

VOLVO AUTO ITALIA - Public Relations

Press Review&Clippings Analysis 2008 - QUARTER TWO



OVERALL	MEDIA SPACE VALUE QUARTER 2	€ 15.195.526,12	per ARTICLES Nr. 321
	NEWSPAPERS	€ 7.904.813,25	158
	MAGAZINES	€ 7.290.712,86	163
	MODEL LINE CORPORATE	€ 12.186.886,65	per ARTICLES Nr. 248
	NEWSPAPERS	€ 7.010.506,39	140
	MAGAZINES	€ 5.176.380,27	108
	MODEL LINE XC60	€ 3.008.639,46	per ARTICLES Nr. 73
	NEWSPAPERS	€ 894.306,87	18
	MAGAZINES	€ 2.114.332,60	55
	ARTICLES NUMBER	321	
	NEWSPAPERS	158	
	MAGAZINES	163	
	SECTOR	272	
	EXTRA SECTOR	49	
	PHOTO	924	
	COLOUR	813	
	BLACK and WHITE	111	
	COVER	3	
	COVER RECALL	7	
	MAGAZINES PAGES	506	
	NEWSPAPERS COLUMNS	332	
	READERSHIP AVERAGE DAY	255.201.868	
	CIRCULATION	65.575.353	
	DIFFUSION	57.650.751	