



Quarter THREE, Overall view

		% vs Q2 2010		% vs Q2 2010
MEDIA SPACE VALUE	€ 34.379.853	-8,52%	ARTICLES, NR., 897 (100%, overall)	11,85%
NEWSPAPER	€ 23.640.991	-15,05%	ARTICLES NR., 594, (66,23%, overall)	14,02%
MAGAZINE	€ 10.738.862	10,09%	ARTICLES NR., 303, (33,78%, overall)	7,83%
MODEL LINE CORPORATE	€ 28.729.455	-14,52%	ARTICLES, NR., 786, (87,63%, on overall)	11,49%
NEWSPAPER	€ 20.376.387	-16,99%	ARTICLES, NR., 516, (65,65%, on Corporate)	12,67%
MAGAZINE	€ 8.353.068	-2,15%	ARTICLES, NR., 270, (34,36%, on Corporate)	9,32%
MODEL LINE XC60	€ 953.924	23,29%	ARTICLES, NR., 14, (1,57%, on overall)	-39,13%
NEWSPAPER	€ 861.708	51,5%	ARTICLES, NR., 9, (64,29%, on XC60)	-35,71%
MAGAZINE	€ 92.216	-54,99%	ARTICLES, NR., 5, (35,72%, on XC60)	-44,44%
MODEL LINE S60	€ 4.696.474	26,08%	ARTICLES, NR., 97, (10,82%, on overall)	31,09%
NEWSPAPER	€ 2.402.896	-11,39%	ARTICLES, NR., 69, (71,14%, on S60)	40,82%
MAGAZINE	€ 2.293.578	126,43%	ARTICLES, NR., 28, (28,87%, on S60)	12%
ARTICLES, NR			ARTICLES, NR., 897, (100%, overall)	
NEWSPAPER			ARTICLES NR., 594, (66,23%, overall)	
MAGAZINE			ARTICLES NR., 303, (33,78%, overall)	
SECTOR	€ 29.438.916	-11,55%	ARTICLES, NR., 618, (68,9%, overall)	10,17%
EXTRA SECTOR	€ 4.940.937	14,92%	ARTICLES, NR., 279, (31,11%, overall)	15,77%
COVER	NR. 1	-		
COVER RECALL	NR. 6	-25%		
COLUMNS	NR. 977	6,32%		
PAGES	NR. 871	9,29%		
PHOTO	NR. 1271	31,44%		

Q3 NUMBERS		%vs Q2 2010
B&W PHOTO: 197		13,88%
COLOUR PHOTO: 1074		35,27%
OPENING PHOTO: 3,35%		38,1%
PAGES DOUBLE PHOTO: 4,31%		68,19%
OVERALL VIEW PHOTO: 48,02%		8,99%
FOREHEAD VIEW PHOTO: 3,82%		175%
OUTLINE VIEW PHOTO: 8,08%		157,7%
3/4 VIEW PHOTO: 33,09%		51,71%
REAR VIEW PHOTO: 11,71%		80,77%
VOLVO IN TITLE: 500		32,28%
VOLVO IN TEXT: 890		12,1%
VOLVO IN CAPTION: 266		-2,2%
SIGNED ARTICLES: 302		-1,3%