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

	Q2 2010 MSV	Q1 2010 MSV	Q2 2010 ARTICLES NR.	Q1 2010 ARTICLES NR.
OVERALL	€ 37.584.754	€ 41.373.382	802	817
NEWSPAPER	€ 27.829.684	€ 32.056.269	521	593
MAGAZINE	€ 9.755.070	€ 9.317.113	281	224
CORPORATE	€ 33.086.016	€ 33.735.476	705	670
NEWSPAPER	€ 24.548.800	€ 26.543.182	458	494
MAGAZINE	€ 8.537.216	€ 7.192.294	247	176
VOLVO XC60	€ 773.730	€ 2.113.831	23	33
NEWSPAPER	€ 568.819	€ 1.068.040	14	17
MAGAZINE	€ 204.911	€ 1.045.791	9	16
VOLVO S60	€ 3.725.008	€ 5.524.075	74	114
NEWSPAPER	€ 2.712.065	€ 4.445.047	49	82
MAGAZINE	€ 1.012.943	€ 1.079.028	25	32

€ 0   € 50.000.000   0   900