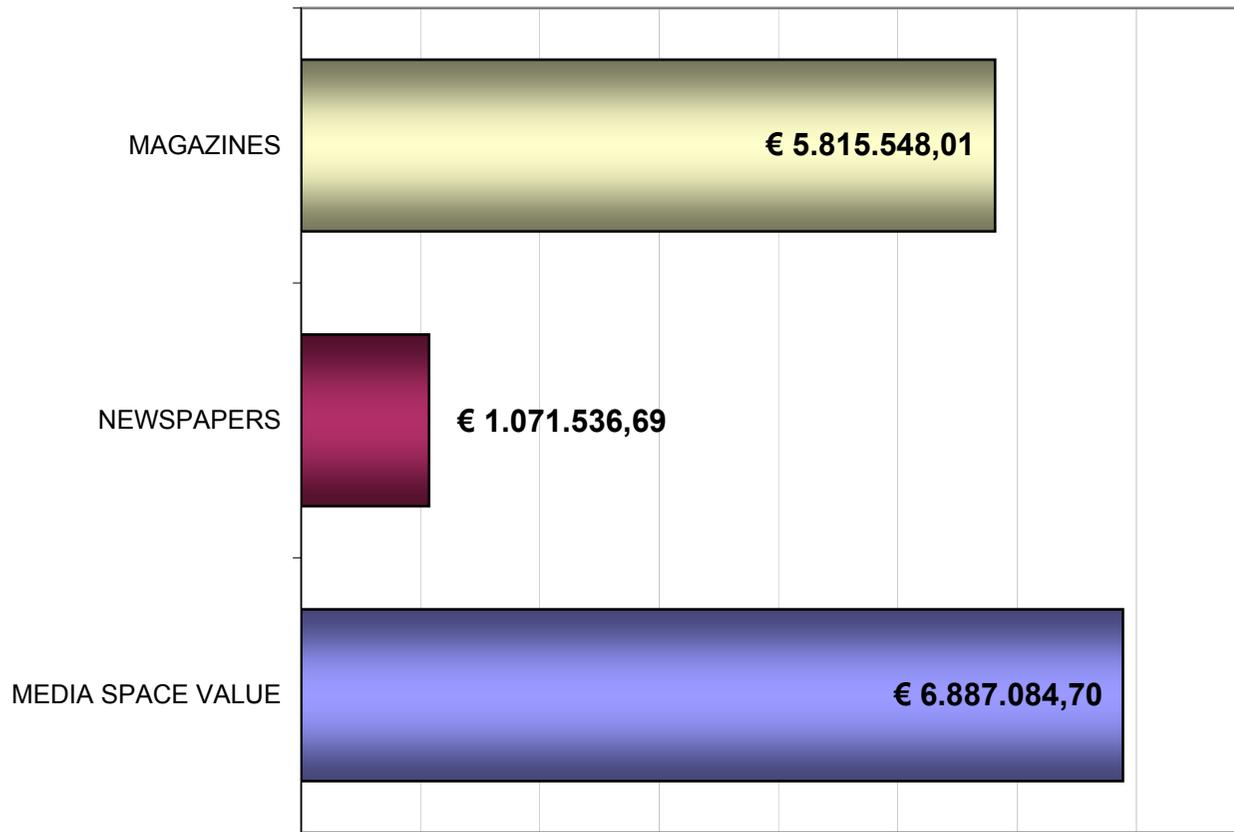




Value of the space achieved by Volvo "XC Range": blue indicates the whole value in Euros, obtained from all the articles published in newspapers and magazines, both specialized or not.

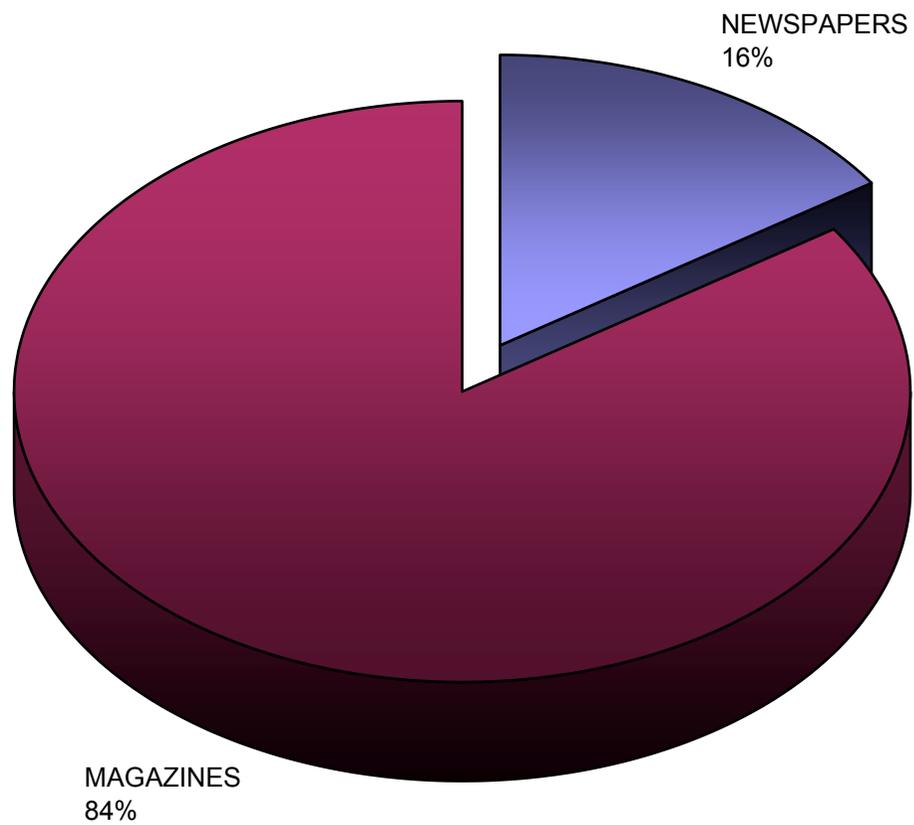
The value given to each published article equals the highest rate of an advertising page from the Publisher price list.

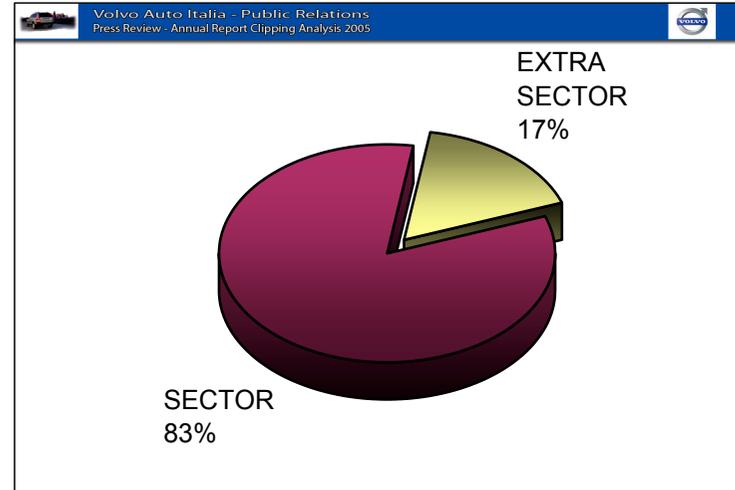
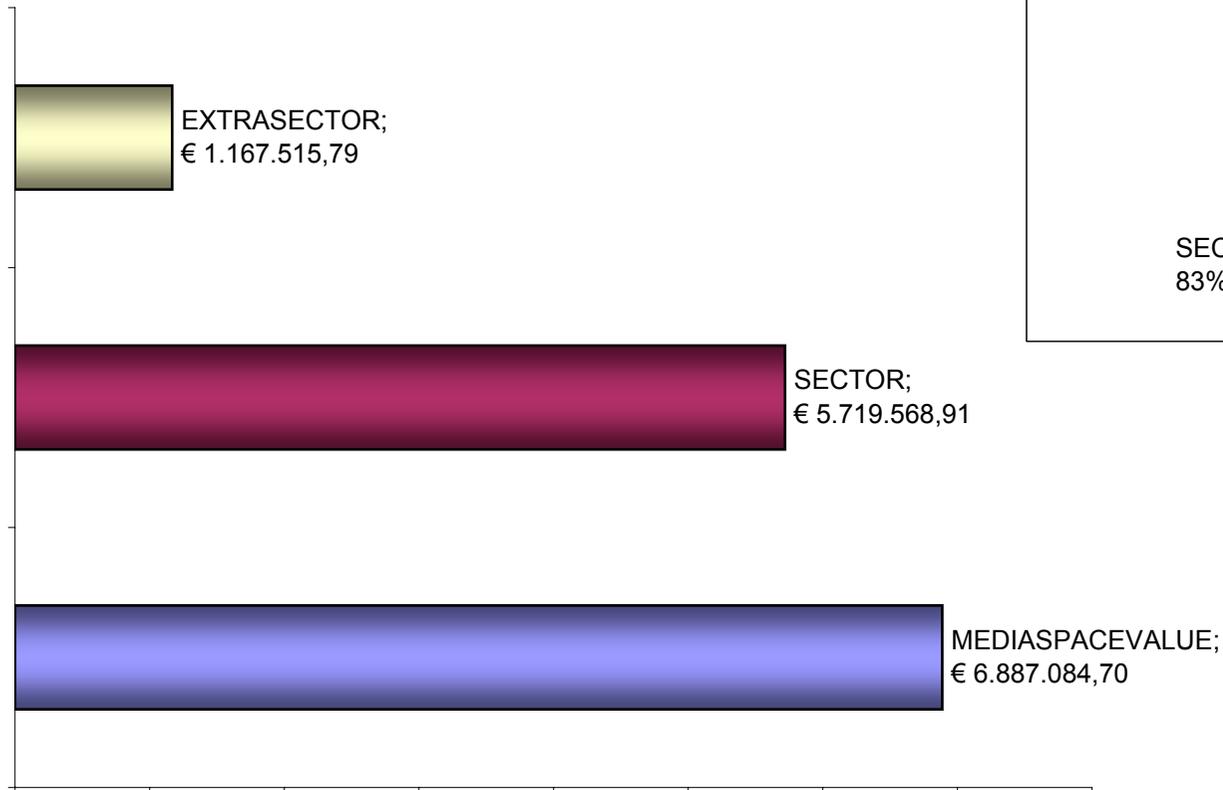
The value relates to 178 articles published.



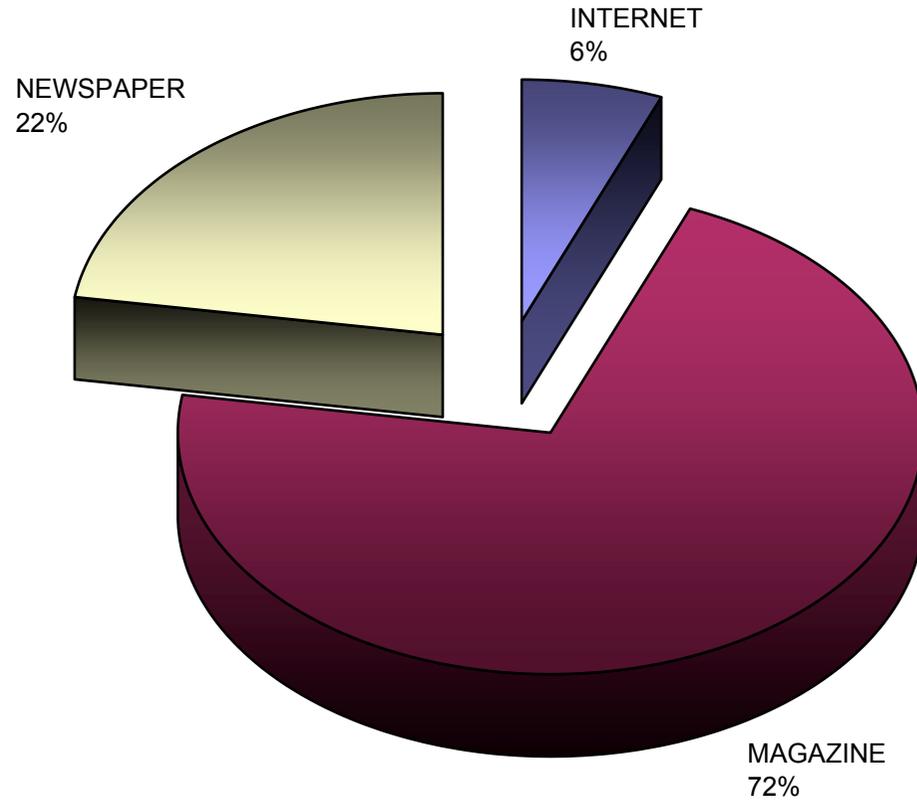


Media space value
percentage sharing out.





Space value economic sharing out regarding communication media both specialized or not. The diagrams shows each value and in the box the percentage.

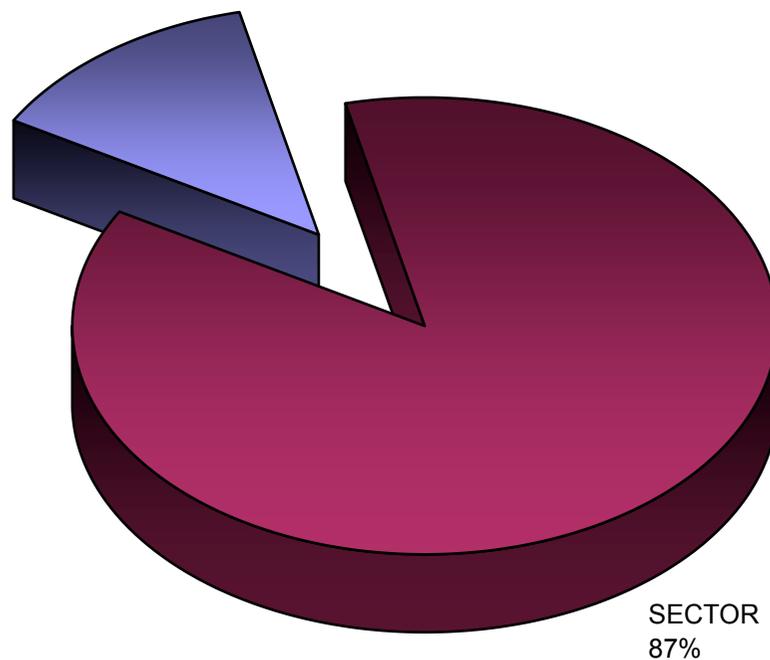


Percentage sharing out regarding the number of published articles by each medium. The pie chart highlights the share of articles published by both specialized press or not.

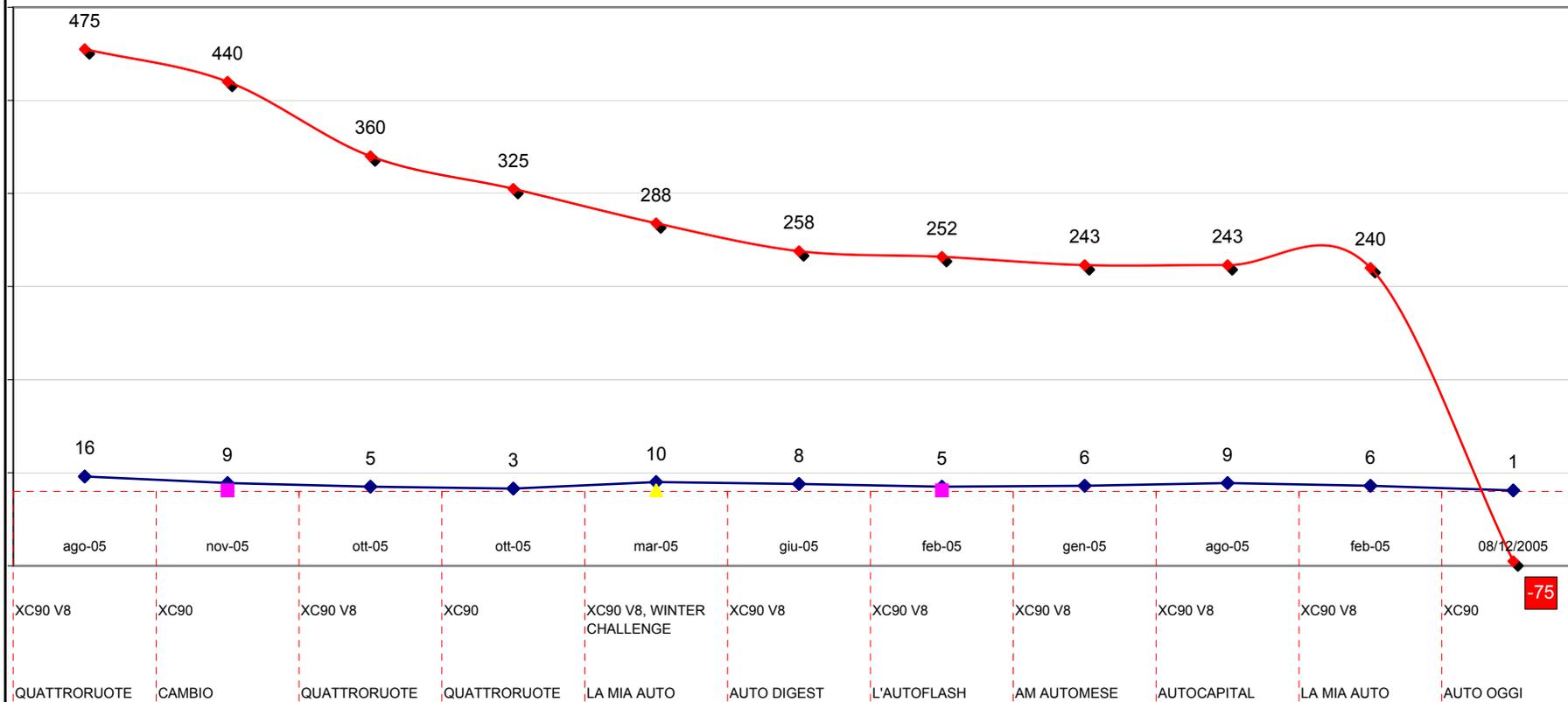


Percentage sharing out regarding the number of published articles by each medium. The pie highlights the share of articles published by both specialized press or not.

EXTRASECTOR
13%



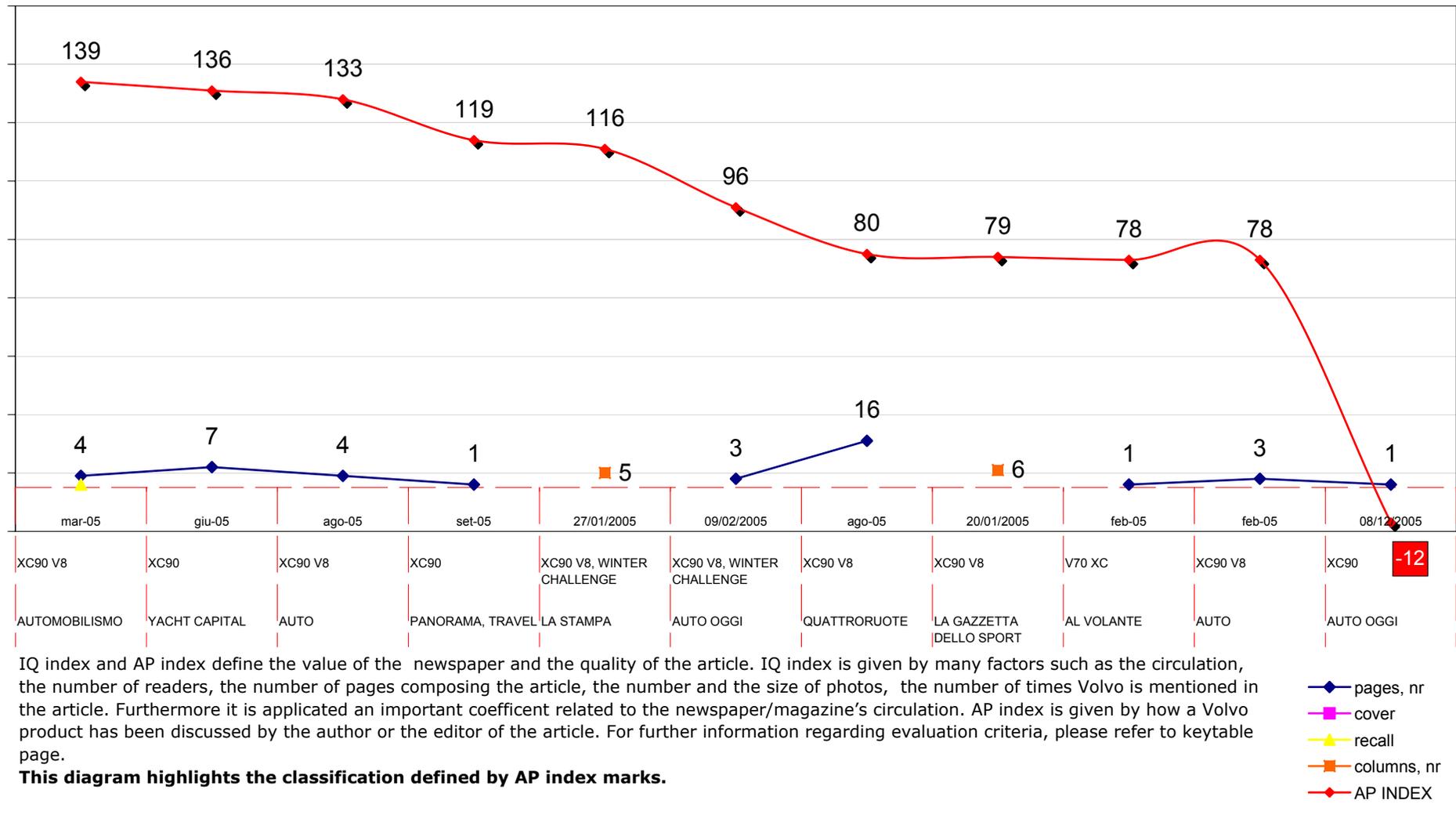
SECTOR
87%

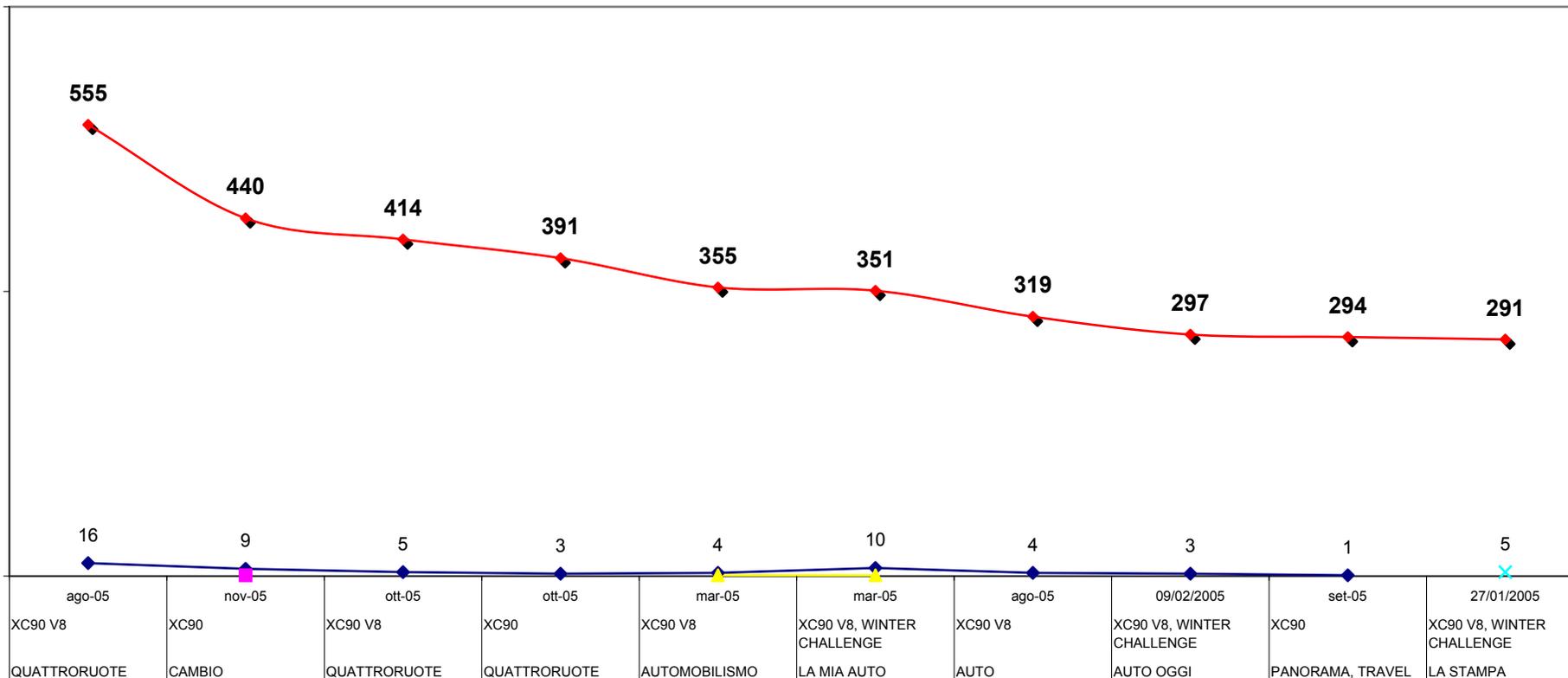


IQ index and AP index define the value of the newspaper and the quality of the article. IQ index is given by many factors such as the circulation, the number of readers, the number of pages composing the article, the number and the size of photos, the number of times Volvo is mentioned in the article.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

- ◆ pages, nr
- cover
- ▲ recall
- ✕ columns, nr
- ◆ IQ 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.

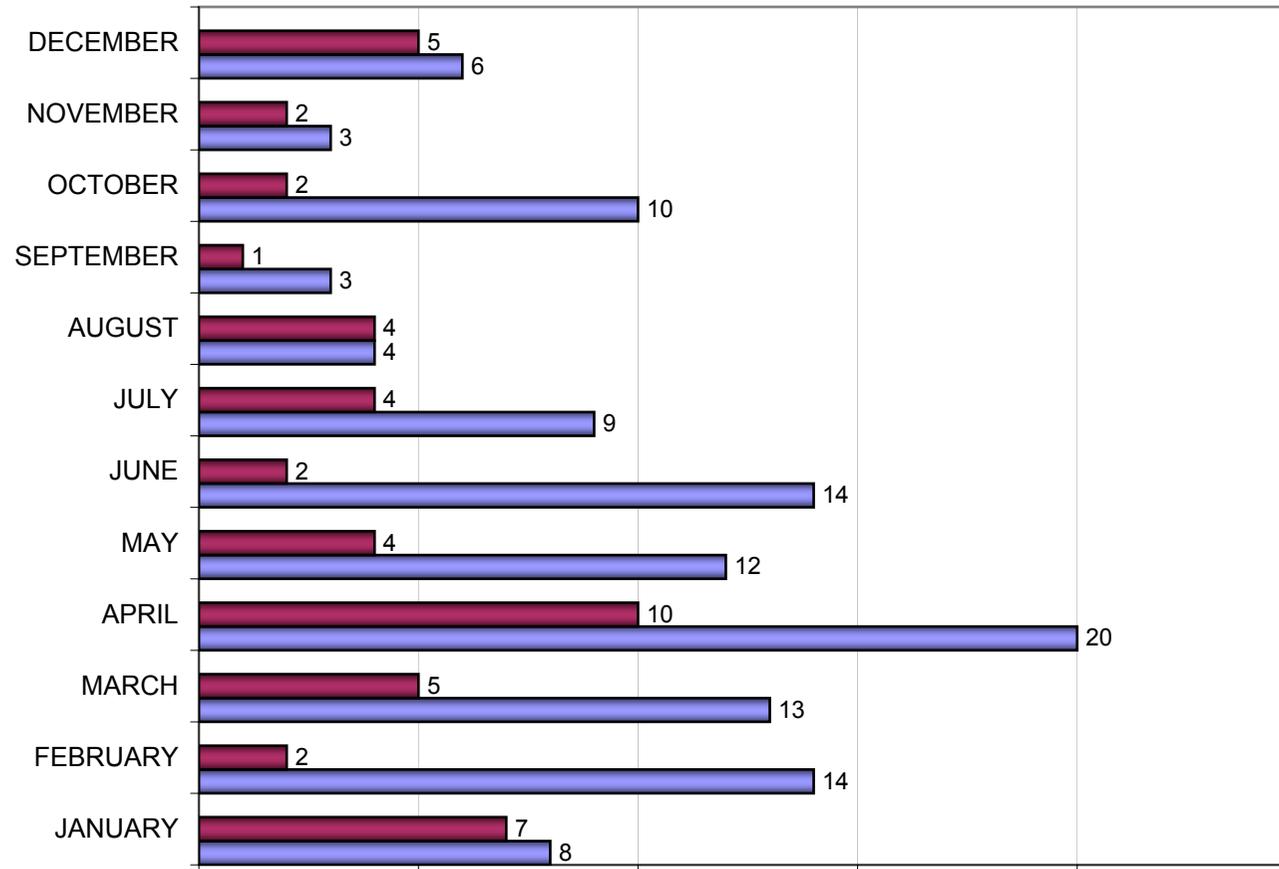
This diagram highlights the classification defined by summing up IQ and AP index marks.

- ◆ pages, nr
- cover
- ▲ recall
- ✕ columns, nr
- ◆ IQ+AP INDEX



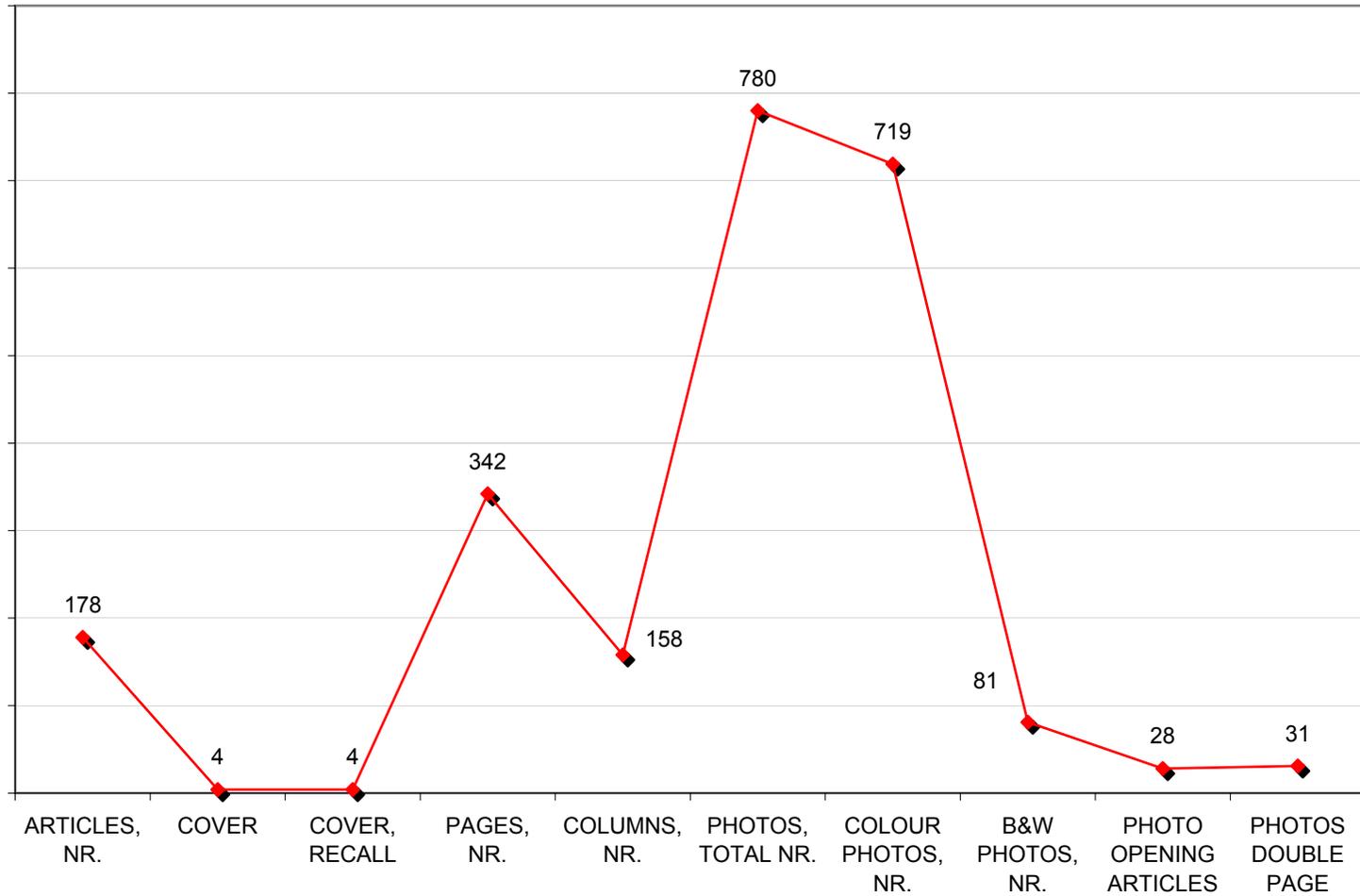
2005 issues schedule:
blue is for magazines' articles,
red is for newspapers' articles.
Newspapers' group also includes Internet data since they have been considered as daily articles.

- Not Available date 14
- NEWSPAPERS
- MAGAZINES



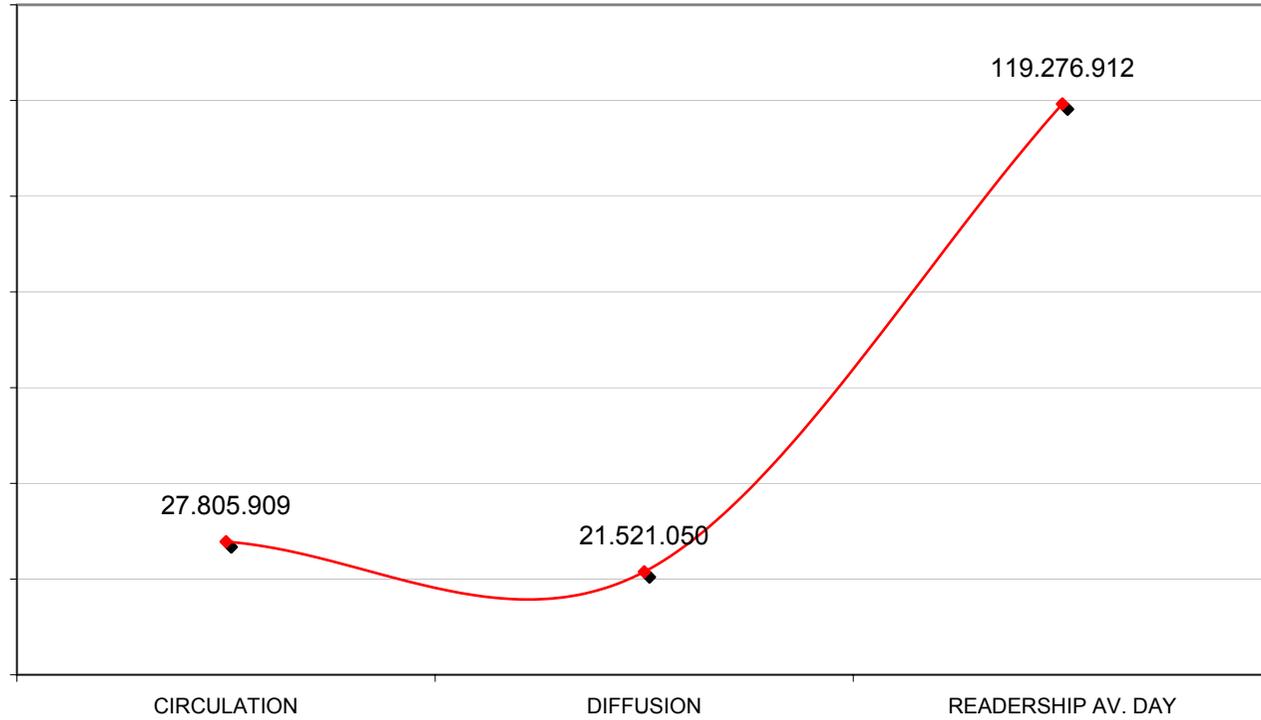


A portrait of Volvo XC Range press review: number of articles, number of covers, number of pages of the article (magazines), number of columns (newspapers), number of photos (colour and B&W), number of opening article photos, number of double pages photos.
Data refer to one column for newspaper and one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



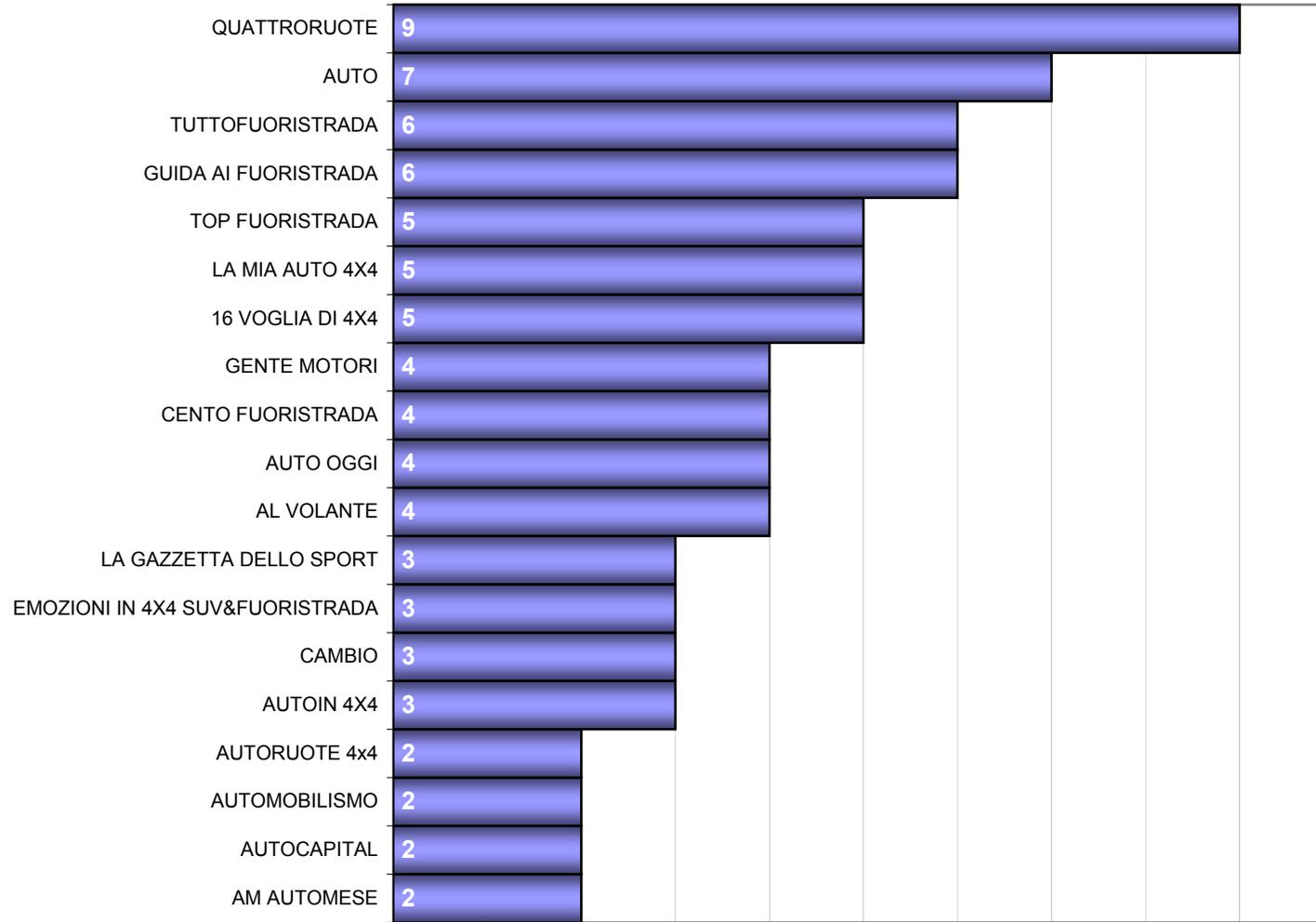


Volvo XC Range:
overall
circulation,
diffusion and
“readership
average day”
data.



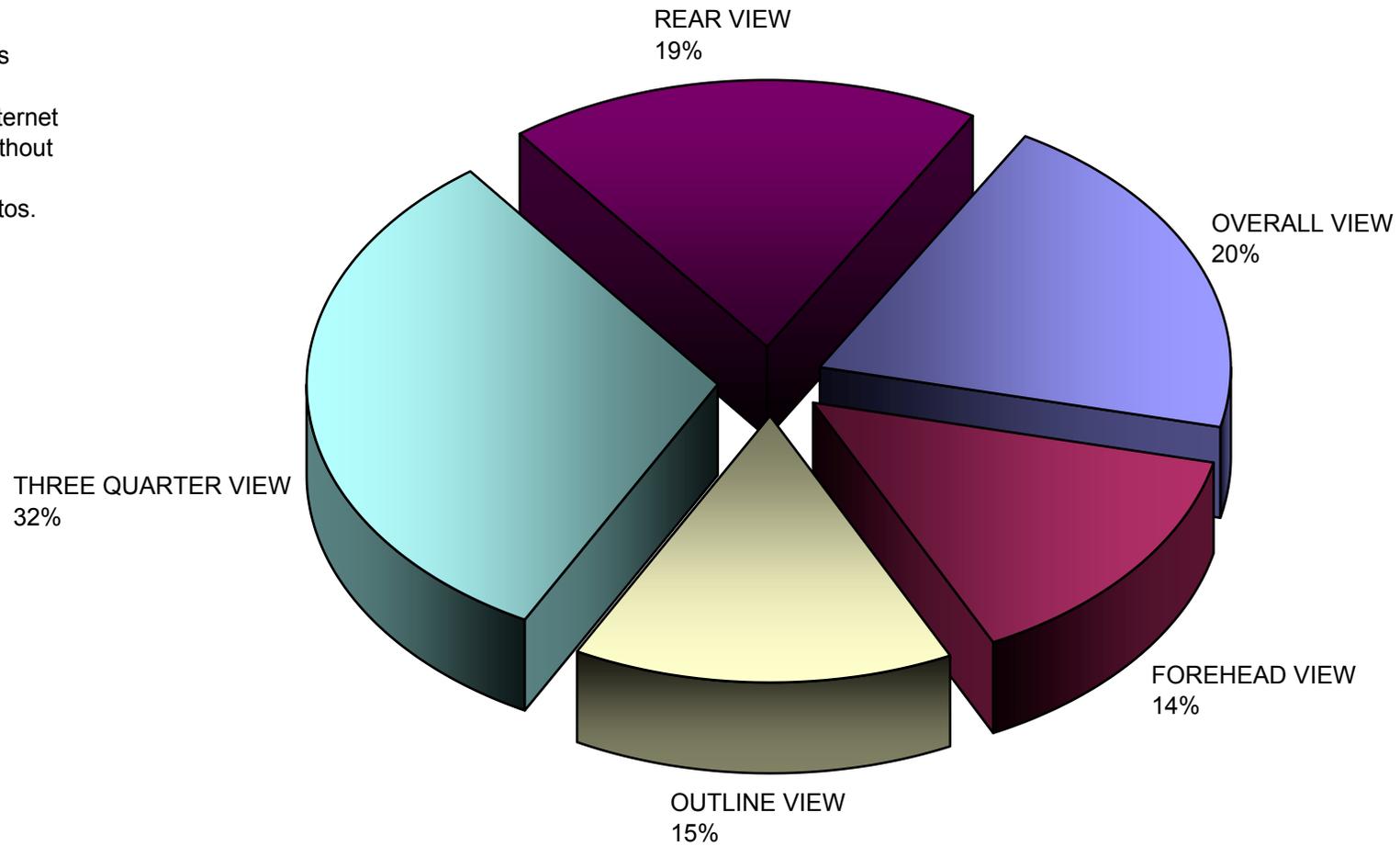


This diagram highlights the number of articles per newspaper or magazine. The list contains major newspapers and magazines classified according to their circulation, number of readers and number of sold copies.





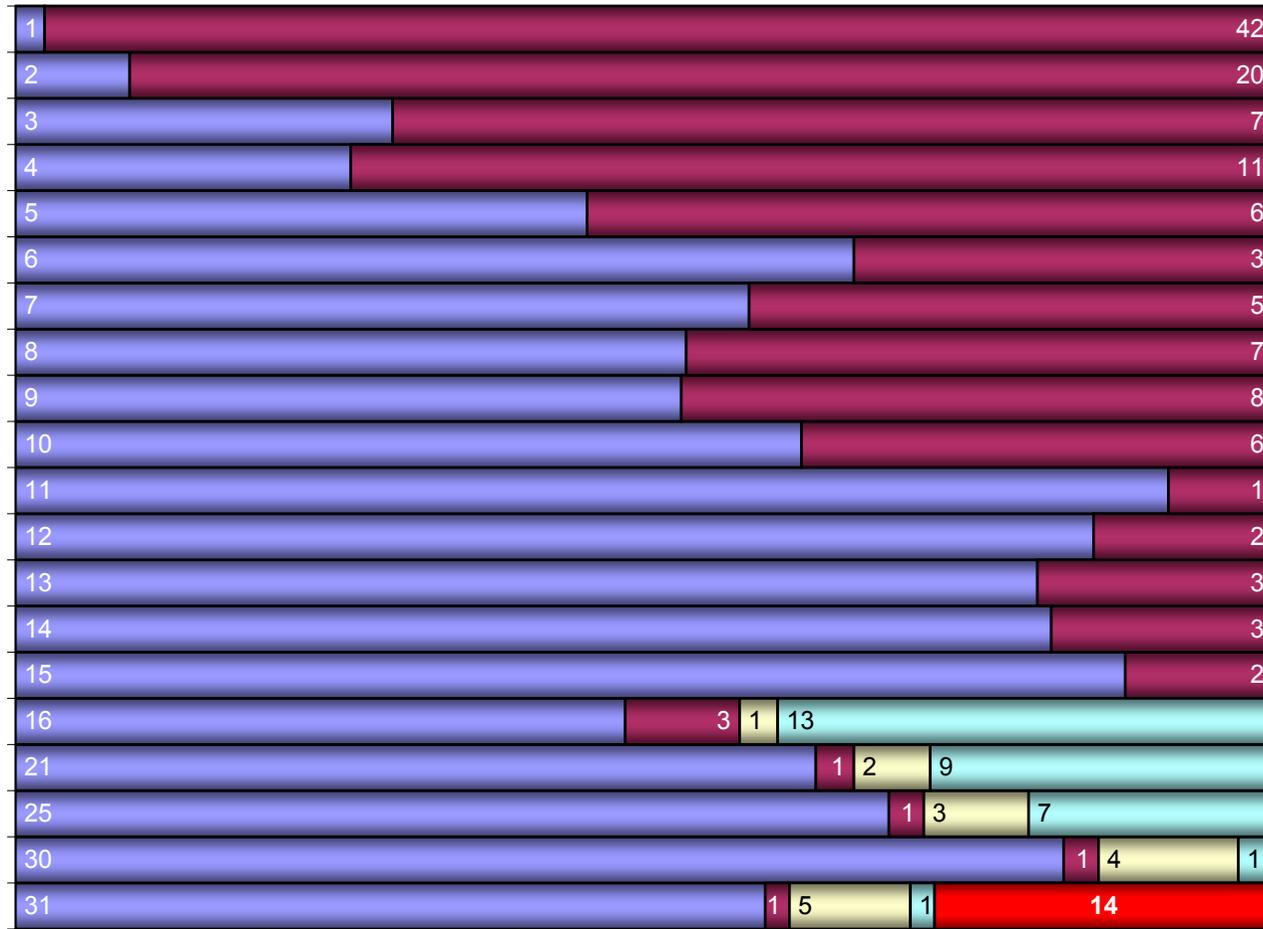
Kind of photos shown by the press. The Internet is included without considering archives' photos.





Comparison between photo and magazine's&newspapers articles.
The chart show also articles without photos: red column.
For example: 42 indicates number of articles with only one photo, 31 it's 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:

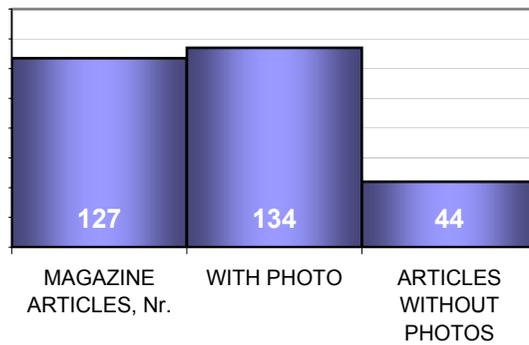
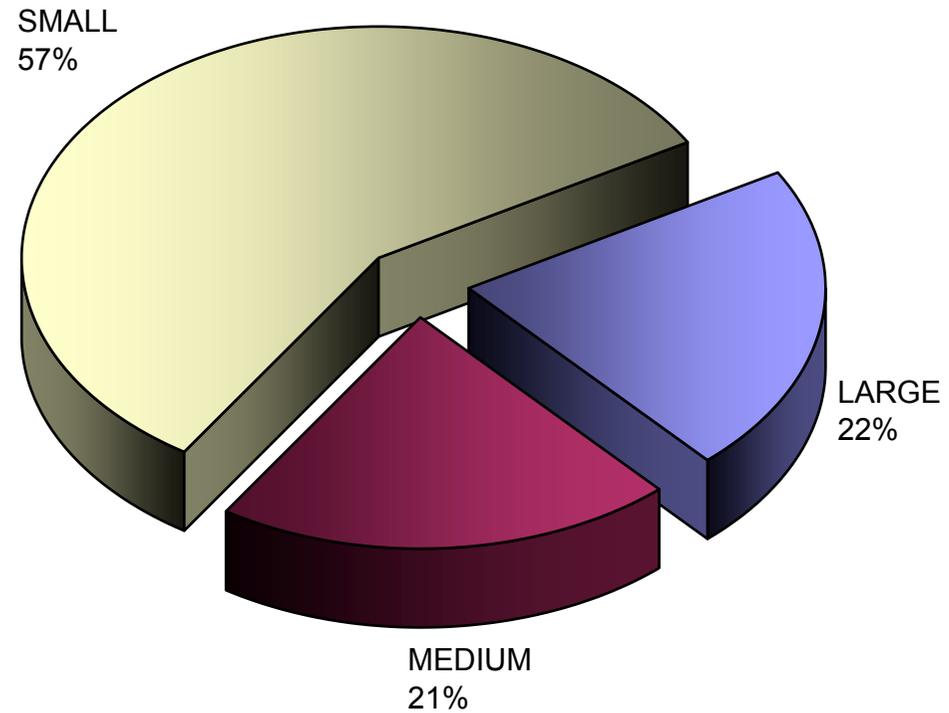
smaller than half page

large:

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

In the box:

articles total nr. and articles with/without photos.





Size of B&W photos

small:

from thumbnail to 1/5 of page

medium:

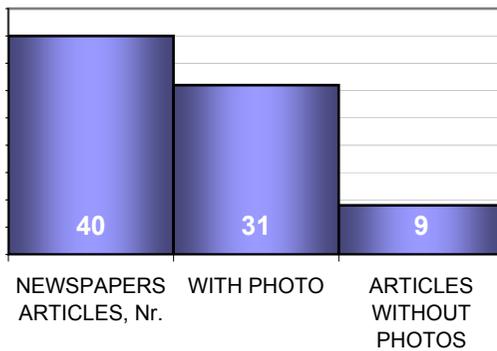
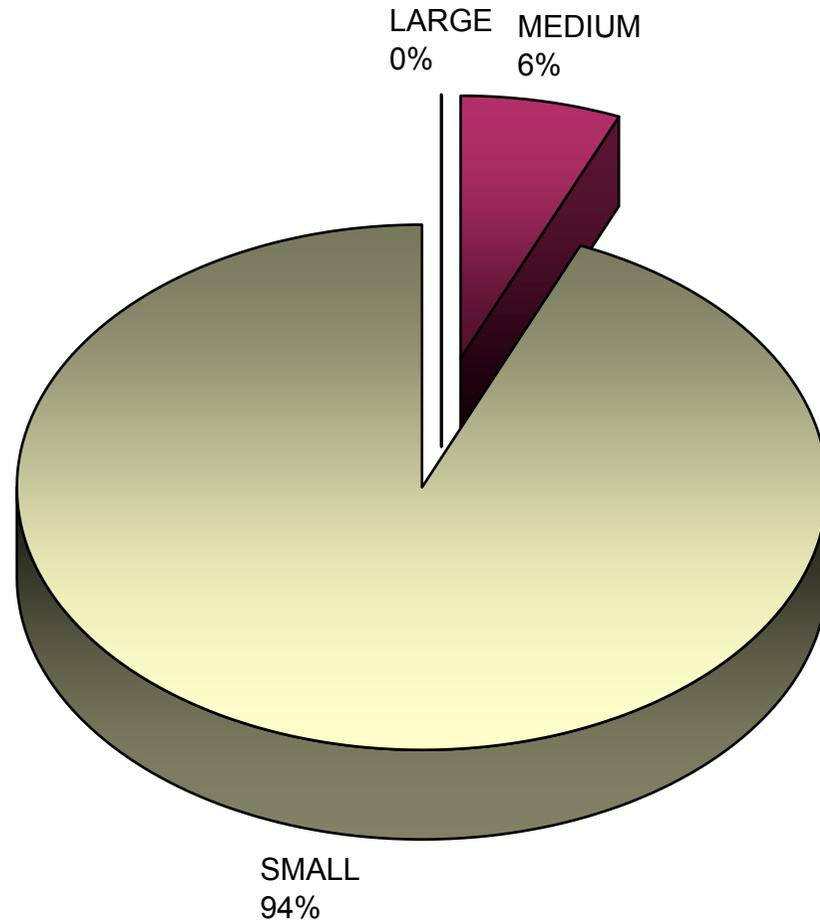
smaller than half page

large:

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

In the box:

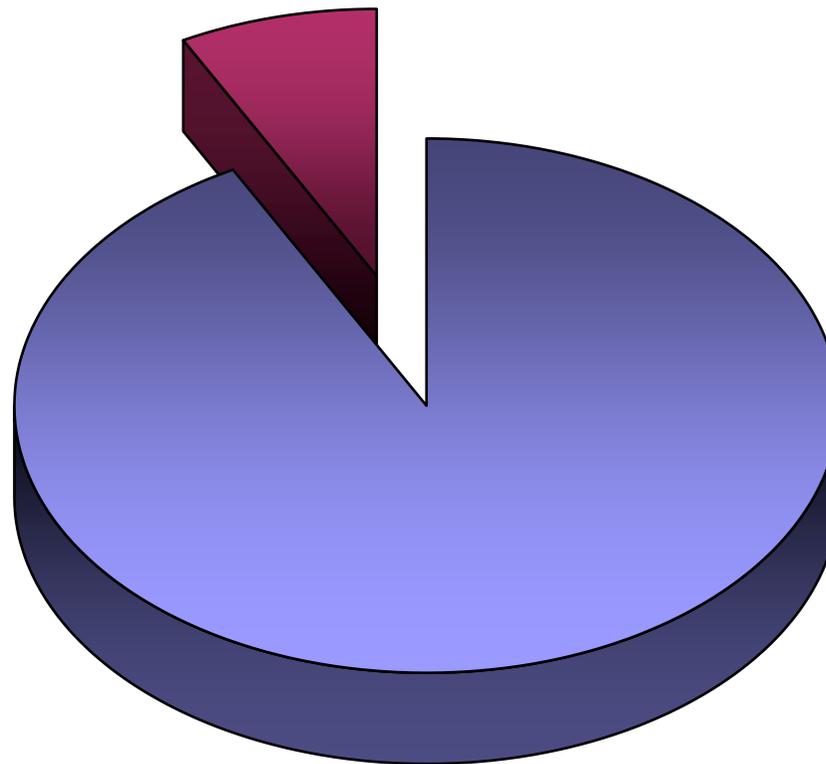
articles total nr. and articles with/without photos.





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

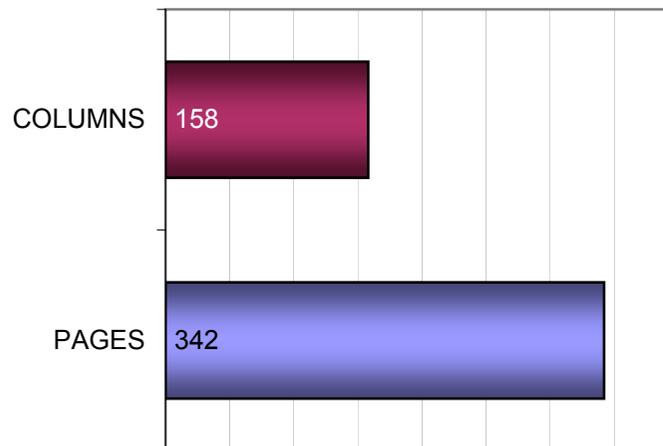
BLACK&WHITE PHOTOS
8%

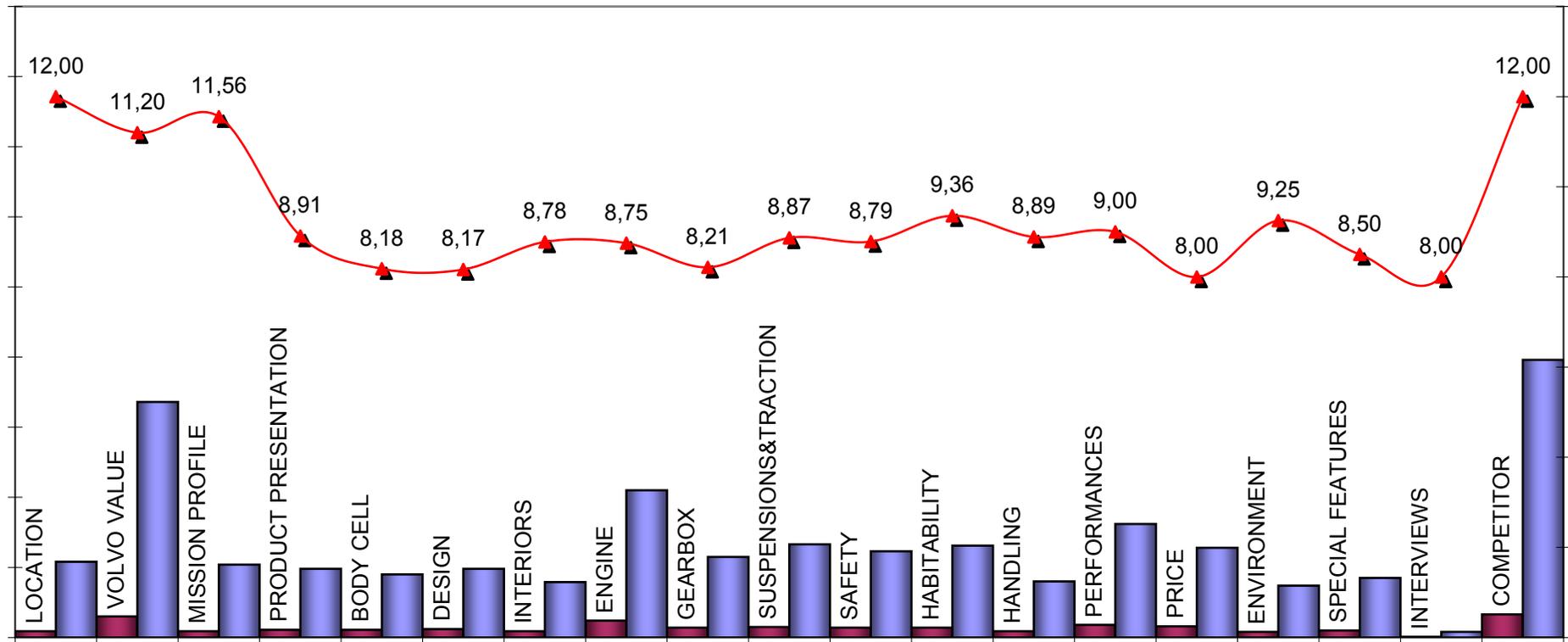


COLOUR PHOTOS
92%



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





- HITS
- SUM
- AVERAGE

This diagram highlights the AP index trend.

AP index allow us to estimate how a Volvo product has been described in an article.

The chart highlights the application criteria related to words and concepts expressed by the author of the article.

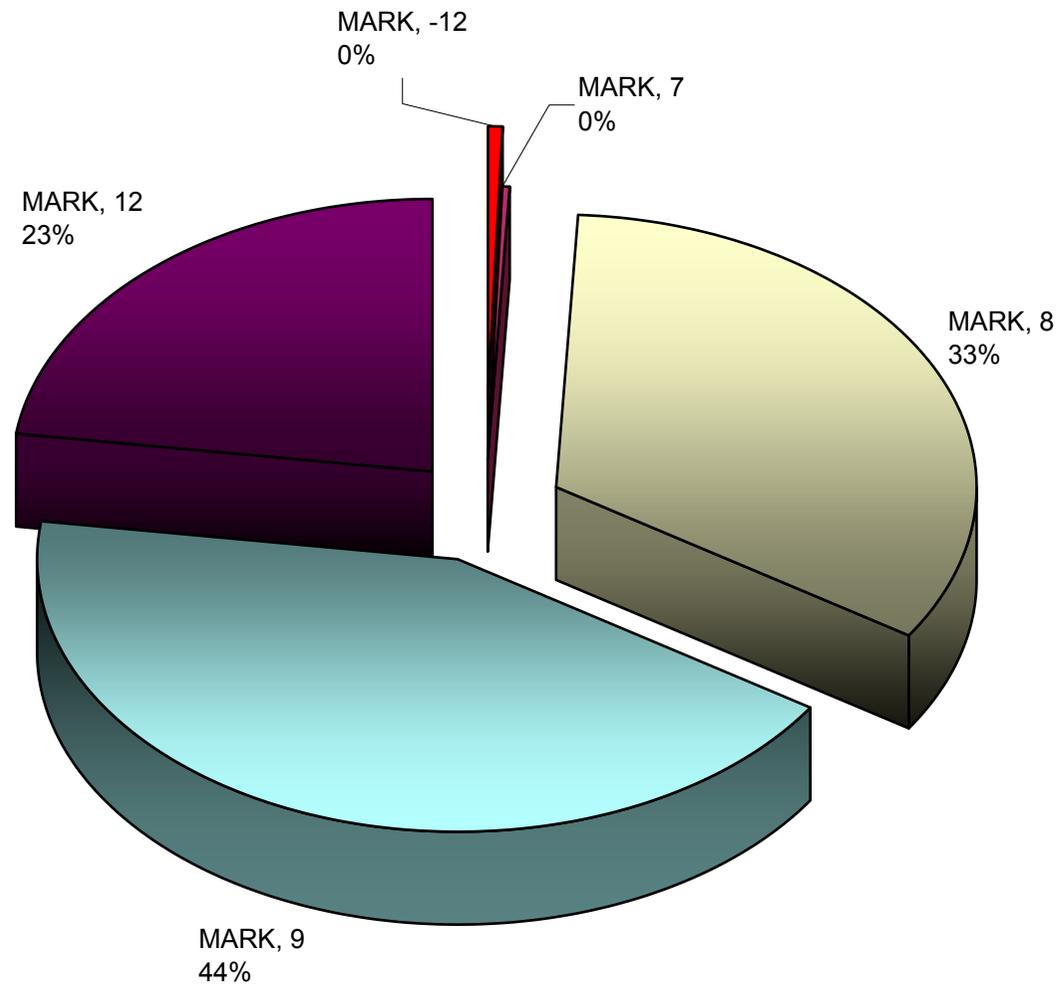
The average mark results from the arithmetic mean of all marks received by a single article.



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.

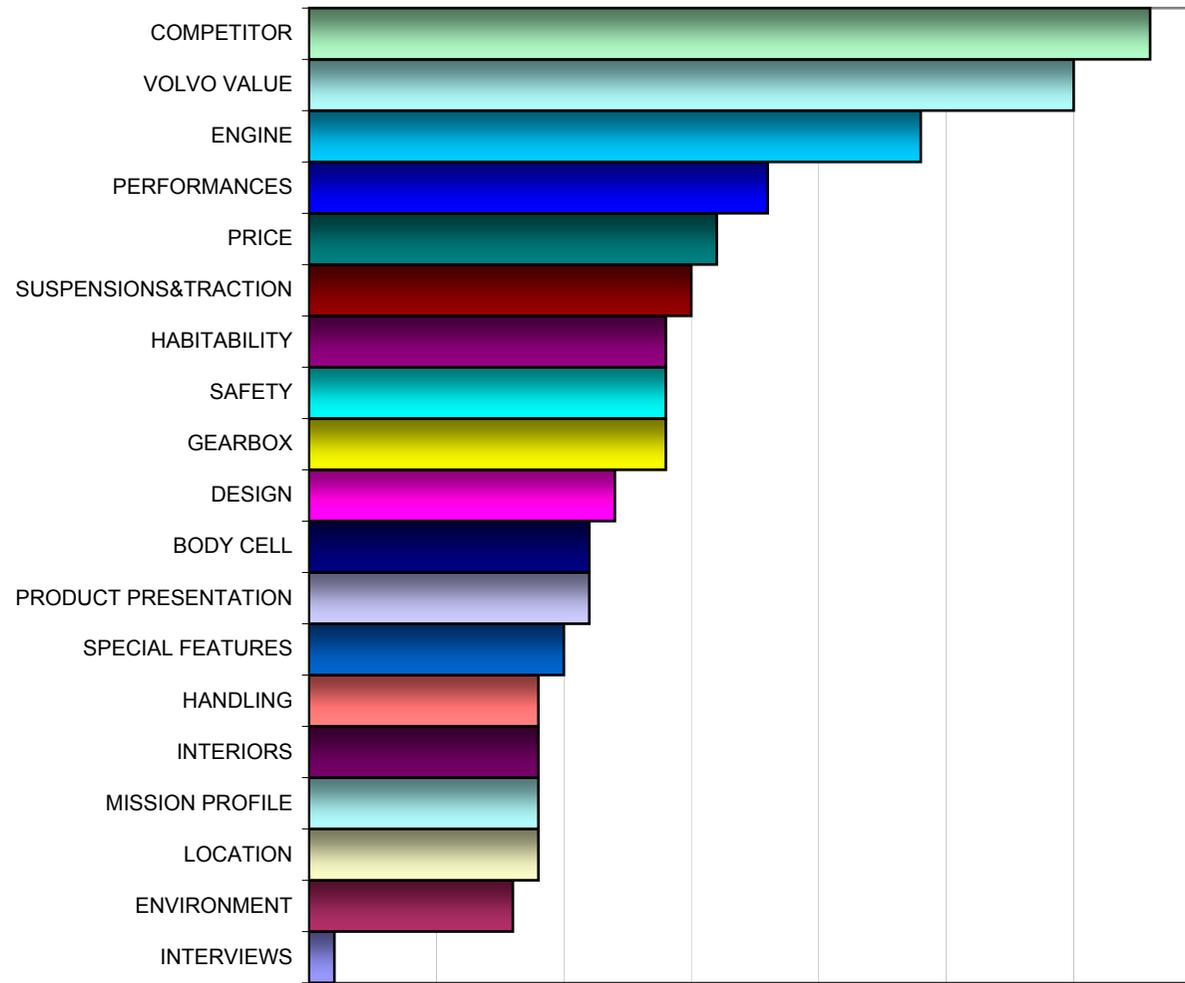




This diagram shows how many times a certain topic, highlighted on left of the column, has been found in the article presenting a Volvo product.

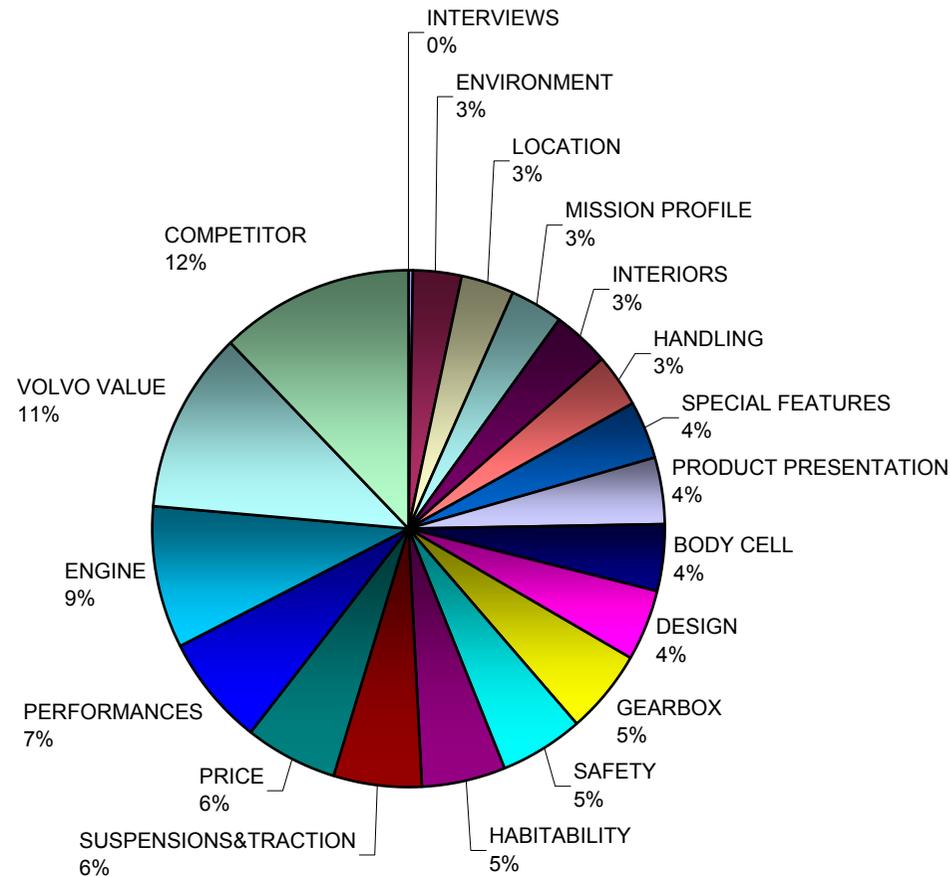
The number between brackets in the title express how many times the topic has been discussed in all the 178 articles of this Volvo XC "Range" press review.

Topics which have been given more attention by both the specialized press or not, are standing out.



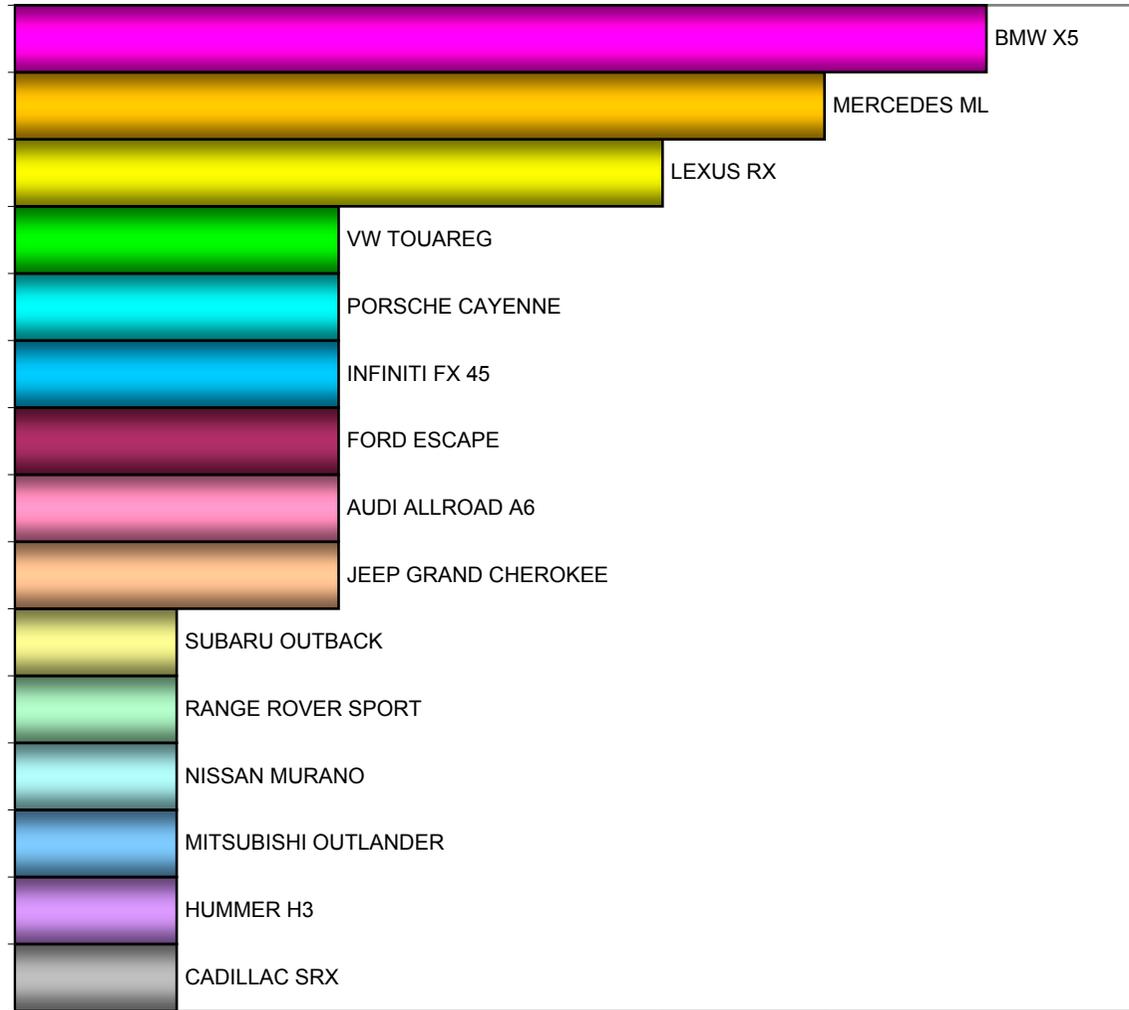


This pie chart express the topics percentage sharing out based on how many times a certain subject has been discussed in all 178 articles of this Volvo XC "Range" press review.
It show what topics have received more attention by both specialized press or not.





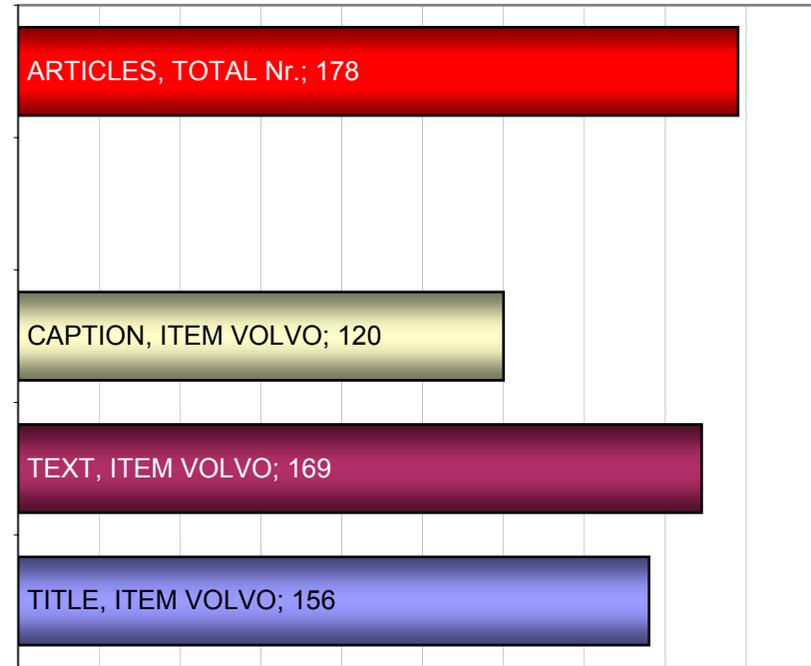
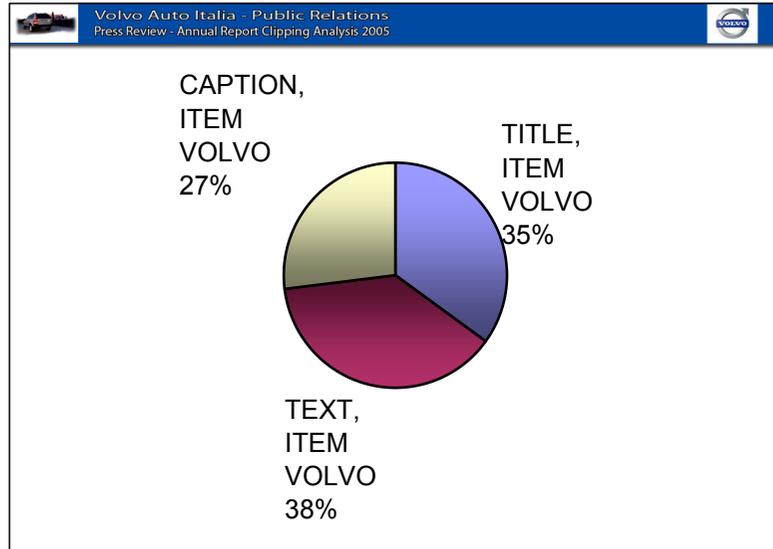
Volvo competitor's in XC "Range" press review. The diagram shows which cars (Brands and Models when available) have been picked by journalist as Volvo models competitors. Presence in diagram means either that competitor model has been simply mentioned in the article or that a comparative test has been made.





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

In the box: share between the
items.

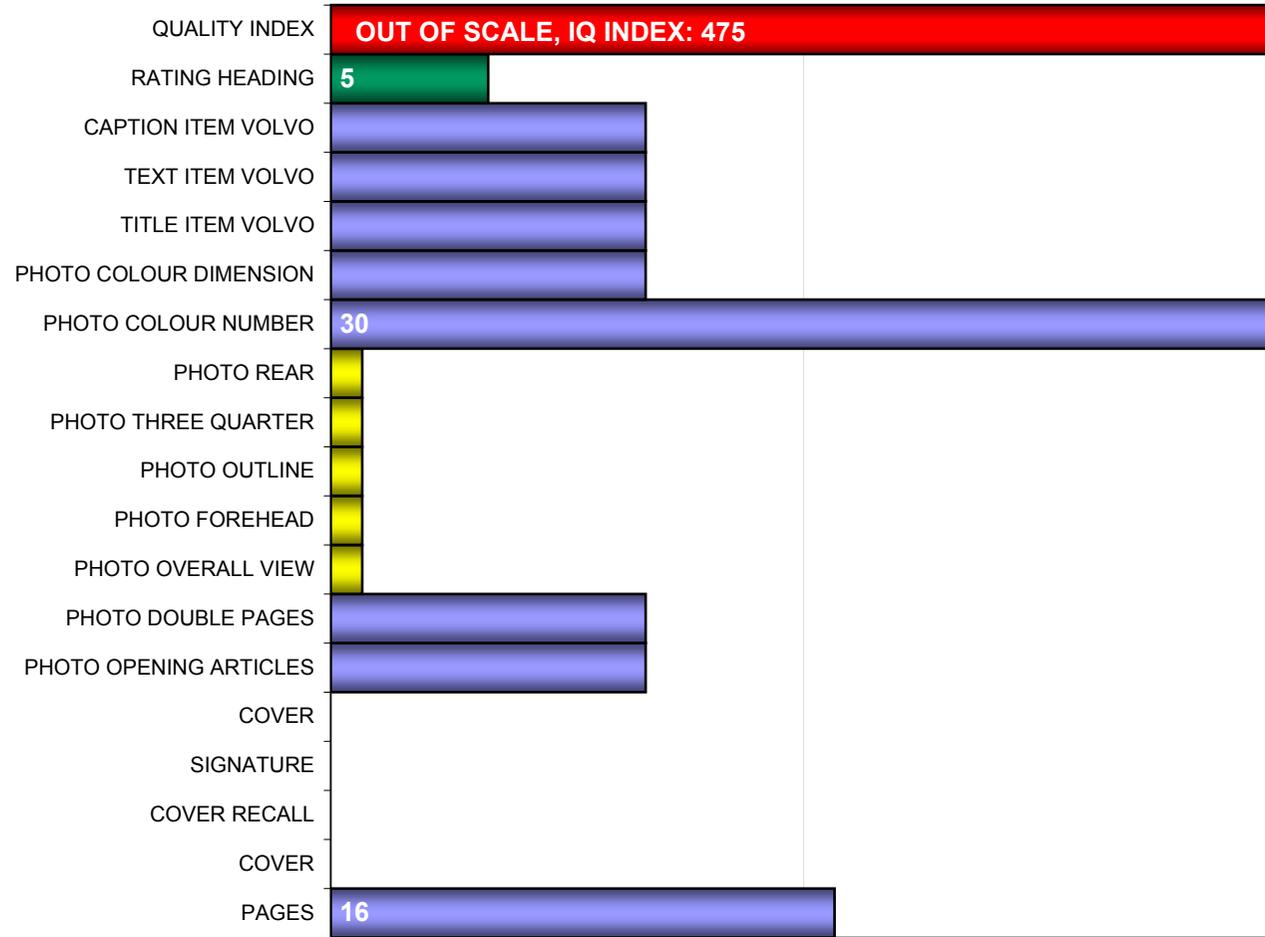




QUATTRORUOTE - AUG. '05

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

Quattroruote with an article on Volvo XC90 V8.
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.





**AUTOMOBILISMO
2005, MARCH**

A "snapshot" from one of most important italian specialized magazines: **Automobilismo** with an article on Volvo XC90 V8. 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.

