



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