

VOLVO AUTO ITALIA - Public Relations

Press Review&Clippings Analysis 2008 - QUARTER THREE



OVERALL	MEDIA SPACE VALUE QUARTER 3	€ 15.797.464,15	per ARTICLES Nr. 359
	NEWSPAPERS	€ 9.800.359,06	186
	MAGAZINES	€ 5.997.105,10	163
	MODEL LINE CORPORATE	€ 12.424.690,01	per ARTICLES Nr. 308
	NEWSPAPERS	€ 7.613.345,64	171
	MAGAZINES	€ 4.811.344,37	137
	MODEL LINE XC60	€ 3.372.774,15	per ARTICLES Nr. 51
	NEWSPAPERS	€ 2.187.013,42	25
	MAGAZINES	€ 1.185.760,72	26
	ARTICLES NUMBER	359	
	NEWSPAPERS	186	
	MAGAZINES	163	
	SECTOR	329	
	EXTRA SECTOR	30	
	PHOTO	730	
	COLOUR	615	
	BLACK and WHITE	115	
	COVER	2	
	COVER RECALL	6	
	MAGAZINES PAGES	341	
	NEWSPAPERS COLUMNS	400	
	READERSHIP AVERAGE DAY	270.094.816	
	CIRCULATION	74.692.351	
	DIFFUSION	57.829.118	