



2005		2004		delta 05/04	Share, %
<b>MEDIA SPACE VALUE</b>	€ 45.958.928,28	<i>MEDIA SPACE VALUE</i>	€ 47.282.547,14	-1.323.619	-2,88
<i>NEWSPAPERS, Media Space Value</i>	€ 19.849.081,51	<i>NEWSPAPERS, Media Space Value</i>	€ 22.453.840,55	-2.604.759	-13,12
<i>MAGAZINES, Media Space Value</i>	€ 26.109.846,79	<i>MAGAZINES, Media Space Value</i>	€ 24.828.706,59	1.281.140	4,91
articles, nr.	1.382	<i>articles, nr.</i>	1.101	281	20,33
newspapers, issued	541	<i>newspapers, issued</i>	326	215	39,74
magazines, issued	730	<i>magazines, issued</i>	590	140	19,18
internet, issued	110	<i>internet, issued</i>	44	66	60
columns, nr.	1.325	<i>columns, nr.</i>	975	350	26,42
pages, nr.	1.560	<i>pages, nr.</i>	1.446	114	7,31
photos, nr.	3.718	<i>photos, nr.</i>	2.896	822	22,11
cover, nr.	14	<i>cover, nr.</i>	18	-4	-28,57
cover recall, nr.	35	<i>cover recall, nr.</i>	30	5	14,29
CIRCULATION	214.872.894	<i>CIRCULATION</i>	206.303.058	8.569.836	3,99
DIFFUSION	167.359.717	<i>DIFFUSION</i>	161.984.253	5.375.464	3,21
READERSHIP	813.593.757	<i>READERSHIP</i>	826.898.836	-13.305.079	-1,64