



VOLVO AUTO ITALIA - Public Relations
PressReview&Clipping Analysis 2008 - Quarter Three



OVERALL QUARTER THREE vs QUARTER TWO				OVERALL QUARTER TWO							
MEDIA SPACE VALUE Q3	€ 15.797.464,15	per ARTICLES Nr.	359	MEDIA SPACE VALUE Q2	€ 15.195.526,12	per ARTICLES Nr.	321	Delta €	€ 601.938,03	%	4
NEWSPAPERS	€ 9.800.359,06	per ARTICLES Nr.	186	NEWSPAPERS	€ 7.904.813,25	per ARTICLES Nr.	158		€ 1.895.545,81		24
MAGAZINES	€ 5.997.105,10	per ARTICLES Nr.	163	MAGAZINES	€ 7.290.712,86	per ARTICLES Nr.	163		-€ 1.293.607,76		-17,7
MODEL LINE CORPORATE	€ 12.424.690,01	per ARTICLES Nr.	308	MODEL LINE CORPORATE	€ 12.186.886,65	per ARTICLES Nr.	248		€ 237.803,36		2
NEWSPAPERS	€ 7.613.345,64	per ARTICLES Nr.	171	NEWSPAPERS	€ 7.010.506,39	per ARTICLES Nr.	140		€ 602.839,25		8
MAGAZINES	€ 4.811.344,37	per ARTICLES Nr.	137	MAGAZINES	€ 5.176.380,27	per ARTICLES Nr.	108		-€ 365.035,90		-7,1
MODEL LINE XC60	€ 3.372.774,15	per ARTICLES Nr.	51	MODEL LINE XC60	€ 3.008.639,46	per ARTICLES Nr.	73		€ 364.134,69		12,1
NEWSPAPERS	€ 2.187.013,42	per ARTICLES Nr.	25	NEWSPAPERS	€ 894.306,87	per ARTICLES Nr.	18		€ 1.292.706,55		145
MAGAZINES	€ 1.185.760,72	per ARTICLES Nr.	26	MAGAZINES	€ 2.114.332,60	per ARTICLES Nr.	55		-€ 928.571,88		-43,9
ARTICLES NUMBER	359			ARTICLES NUMBER	321			Delta Nr.	38		11,8
NEWSPAPERS	186			NEWSPAPERS	158				28		17,7
MAGAZINES	163			MAGAZINES	163				0		0
SECTOR	329			SECTOR	272				57		21
EXTRA SECTOR	30			EXTRA SECTOR	49				-19		-38,8
PHOTO	730			PHOTO	924				-194		-21
COLOUR	615			COLOUR	813				-198		-24,4
BLACK and WHITE	115			BLACK and WHITE	111				4		3,6
MAGAZINES PAGES	341			MAGAZINES PAGES	506				-165		-32,6
NEWSPAPERS COLUMNS	400			NEWSPAPERS COLUMNS	332				68		20,5
COVER	2			COVER	3				-1		-33,3
COVER RECALL	6			COVER RECALL	7				-1		-14,3
READERSHIP AVERAGE DAY	270.094.816			READERSHIP AVERAGE DAY	255.201.868				14.892.948		5,8
CIRCULATION	74.692.351			CIRCULATION	65.575.353				9.116.998		13,9
DIFFUSION	57.829.118			DIFFUSION	57.650.751				178.367		0,3