



2005		2004		delta 05/04	Share, %
MEDIA SPACE VALUE	€ 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

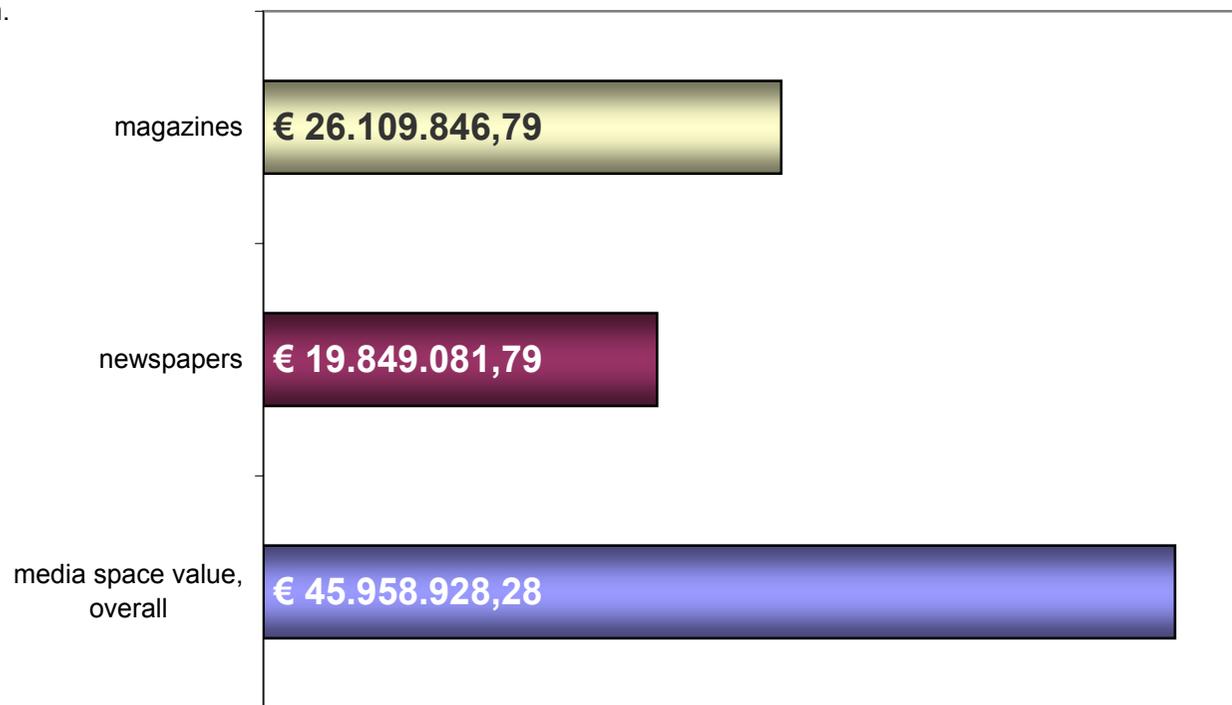
2005

VOLVO AUTO ITALIA
PUBLIC RELATIONS
PRESS REPORT

media space value, overall



Overall space value concerning Volvo during the 2005 year. Newspapers and magazines classification.



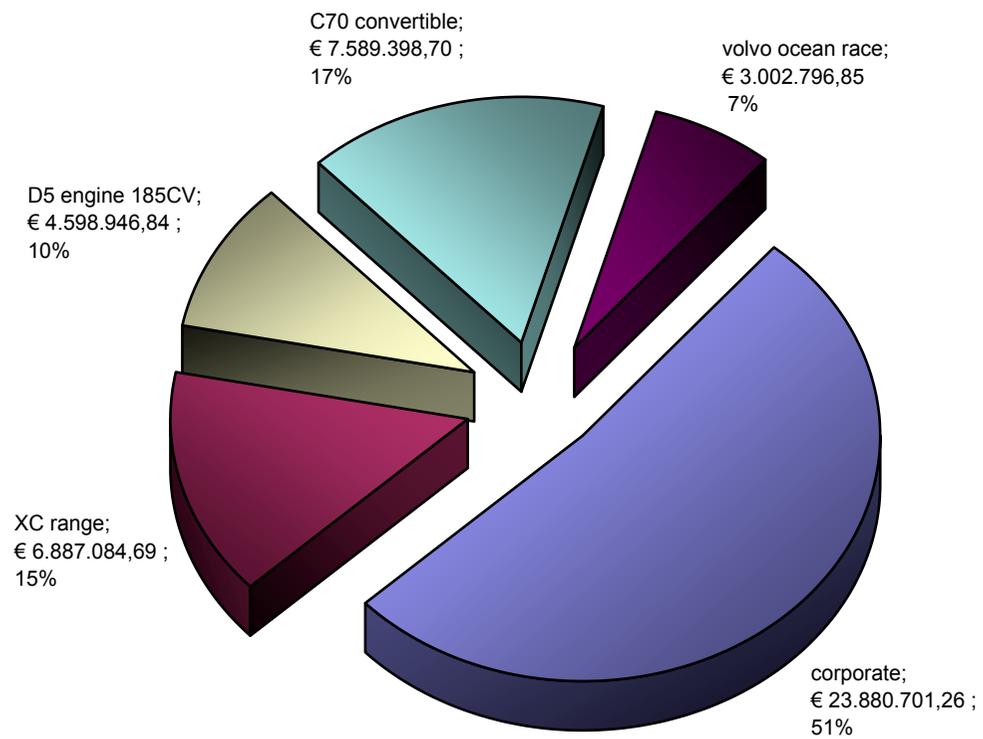
2005

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media space value per model



Spaces value
for each model



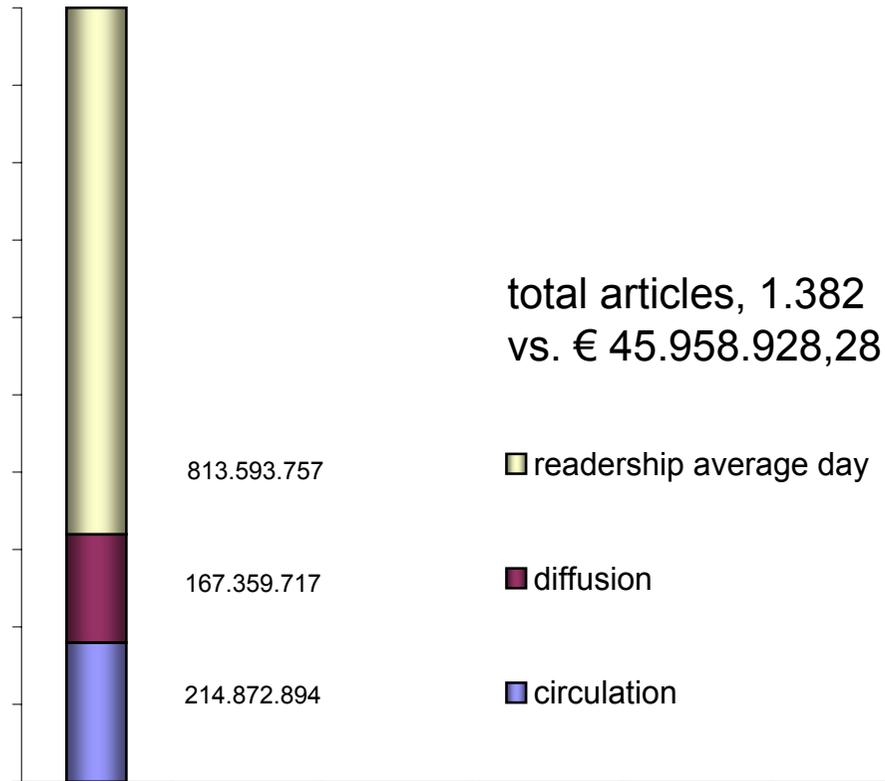
2005

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snapshot Volvo's clippings



2005 report:
media result,
newspapers
and magazines
presence
for Volvo.



1.382	541	730	110	1.325	1.560	3.718	14	35
articles, nr.	newspapers, issued	magazines, issued	internet, issued	columns, nr.	pages, nr.	photos, nr.	cover, nr.	cover recall, nr.

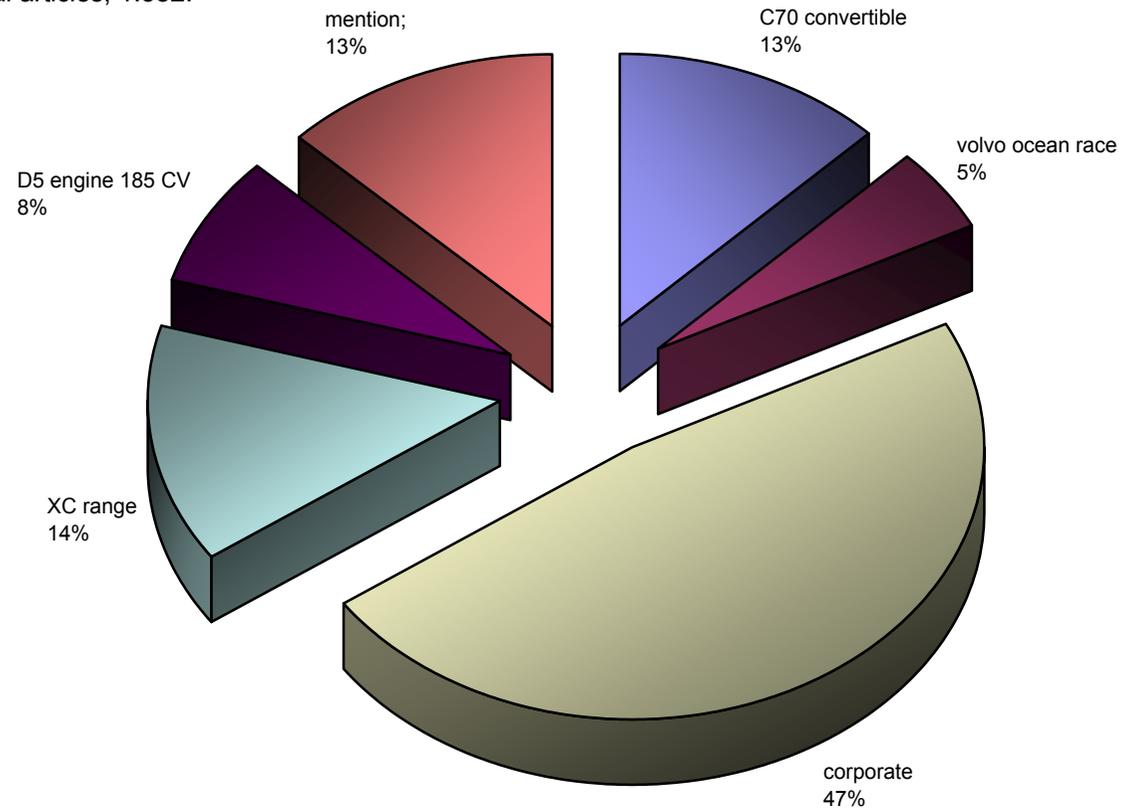
2005

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articles per model



Articles percentage
regarding each model.
Quantity total articles, 1.382.



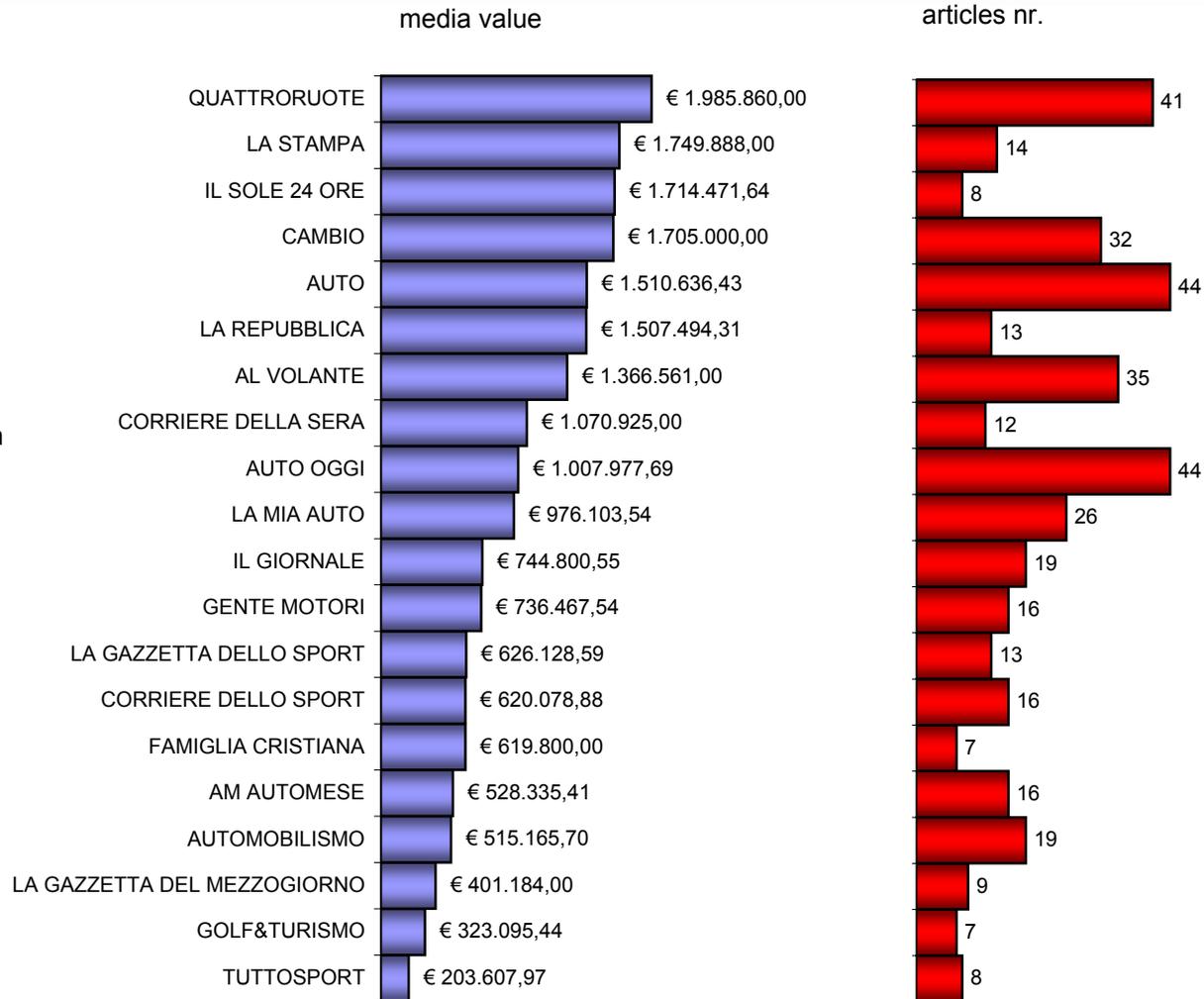
2005

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major headings:
articles nr. vs media value



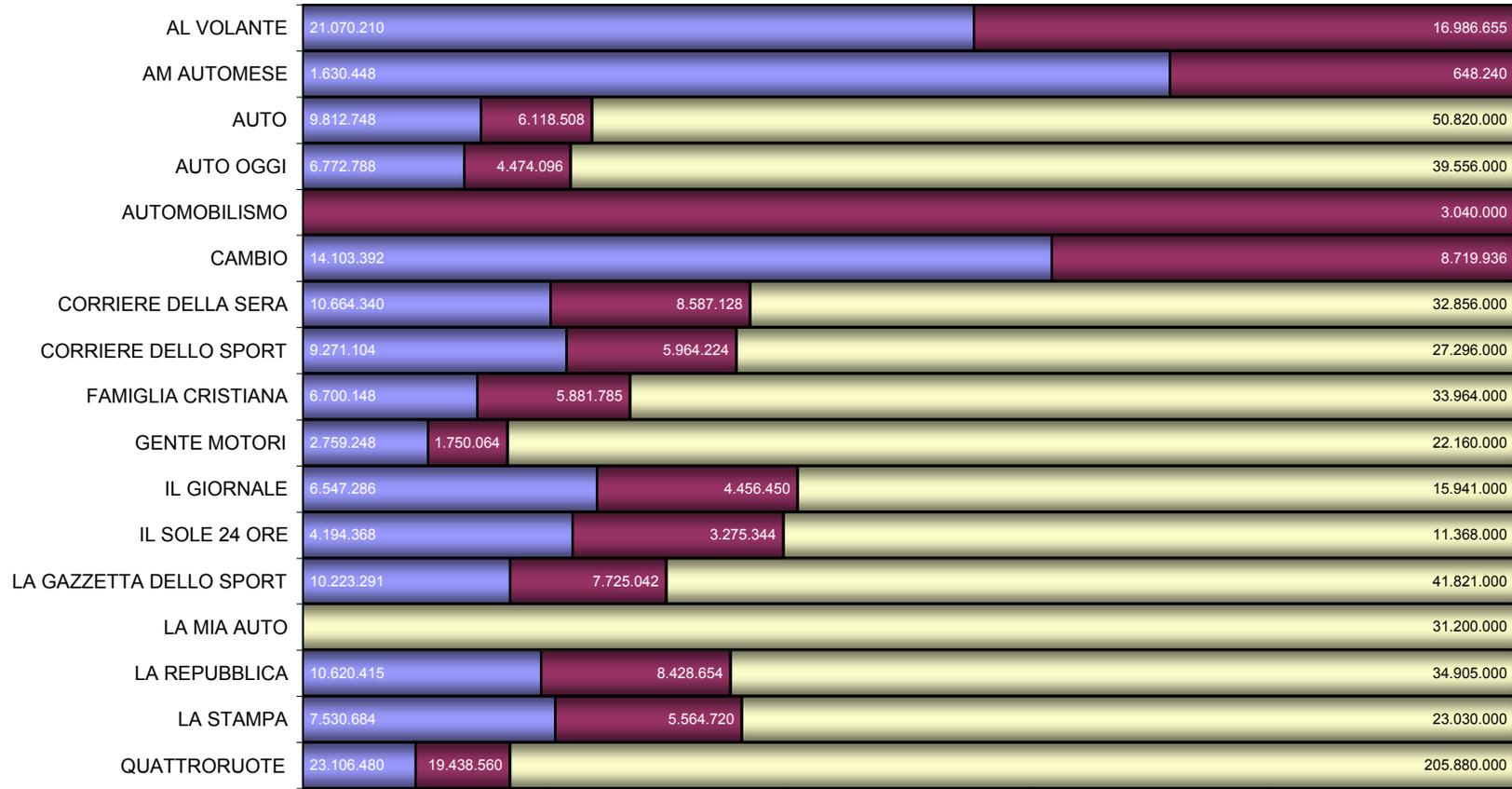
Major italian newspapers and magazines: number of published articles by each heading and issues overall value. Please remember: the light blue column indicates the media space value and the red columns the articles number.



2005

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major headings:
circulation, diffusion, readership average day



This diagram shows the circulation, the diffusion and the circulation average day (when available) regarding the articles published by the major headings during the referral period, until December 2005.

Articles are listed by heading. The mention are not included.
The value is the sum of issued articles

■ circulation
■ diffusion
■ readership average day

2005

VOLVO AUTO ITALIA
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major heading:
snapshot overall



The diagram shows the total circulation, diffusion and readership average day referred to all articles issued by major headings shows in previous chart.

