



Quarter FOUR, Overall view

		% vs Q3 2010		% vs Q3 2010
MEDIA SPACE VALUE	€ 51.588.901	50,05%	ARTICLES, NR., 1.192 (100%, overall)	32,88%
NEWSPAPER	€ 37.266.749	57,63%	ARTICLES NR., 800 - (67,11%, overall)	34,68%
MAGAZINE	€ 14.322.152	33,36%	ARTICLES NR., 392 - (32,88%, overall)	29,37%
MODEL LINE CORPORATE	€ 46.383.412	61,44%	ARTICLES, NR., 1.087 - (91,19%, on overall)	38,29%
NEWSPAPER	€ 34.456.067	69,09%	ARTICLES, NR., 749 - (68,90%, on Corporate)	45,15%
MAGAZINE	€ 11.427.345	36,80%	ARTICLES, NR., 338 - (31,09%, on Corporate)	25,18%
MODEL LINE XC60	€ 2.267.274	137,67%	ARTICLES, NR., 61 - (5,11%, on overall)	335,71%
NEWSPAPER	€ 1.285.110	49,13%	ARTICLES, NR., 35 - (57,37%, on XC60)	288,88%
MAGAZINE	€ 982.164	965,06%	ARTICLES, NR., 26 - (42,62%, on XC60)	420%
MODEL LINE S60 - V60	€ 16.039.240	241,51%	ARTICLES, NR., 303 - (25,41%, on overall)	212,37%
NEWSPAPER	€ 8.586.284	257,33%	ARTICLES, NR., 160 - (52,80%, on S60-V60)	131,88%
MAGAZINE	€ 7.814.290	240,70%	ARTICLES, NR., 122 - (40,26%, on S60-V60)	335,71%
ARTICLES, NR			ARTICLES, NR., 1.192 - (100%, overall)	
NEWSPAPER			ARTICLES NR., 800 - (67,11%, overall)	
MAGAZINE			ARTICLES NR., 392 - (32,88%, overall)	
SECTOR	€ 45.832.909	55,68%	ARTICLES, NR., 910 - (76,34%, overall)	47,24%
EXTRA SECTOR	€ 5.755.992	16,49%	ARTICLES, NR. 282 - (23,65%, overall)	1,07%
COVER	1	-		
COVER RECALL	7	16,66%		
COLUMNS	1.416	42,02%		
PAGES	1.077	23,65%		
PHOTO	1.001	-21,24%		

Q4 NUMBERS		%vs Q2 2010
B&W PHOTO: 177		-10,15%
COLOUR PHOTO: 824		-23,27%
OPENING PHOTO: 3,49%		4,71%
PAGES DOUBLE PHOTO: 3,09%		-28,30%
OVERALL VIEW PHOTO: 18,08%		-62,34%
FOREHEAD VIEW PHOTO: 3,29%		-13,87%
OUTLINE VIEW PHOTO: 5,79%		-28,34%
3/4 VIEW PHOTO: 18,88%		-42,94%
REAR VIEW PHOTO: 9,29%		-20,66%
VOLVO IN TITLE: 372 (31,20%)		-25,6%
VOLVO IN TEXT: 1.183 (99,24%)		32,92%
VOLVO IN CAPT: 295 (24,74%)		10,90%
SIGNED ARTICLES: 413 (25,33%)		36,75