



Quarter ONE, **Overall view**

MEDIA SPACE VALUE		€ 41.373.382	ARTICLES, NR., 817 (100%, overall)	Q1 NUMBERS
NEWSPAPER		€ 32.056.269	ARTICLES NR., 593, (72,59%, overall)	
MAGAZINE		€ 9.317.113	ARTICLES NR., 224, (27,42%, overall)	B&W PHOTO: 255
				COLOUR PHOTO: 769
MODEL LINE CORPORATE		€ 33.735.476	ARTICLES, NR., 670, (82,01%, on overall)	
NEWSPAPER		€ 26.543.182	ARTICLES, NR., 494, (73,74%, on Corporate)	OPENING PHOTO: 2,45%
MAGAZINE		€ 7.192.294	ARTICLES, NR., 176, (26,27%, on Corporate)	PAGES DOUBLE PHOTO: 2,64%
				OVERALL VIEW PHOTO: 29,89%
MODEL LINE XC60		€ 2.113.831	ARTICLES, NR., 33, (3,79%, on overall)	FOREHEAD VIEW PHOTO: 1,08%
NEWSPAPER		€ 1.068.040	ARTICLES, NR., 17, (51,52%, on XC60)	OUTLINE VIEW PHOTO: 3,23%
MAGAZINE		€ 1.045.791	ARTICLES, NR., 16, (48,49%, on XC60)	3/4 VIEW PHOTO: 22,17%
				REAR VIEW PHOTO: 6,45%
MODEL LINE S60		€ 5.524.075	ARTICLES, NR., 114, (13,96%, on overall)	VOLVO IN TITLE: 516
NEWSPAPER		€ 4.445.047	ARTICLES, NR., 82, (71,93%, on S60 Concept)	VOLVO IN TEXT: 796
MAGAZINE		€ 1.079.028	ARTICLES, NR., 32, (28,08%, on S60 Concept)	VOLVO IN CAPTION: 256
ARTICLES, NR			ARTICLES, NR., 817, (100%, overall)	SIGNED ARTICLES: 270
NEWSPAPER			ARTICLES NR., 593, (72,59%, overall)	
MAGAZINE			ARTICLES NR., 224, (27,42%, overall)	
SECTOR		€ 37.461.681	ARTICLES, NR., 606, (74,18%, overall)	
EXTRA SECTOR		€ 3.911.701	ARTICLES, NR., 211, (25,83%, overall)	
COVER		-		
COVER RECALL		NR. 16		
COLUMNS		NR. 1.203		
PAGES		NR. 709		
PHOTO		NR. 1.024		