OVERALL QUARTER TWO vs QUARTER ONE				QUARTER ONE						%
MEDIA SPACE VALUE Q2	€ 15.195.526,12	per ARTICLES Nr.	321	MEDIA SPACE VALUE Q1	€ 17.031.065,45	per ARTICLES Nr.	372	Delta €	-€ 1.835.539,33	-10,8
NEWSPAPERS	€ 7.904.813,25	per ARTICLES Nr.	158	NEWSPAPERS	€ 9.507.167,05	per ARTICLES Nr.	225		-€ 1.602.353,80	-16,9
MAGAZINES	€ 7.290.712,86	per ARTICLES Nr.	163	MAGAZINES	€ 7.523.898,40	per ARTICLES Nr.	147		-€ 233.185,54	-3,1
MODEL LINE CORPORATE	€ 12.186.886,65	per ARTICLES Nr.	248	MODEL LINE CORPORATE	€ 11.523.518,78	per ARTICLES Nr.	247		€ 663.367,87	5,8
NEWSPAPERS	€ 7.010.506,39	per ARTICLES Nr.	140	NEWSPAPERS	€ 5.196.761,61	per ARTICLES Nr.	113		€ 1.813.744,78	34,9
MAGAZINES	€ 5.176.380,27	per ARTICLES Nr.	108	MAGAZINES	€ 6.326.757,17	per ARTICLES Nr.	134		-€ 1.150.376,90	-18,2
MODEL LINE XC60	€ 3.008.639,46	per ARTICLES Nr.	73	MODEL LINE XC60	€ 5.507.546,67	per ARTICLES Nr.	125		-€ 2.498.907,21	-45,4
NEWSPAPERS	€ 894.306,87	per ARTICLES Nr.	18	NEWSPAPERS	€ 4.310.405,44	per ARTICLES Nr.	34		-€ 3.416.098,57	-79,3
MAGAZINES	€ 2.114.332,60	per ARTICLES Nr.	55	MAGAZINES	€ 1.197.141,23	per ARTICLES Nr.	91		€ 917.191,37	76,6
ARTICLES NUMBER			321	ARTICLES NUMBER			372	Delta Nr.	-51	-13,7
NEWSPAPERS			158	NEWSPAPERS			225		-67	-29,8
MAGAZINES			163	MAGAZINES			147		16	10,9
SECTOR			272	SECTOR			353		-81	-22,9
EXTRA SECTOR			49	EXTRA SECTOR			19		30	158
PHOTO			924	PHOTO			1.052		-128	-12,2
COLOUR			813	COLOUR			841		-28	-3,3
BLACK and WHITE			111	BLACK and WHITE			211		-100	-47,4
MAGAZINES PAGES			506	MAGAZINES PAGES			450		56	12,4
NEWSPAPERS COLUMNS			332	NEWSPAPERS COLUMNS			538		-206	-38,3
COVER			3	COVER			1		2	200
COVER RECALL			7	COVER RECALL			14		-7	-50
READERSHIP AVERAGE DAY			255.201.868	READERSHIP AVERAGE DAY			256.204.676		-1.002.808	-0,4
CIRCULATION			65.575.353	CIRCULATION			70.205.192		-4.629.839	-6,6
DIFFUSION			57.650.751	DIFFUSION			59.091.774		-1.441.023	-2,4