been found in the article presenting a Volvo product. The number between brackets in the title express how many times the topic has been discussed in all the 183 articles of this Volvo C70 Convertible press review. Topics which have been given more attention by both the specialized press or not, are standing out.



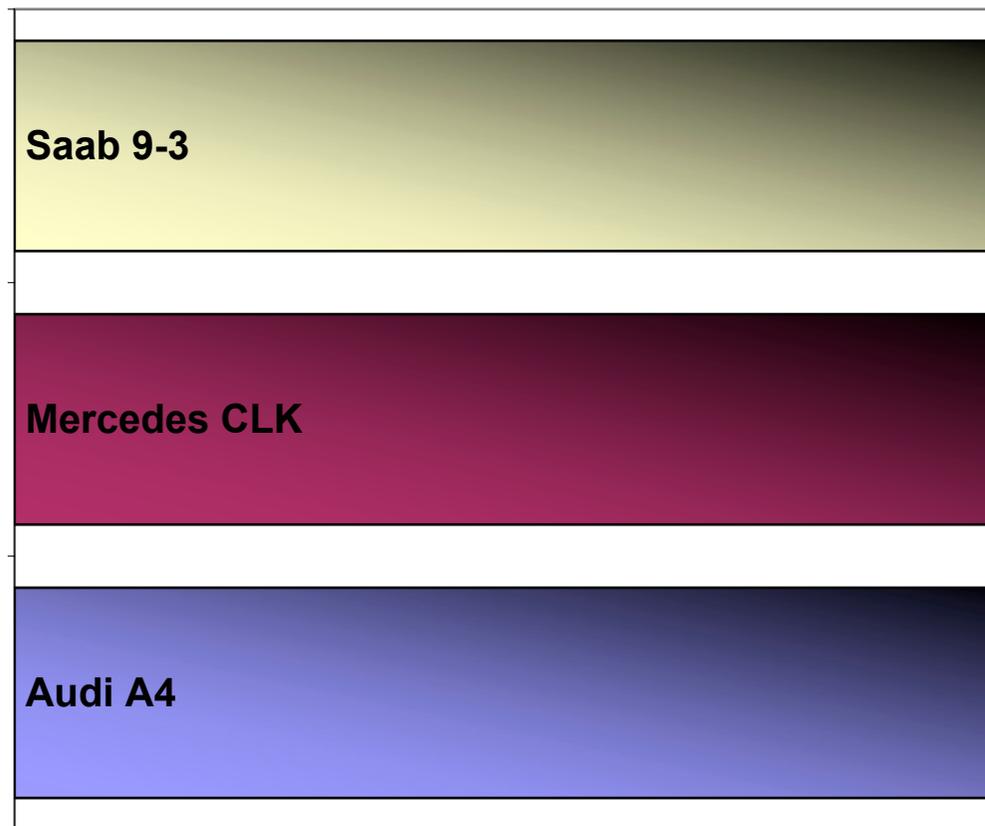


This pie chart express the topics percentage sharing out based on how many times a certain subject has been discussed in all 183 articles of this Volvo C70 Convertible press review. It show what topics have received more attention by both specialized press or not.





Volvo C70 Convertible and the competitors. The diagram shows which cars (Brands and Models when available) have been picked by journalist as Volvo C70 Convertible competitors. Presence in diagram means either that competitor model has been simply mentioned in the article or that a comparative test has been made.





Number of times that the word Volvo has appeared in titles, half titles, subheadings, texts and in picture's legends in all 183 articles examined.

In the box: share between the items.

ARTICLES, TOTAL Nr.: 183

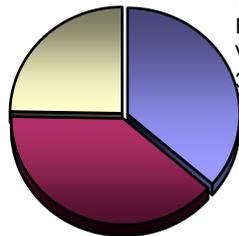
CAPTION, ITEM VOLVO; 112

TEXT, ITEM VOLVO; 176

TITLE, ITEM VOLVO; 164



CAPTION,
ITEM
VOLVO
25%



TEXT, ITEM
VOLVO
39%

TITLE,
ITEM
VOLVO
36%

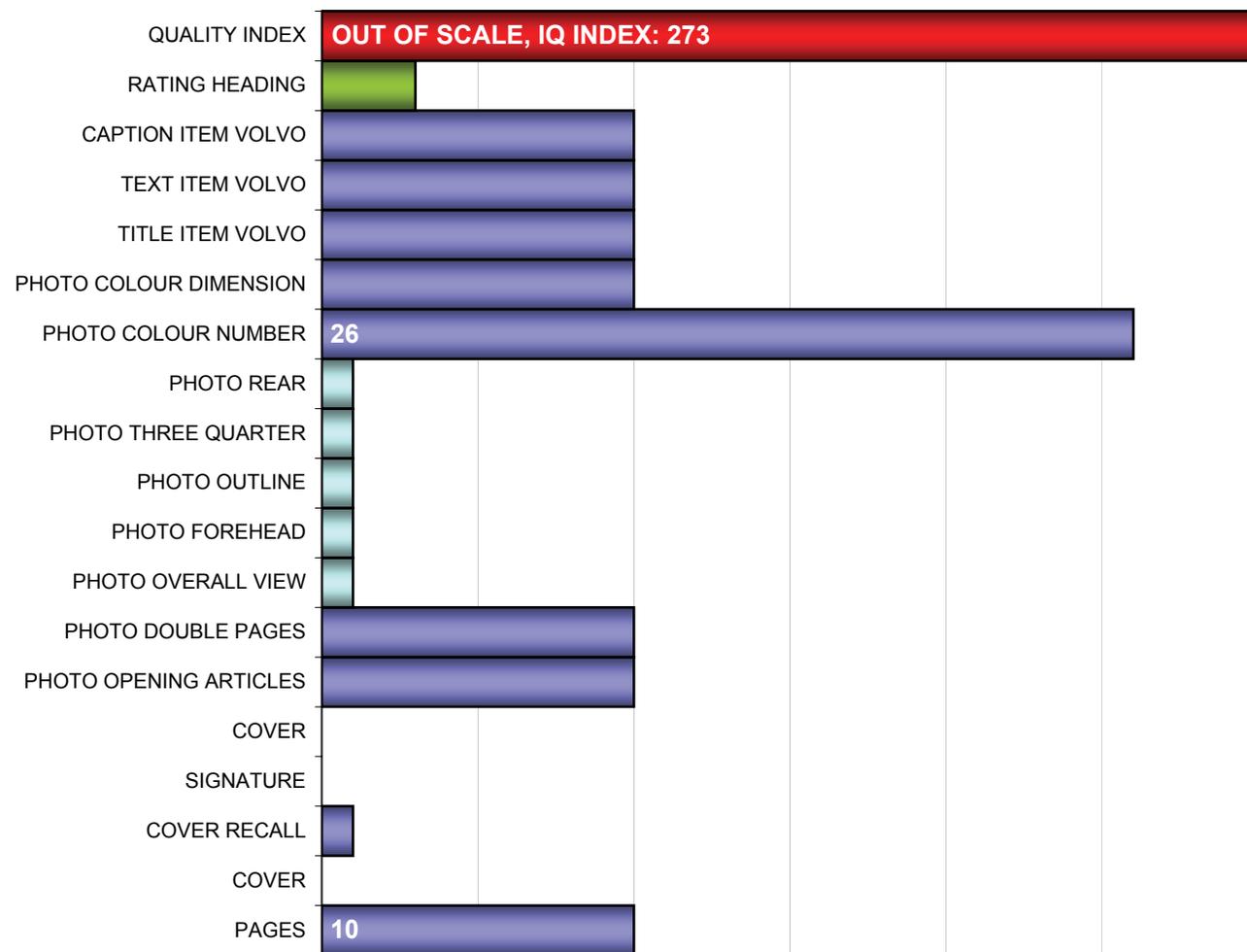


LA MIA AUTO - NOV. 05

A "snapshot" from one of most important italian specialized magazines:

La Mia Auto.

When coloured segment is missing, it means that IQ index evaluation criteria couldn't have been applied because that specific topic was not discussed in the article.





LA MIA AUTO. NOV. 2005

A "snapshot" from one of most important italian specialized magazines:

La Mia Auto.

When coloured segment is missing, it means that AP index evaluation criteria couldn't have been applied because that specific topic was not discussed in the article.

