



2010 Quarter

TWO



Media Space Value,

37.584.754 €

Articles Nr., **802**



Quarter TWO, Overall view

		vs Q1 2010		vs Q1 2010
MEDIA SPACE VALUE	€ 37.584.754	-9,15%	ARTICLES, NR., 802 (100%, overall)	-1,83%
NEWSPAPER	€ 27.829.684	-13,18	ARTICLES NR., 521, (64,97%, overall)	-12,14%
MAGAZINE	€ 9.755.070	+4,71	ARTICLES NR., 281, (35,04%, overall)	+25,45%
MODEL LINE CORPORATE	€ 33.086.016	-1,92	ARTICLES, NR., 705, (87,91%, on overall)	+5,23%
NEWSPAPER	€ 24.548.800	-7,51%	ARTICLES, NR., 458, (64,97%, on Corporate)	-7,28%
MAGAZINE	€ 8.537.216	+18,7	ARTICLES, NR., 247, (35,04%, on Corporate)	+40,35%
MODEL LINE XC60	€ 773.730	-63,39	ARTICLES, NR., 23, (2,87%, on overall)	-30,3%
NEWSPAPER	€ 568.819	-46,74	ARTICLES, NR., 14, (60,87%, on XC60)	-17,64%
MAGAZINE	€ 204.911	-80,4	ARTICLES, NR., 09, (39,14%, on XC60)	-43,75%
MODEL LINE S60	€ 3.725.008	-32,56	ARTICLES, NR., 74, (9,23%, on overall)	-35,08%
NEWSPAPER	€ 2.712.065	-38,98	ARTICLES, NR., 49, (66,22%, on S60)	-40,24%
MAGAZINE	€ 1.012.943	-6,12	ARTICLES, NR., 25, (33,79%, on S60)	-21,87%
ARTICLES, NR			ARTICLES, NR., 802, (100%, overall)	
NEWSPAPER			ARTICLES NR., 521, (64,97%, overall)	
MAGAZINE			ARTICLES NR., 281, (35,04%, overall)	
SECTOR	€ 33.284.931	-11,14	ARTICLES, NR., 561, (69,96%, overall)	-7,42%
EXTRA SECTOR	€ 4.299.823	+9,93	ARTICLES, NR., 241, (30,05%, overall)	+14,22
COVER	NR. 1	-		
COVER RECALL	NR. 8	-50%		
COLUMNS	NR. 919	-23,6%		
PAGES	NR. 797	+12,42%		
PHOTO	NR. 967	-5,56%		

Q2 NUMBERS		vs Q1 2010
B&W PHOTO: 173		+32,15%
COLOUR PHOTO: 794		+3,26%
OPENING PHOTO: 2,18%		-11,2%
PAGES DOUBLE PHOTO: 2,28%		-13,63%
OVERALL VIEW PHOTO: 27,62%		-7,59%
FOREHEAD VIEW PHOTO: 1,25%		+15,75%
OUTLINE VIEW PHOTO: 2,69%		-16,71
3/4 VIEW PHOTO: 15,21%		-31,39
REAR VIEW PHOTO: 5,38%		-16,58%
VOLVO IN TITLE: 378		-26,74%
VOLVO IN TEXT: 794		-0,25%
VOLVO IN CAPTION: 272		+6,25%
SIGNED ARTICLES: 306		+13,34



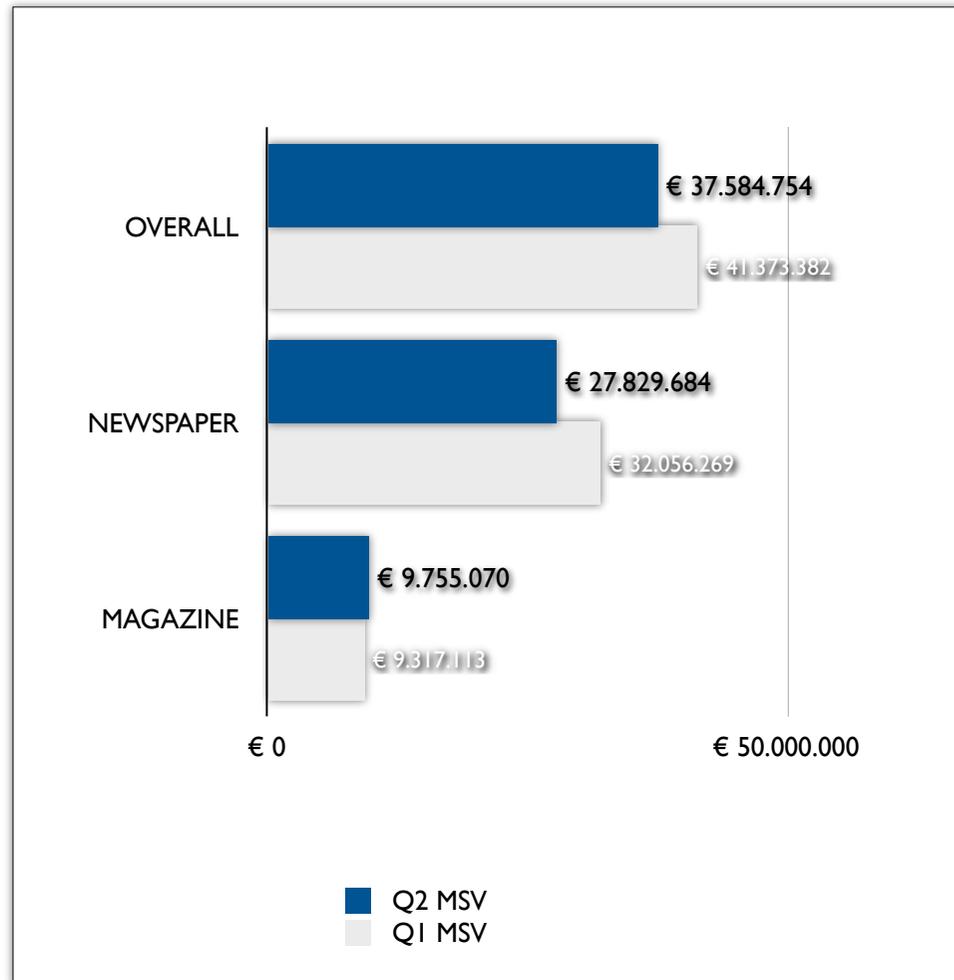
Quarter TWO, **Management Summary**

Quarter TWO. La flessione del Media Space Value e del numero di articoli rilevati è da ascrivere alla cessazione delle pubblicazioni di cronaca economica relative alla vendita di Volvo alla Geely e alla fine dell'effetto novità dal Salone di Ginevra. In sostanziale "tenuta" la linea Corporate, con un incremento del numero di articoli ma con una lieve flessione del valore MSV. In questa linea, sono sempre significative le presenze di articoli sulle sponsorizzazioni veliche. Volvo XC60, in assenza di importanti novità di prodotto, fa segnare una forte diminuzione di tutti i valori presi in considerazione per l'analisi numerica.

Terminato, come detto, l'effetto "Ginevra" anche la linea di analisi per la Volvo S60 risente della diminuzione delle pubblicazioni; seppur nell'ambito dell'intero semestre, e relativamente ad una delle tre linee inferiori di analisi (quindi solo <Volvo S60 Show>) riporta, come già evidenziato con un report pubblicato in separata sede, un più che significativo risultato. Volvo S60, **overall**, situazione dal 1.1.10 al 30.6.10, vale 204 articoli per un MSV € 10,02 milioni. (5 Luglio 2010)

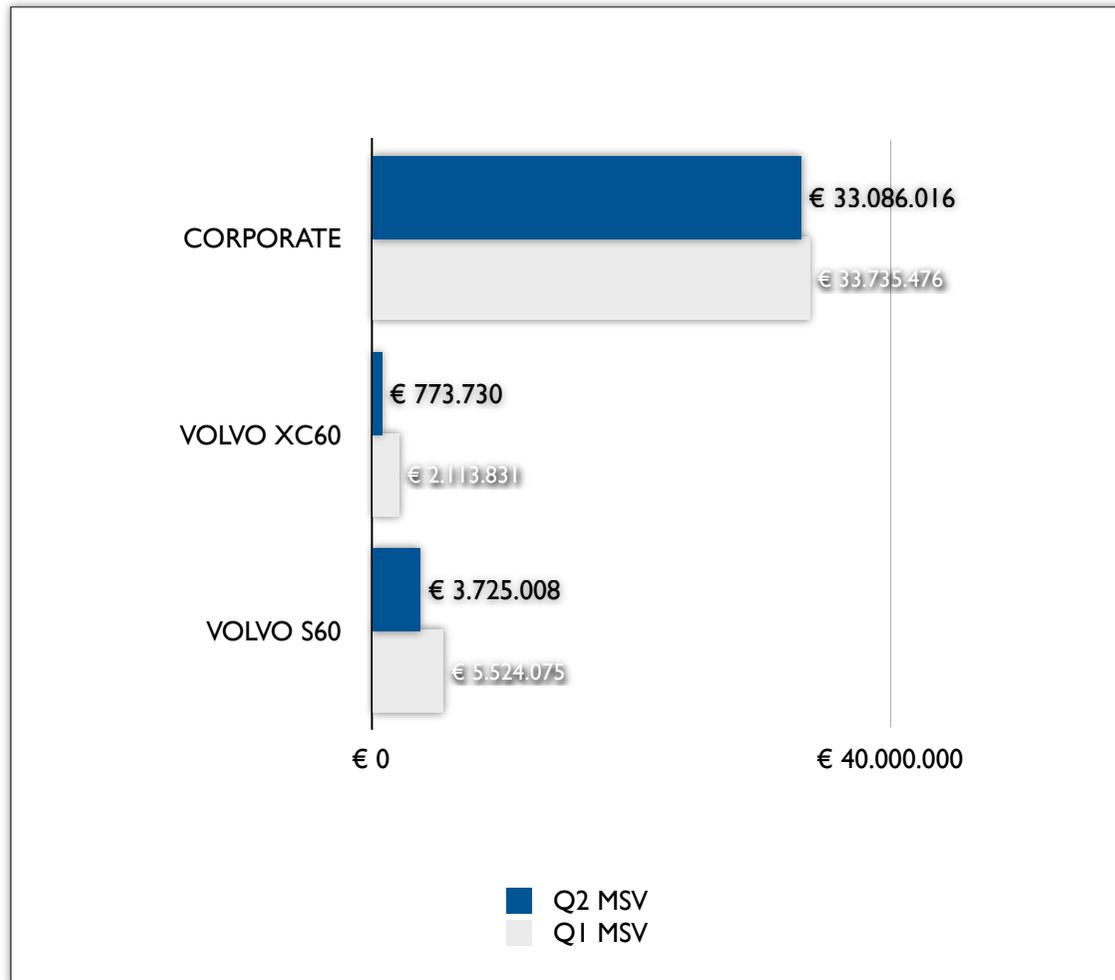


Quarter TWO, **Media Space Value**



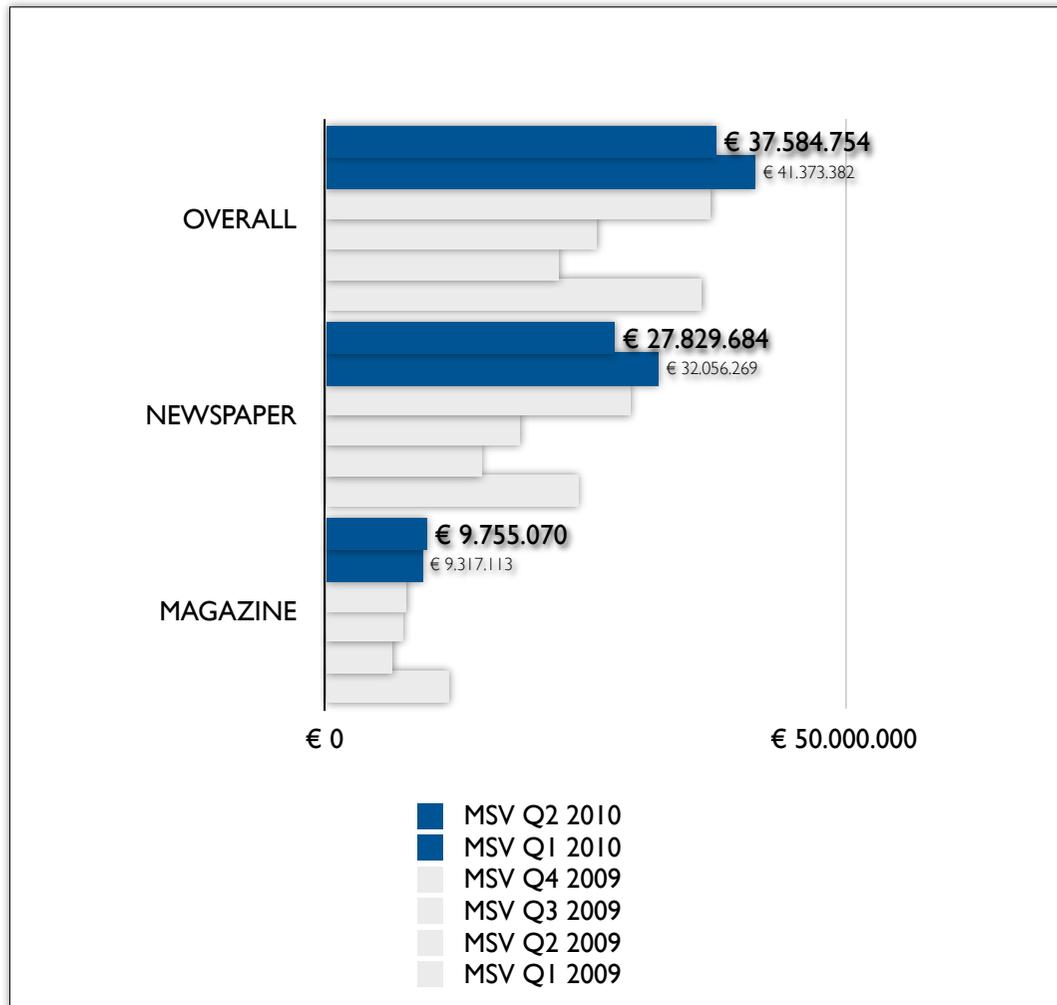


Quarter TWO, **Media Space Value, Model Line**



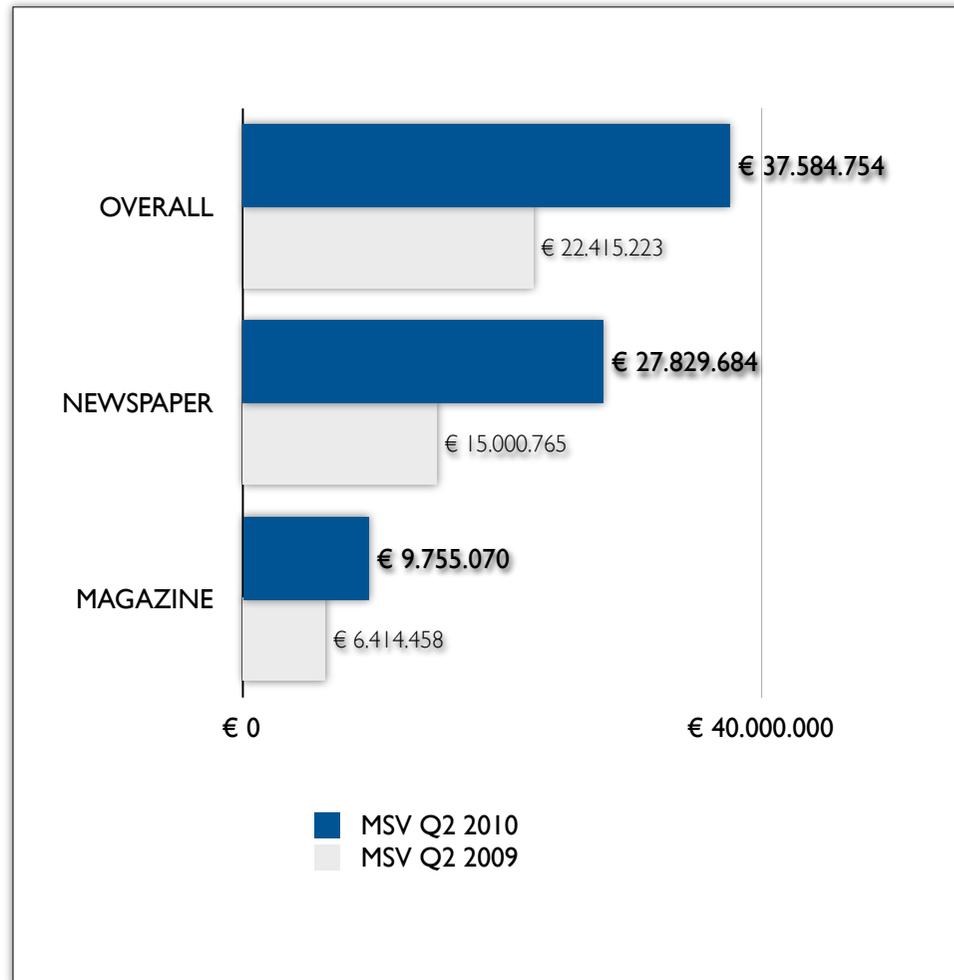


Quarter TWO, Media Space Value Q1,Q2-10 vs Q4:Q1-09



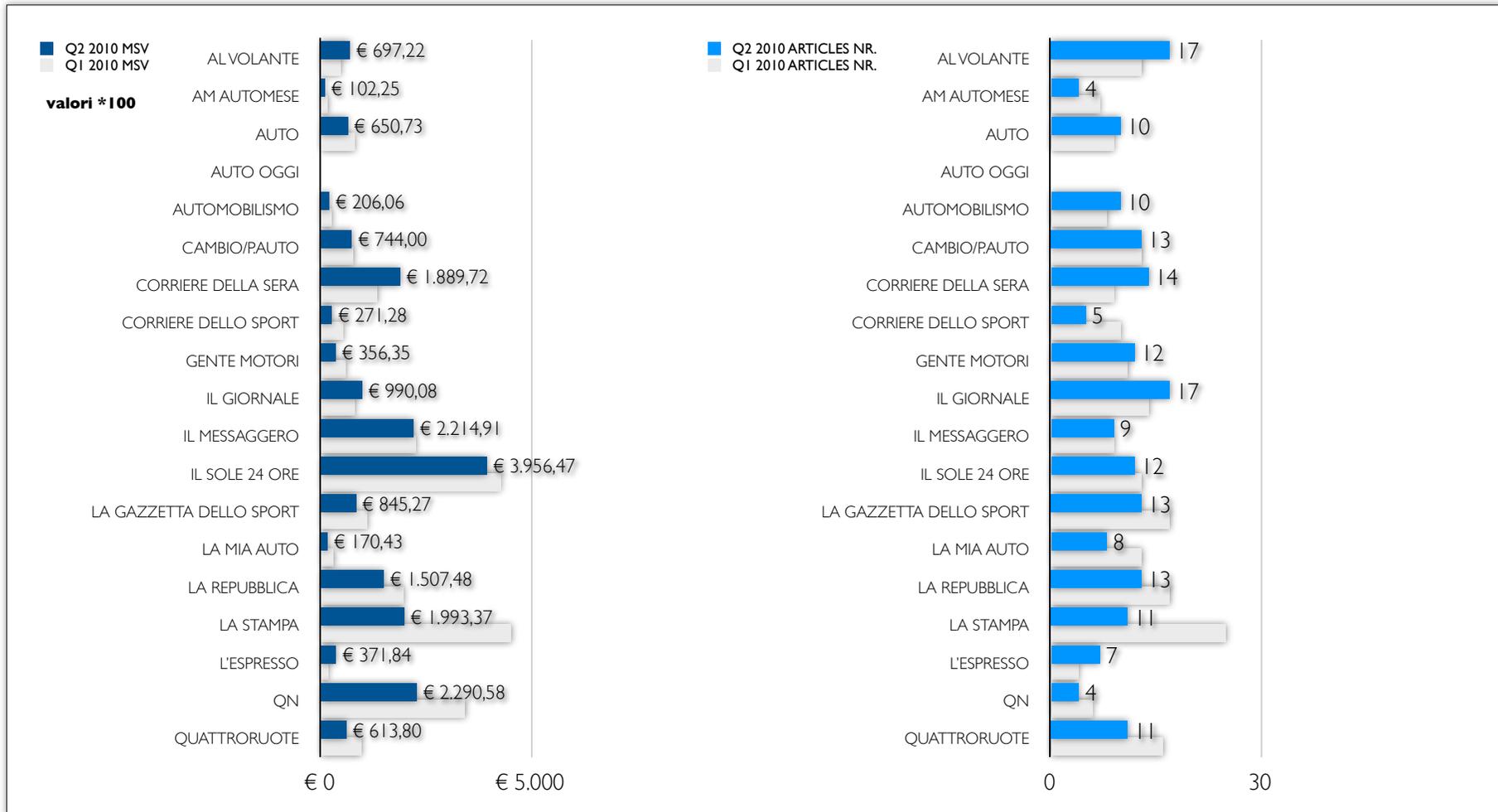


Quarter TWO, **Media Space Value Q2-10 vs Q2-09**



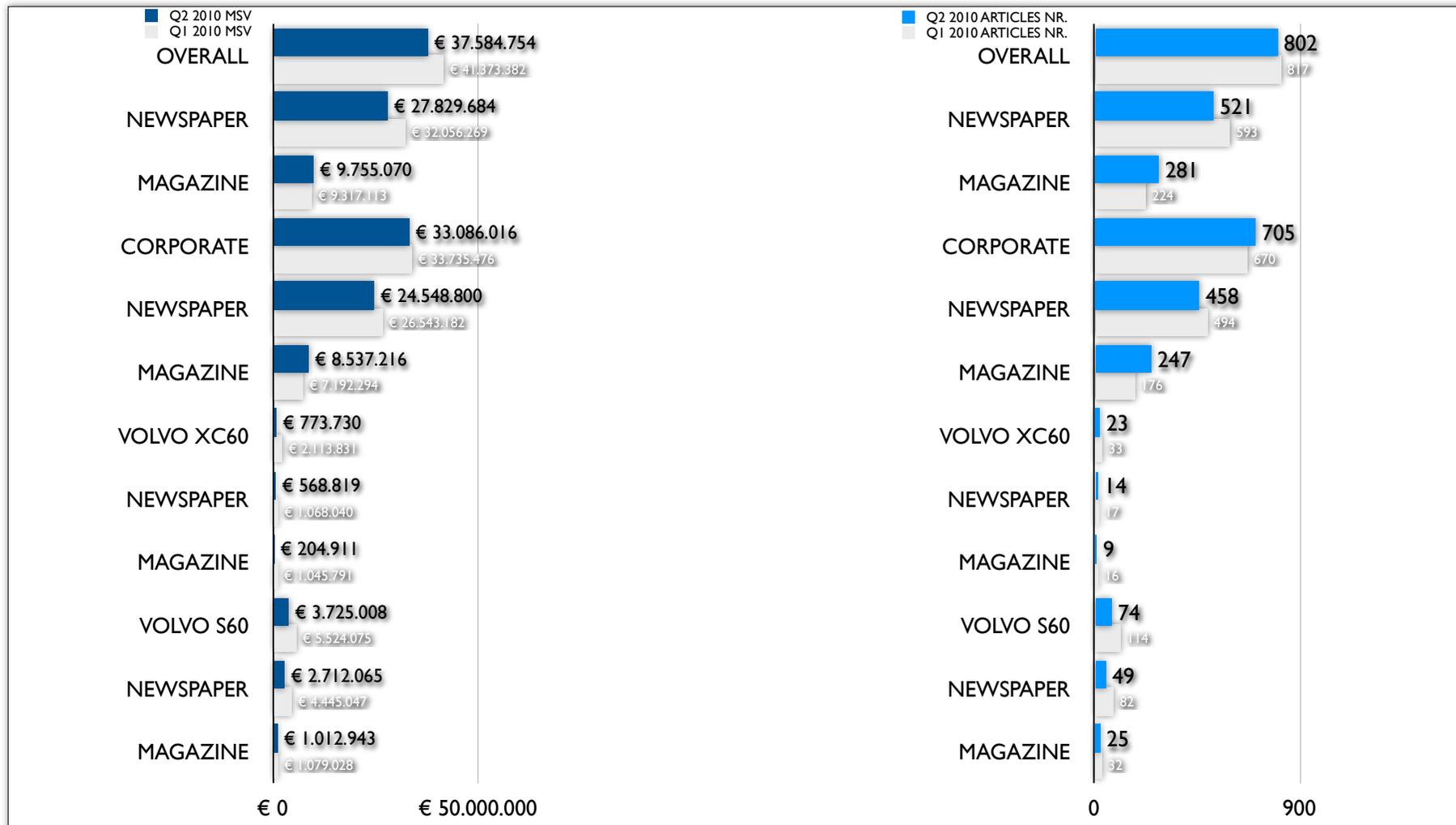


Quarter TWO, Media Space Value, Major Headings



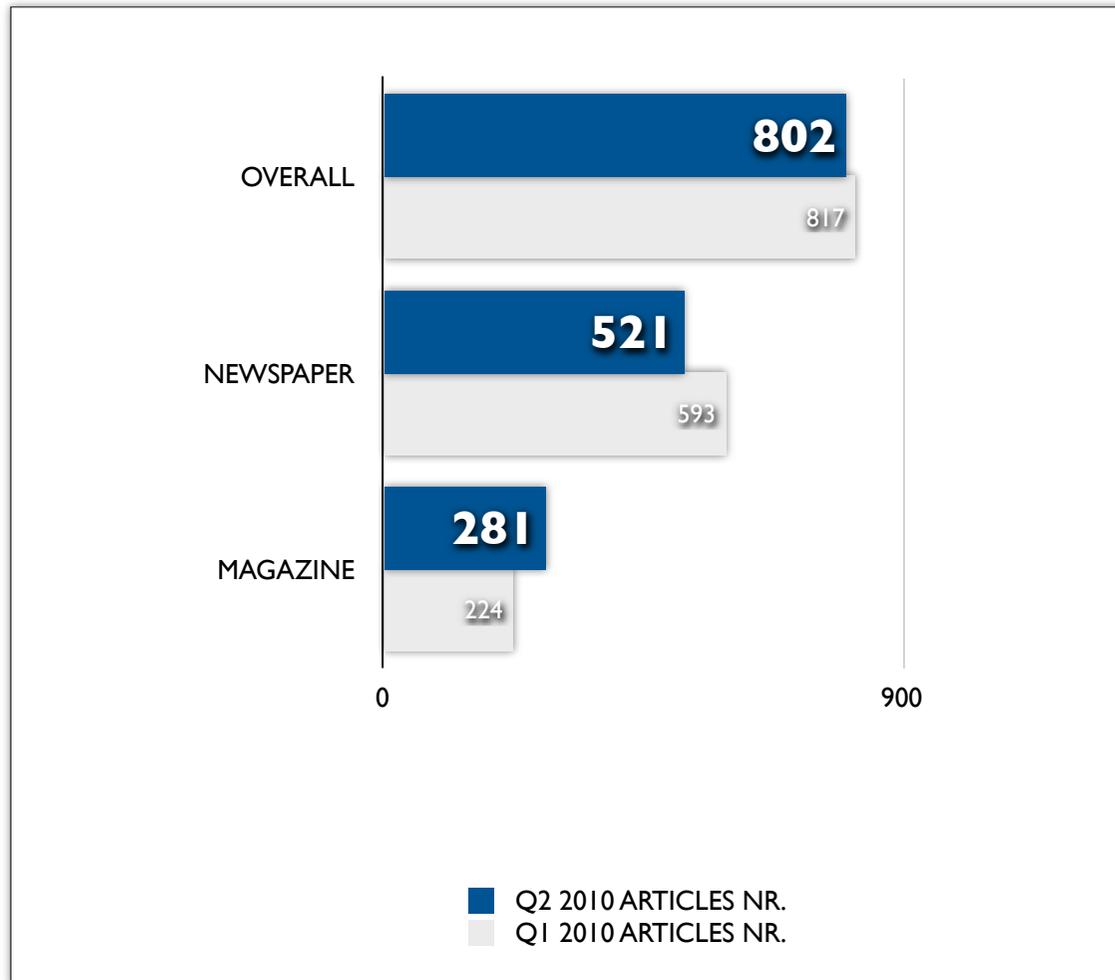


Quarter TWO, Media Space Value, Value&Articles nr. by Line



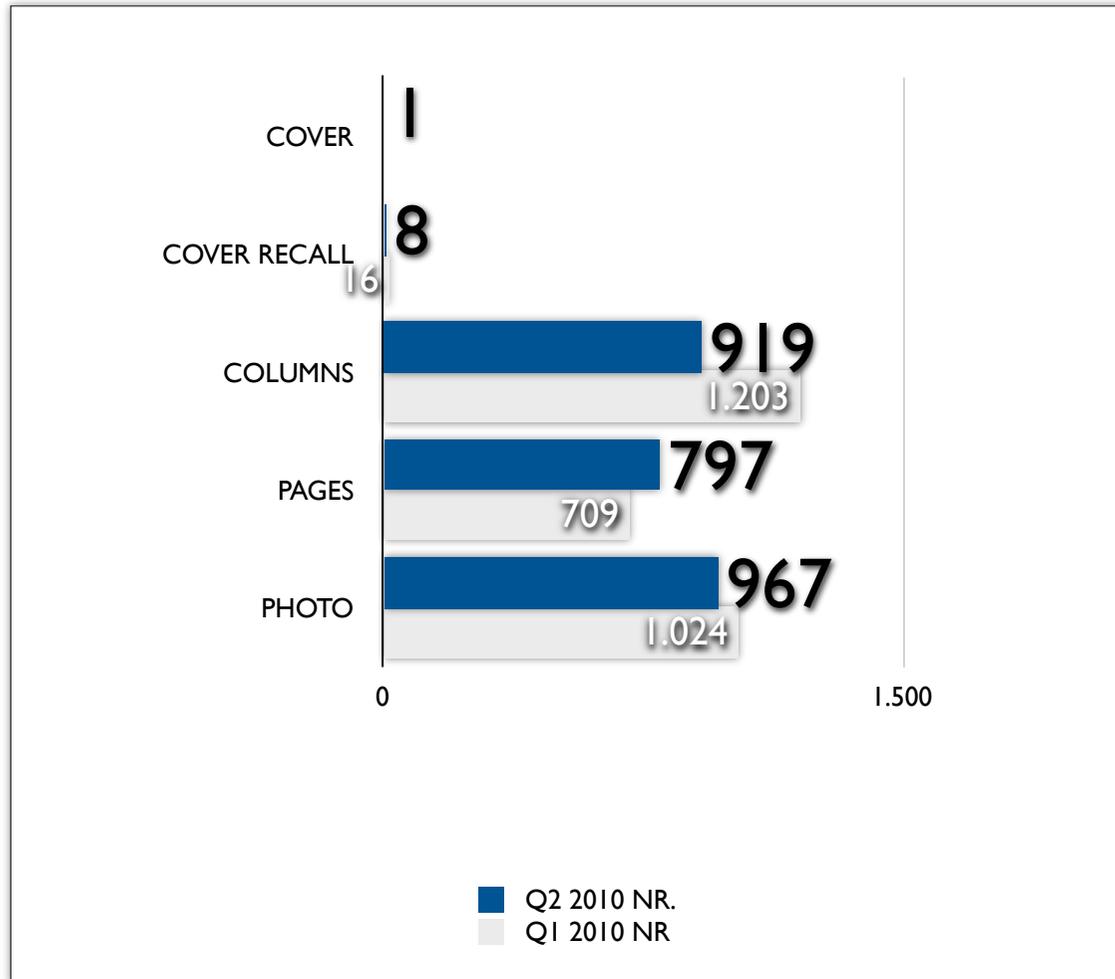


Quarter TWO, **Articles Number**



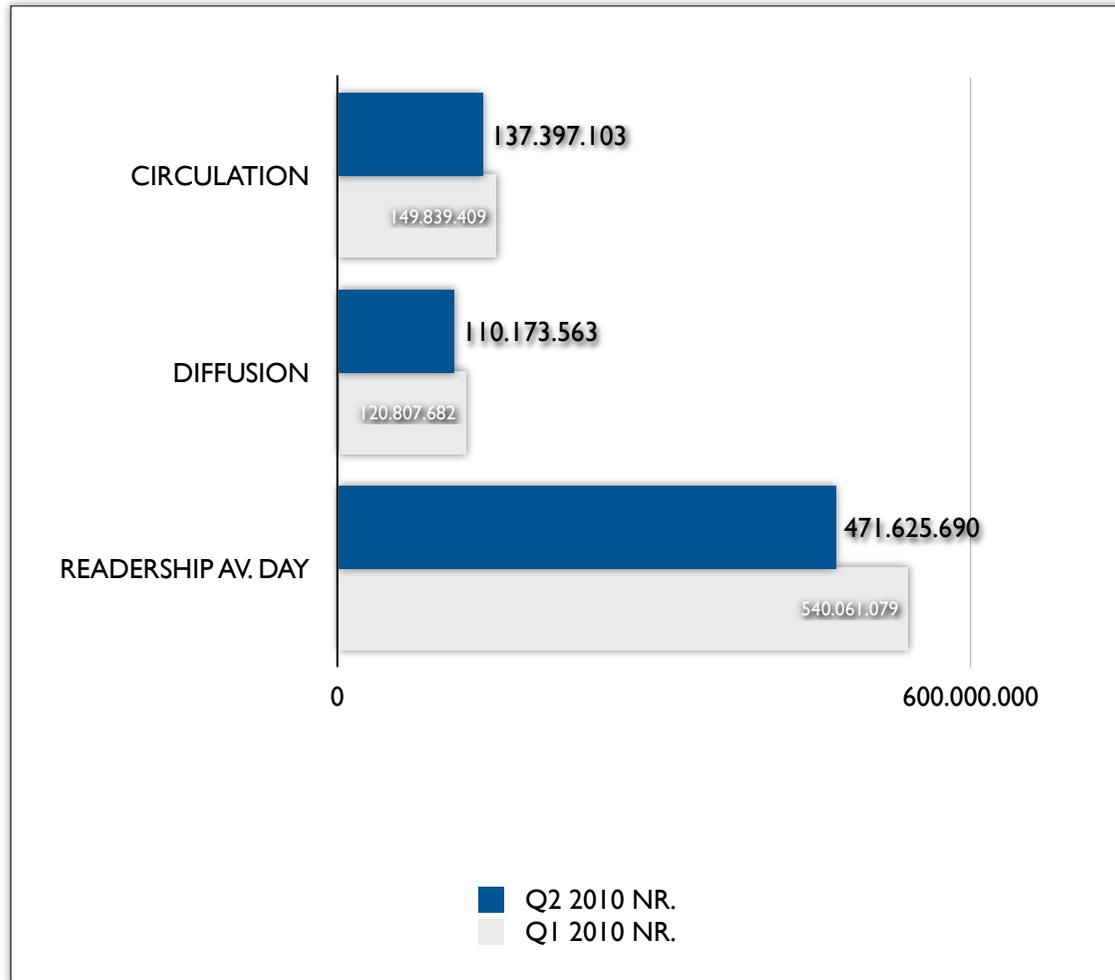


Quarter TWO, **Snapshot**





Quarter TWO, **ReaderShip Average Day & Co.**





PER CONSULTARE **“The Edicola”**:

[link alla pagina The Edicola, Quarter **TWO**](#)