

2011 Quarter One,



Overall view

		% vs Q4 2010		% vs Q4 2010	Q1 NUMBERS	
MEDIA SPACE VALUE	€ 49.156.595	-4,71%	ARTICLES, NR., 1.193 (100%, overall)	0,08%		%vs Q4 2010
NEWSPAPER	€ 38.307.595	2,79%	ARTICLES NR., 819 - (68,65%, overall)	2,38%	B&W PHOTO: 131	-25,98%
MAGAZINE	€ 10.849.000	-24,25%	ARTICLES NR., 374 - (31,34%, overall)	-4,59%	COLOUR PHOTO: 505	-38,71%
MODEL LINE CORPORATE	€ 36.031.379	-22,52%	ARTICLES, NR., 861 - (72,71%, on overall)	-20,79%		
NEWSPAPER	€ 28.149.514	-18,03%	ARTICLES, NR., 672 - (78,04%, on Corporate)	-10,28%	OPENING PHOTO: 28,30%	500,84%
MAGAZINE	€ 7.953.946	-30,40%	ARTICLES, NR., 189 - (21,95%, on Corporate)	-44,08%	PAGES DOUBLE PHOTO: 1,88%	-39,15%
					OVERALL VIEW PHOTO: 26,72%	-57,13%
MODEL LINE XC60	€ 696.931	-69,26%	ARTICLES, NR., 27 - (2,26%, on overall)	-56,45%	FOREHEAD VIEW PHOTO: 1,88%	-86,44%
NEWSPAPER	€ 152.507	-88,13%	ARTICLES, NR., 12 - (44,44%, on XC60)	-65,71%	OUTLINE VIEW PHOTO: 5,81%	-79,49%
MAGAZINE	€ 544.424	-44,57%	ARTICLES, NR., 15 - (55,55%, on XC60)	-42,30%	3/4 VIEW PHOTO: 23,11%	-46,18%
					REAR VIEW PHOTO: 6,76%	-67,27%
MODEL LINE S60 - V60	€ 10.357.899	-35,42%	ARTICLES, NR., 218 - (18,27%, on overall)	-28,05%		
NEWSPAPER	€ 8.092.108	-5,76%	ARTICLES, NR., 170 - (77,98%, on S60-V60)	6,25%	VOLVO IN TITLE: 460 (38,55%)	-23,65%
MAGAZINE	€ 2.286.511	-70,74%	ARTICLES, NR., 48 - (22,01%, on S60-V60)	-60,65%	VOLVO IN TEXT: 1.189 (99,66%)	0,50%
					VOLVO IN CAPT: 337 (28,24%)	14,23%
ARTICLES, NR			ARTICLES, NR., 1.193 - (100%, overall)			
NEWSPAPER			ARTICLES NR., 819 - (68,65%, overall)			
MAGAZINE			ARTICLES NR., 374 - (31,34%, overall)		SIGNED ARTICLES: 413 (25,33%)	36,75
SECTOR (90,37%, vs overall)	€ 44.421.667	-3,08%	ARTICLES, NR., 807 - (67,64%, overall)	-11,20%		
EXTRA SECTOR (9,63%, vs overall)	€ 4.734.928	-17,74%	ARTICLES, NR. 386 - (32,43%, overall)	36,87%		
COVER	2	100%				
COVER RECALL	3	-57,14%				
COLUMNS	1.173	-17,16%				
PAGES	958	-11,05%				
PHOTO	636	-36,46%				