



**VOLVO AUTO ITALIA**

Public Relations  
Press Review 2011

2011 Quarter

**ONE**



Media Space Value,  
**49.156.595 €**

Articles Nr., **1.193**



# 2011 Quarter One,



## Overall view

		% vs Q4 2010		% vs Q4 2010	Q1 NUMBERS	
<b>MEDIA SPACE VALUE</b>	<b>€ 49.156.595</b>	<b>-4,71%</b>	<b>ARTICLES, NR., 1.193 (100%, overall)</b>	<b>0,08%</b>		%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%
<b>MODEL LINE CORPORATE</b>	<b>€ 36.031.379</b>	<b>-22,52%</b>	<b>ARTICLES, NR., 861 - (72,71%, on overall)</b>	<b>-20,79%</b>		
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%
<b>MODEL LINE XC60</b>	<b>€ 696.931</b>	<b>-69,26%</b>	<b>ARTICLES, NR., 27 - (2,26%, on overall)</b>	<b>-56,45%</b>	OVERALL VIEW PHOTO: 26,72%	-57,13%
NEWSPAPER	€ 152.507	-88,13%	ARTICLES, NR., 12 - (44,44%, on XC60)	-65,71%	FOREHEAD VIEW PHOTO: 1,88%	-86,44%
MAGAZINE	€ 544.424	-44,57%	ARTICLES, NR., 15 - (55,55%, on XC60)	-42,30%	OUTLINE VIEW PHOTO: 5,81%	-79,49%
<b>MODEL LINE S60 - V60</b>	<b>€ 10.357.899</b>	<b>-35,42%</b>	<b>ARTICLES, NR., 218 - (18,27%, on overall)</b>	<b>-28,05%</b>	3/4 VIEW PHOTO: 23,11%	-46,18%
NEWSPAPER	€ 8.092.108	-5,76%	ARTICLES, NR., 170 - (77,98%, on S60-V60)	6,25%	REAR VIEW PHOTO: 6,76%	-67,27%
MAGAZINE	€ 2.286.511	-70,74%	ARTICLES, NR., 48 - (22,01%, on S60-V60)	-60,65%		
ARTICLES, NR			ARTICLES, NR., 1.193 - (100%, overall)		VOLVO IN TITLE: 460 (38,55%)	-23,65%
NEWSPAPER			ARTICLES NR., 819 - (68,65%, overall)		VOLVO IN TEXT: 1.189 (99,66%)	0,50%
MAGAZINE			ARTICLES NR., 374 - (31,34%, overall)		VOLVO IN CAPT: 337 (28,24%)	14,23%
SECTOR (90,37%, vs overall)	<b>€ 44.421.667</b>	<b>-3,08%</b>	ARTICLES, NR., 807 - (67,64%, overall)	-11,20%	SIGNED ARTICLES: 413 (25,33%)	36,75
EXTRA SECTOR (9,63%, vs overall)	<b>€ 4.734.928</b>	<b>-17,74%</b>	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%				

2011 Quarter **One**,



## Management Summary

### Quarter ONE.

La lettura della tabella d'apertura deve tenere in considerazione il grande risultato raggiunto nell'ultimo quarter 2010. Il migliore in assoluto mai raggiunto nella analisi della Rassegna Stampa di Volvo Auto Italia. Solo attraverso questo filtro la generale contrazione, e la presenza di segni negativi, assumono il ruolo corretto.

In altre, e più semplici, parole: il primo quarter 2011 non poteva che mostrare un flessione rispetto al precedente considerando la copiosità di argomenti di comunicazione, istituzionale e di prodotto nonché di cronaca economica che hanno caratterizzato l'ultimo trimestre dell'anno scorso.

Tuttavia è **NECESSARIO** valutare il Quarter 01/2011 nel **NUMERO ASSOLUTO**. Di tutto rispetto: **1.193** articoli per un valore degli spazi pari a **49,15** milioni di euro. Una ulteriore prova dell'ottimo andamento del Quarter 01/2011 è costituita dalla considerazione che il risultato ottenuto avrebbe rappresentato, comunque, il miglior risultato del 2010.

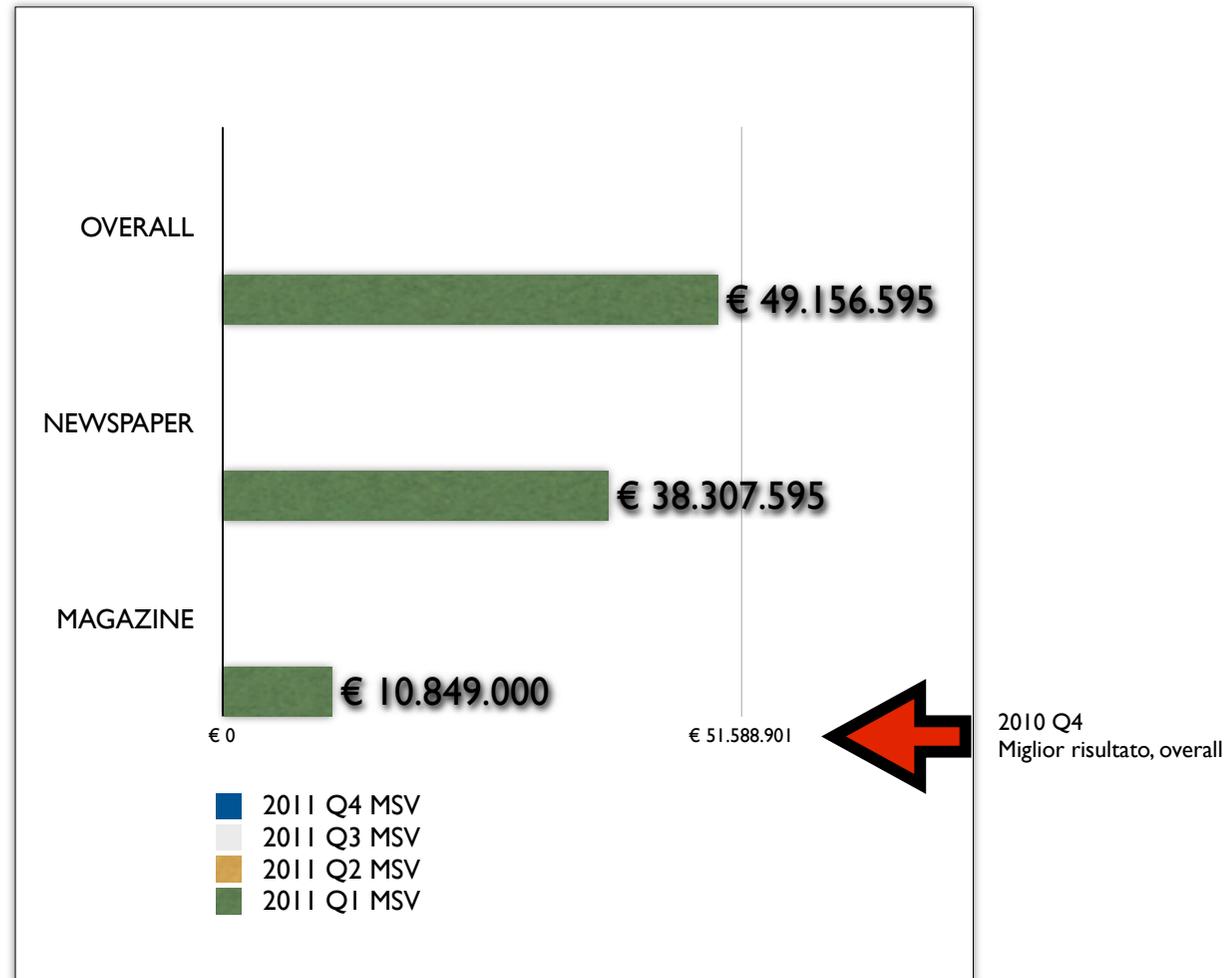
Infine, l'incremento di prestazione economica tra i due Quarter 01, 2011 vs 2010, evidenzia una crescita del 18,81%, del valore di circa 7,8 milioni di euro.

(Aprile 2011).

2011 Quarter **One**,



## Media Space Value

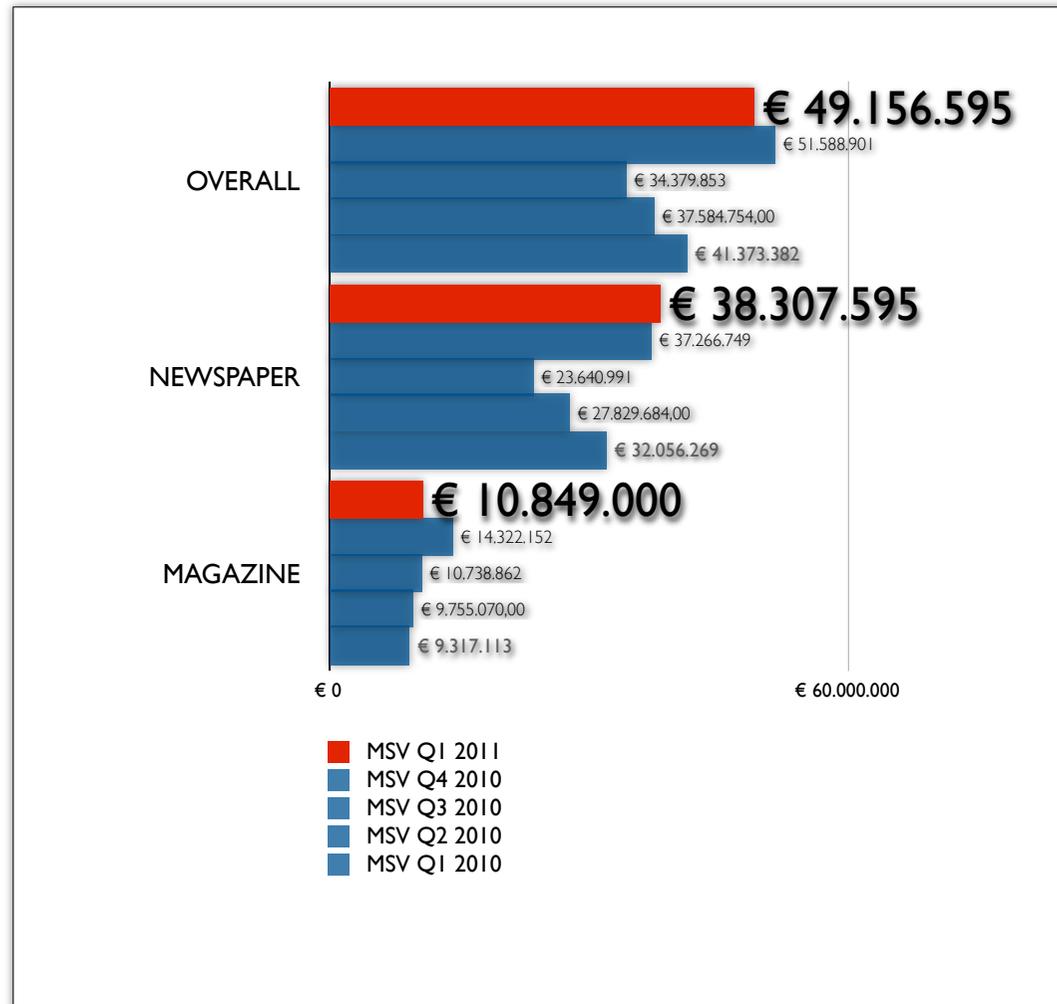




2011 Quarter **One**,



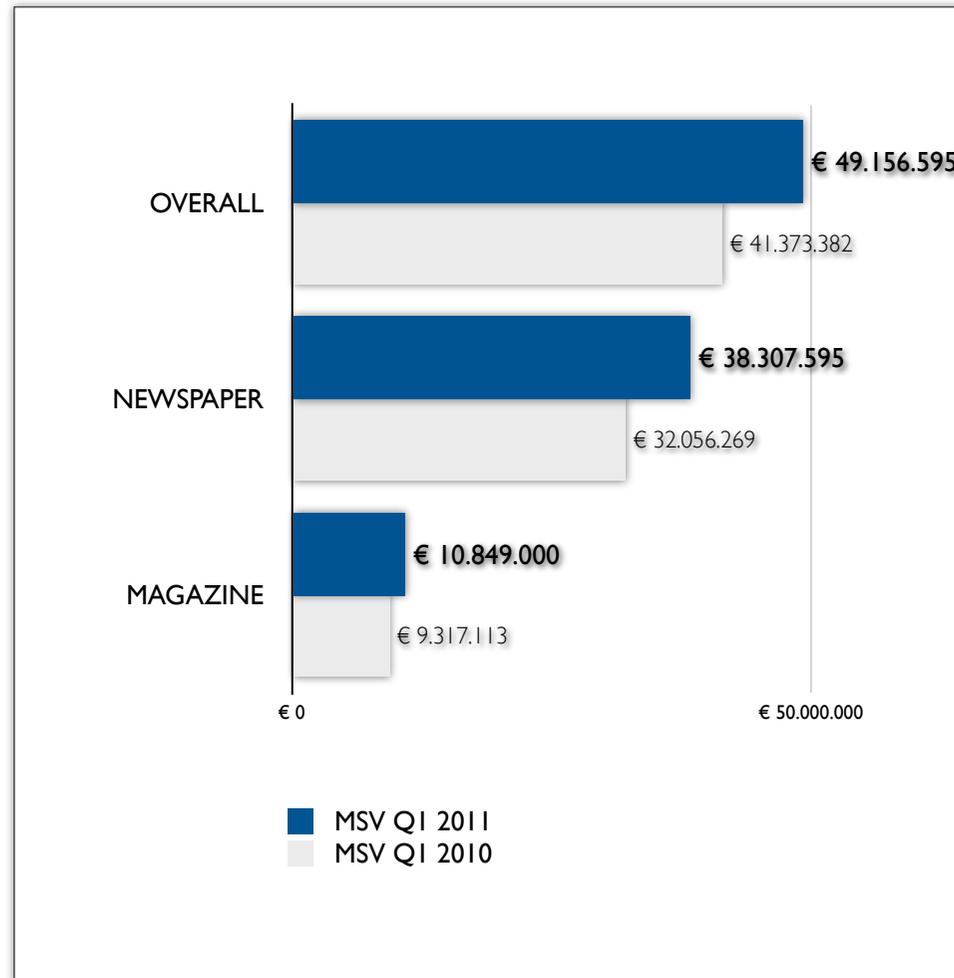
## Media Space Value Q1-11 vs Q4:Q1-10



2011 Quarter **One**,



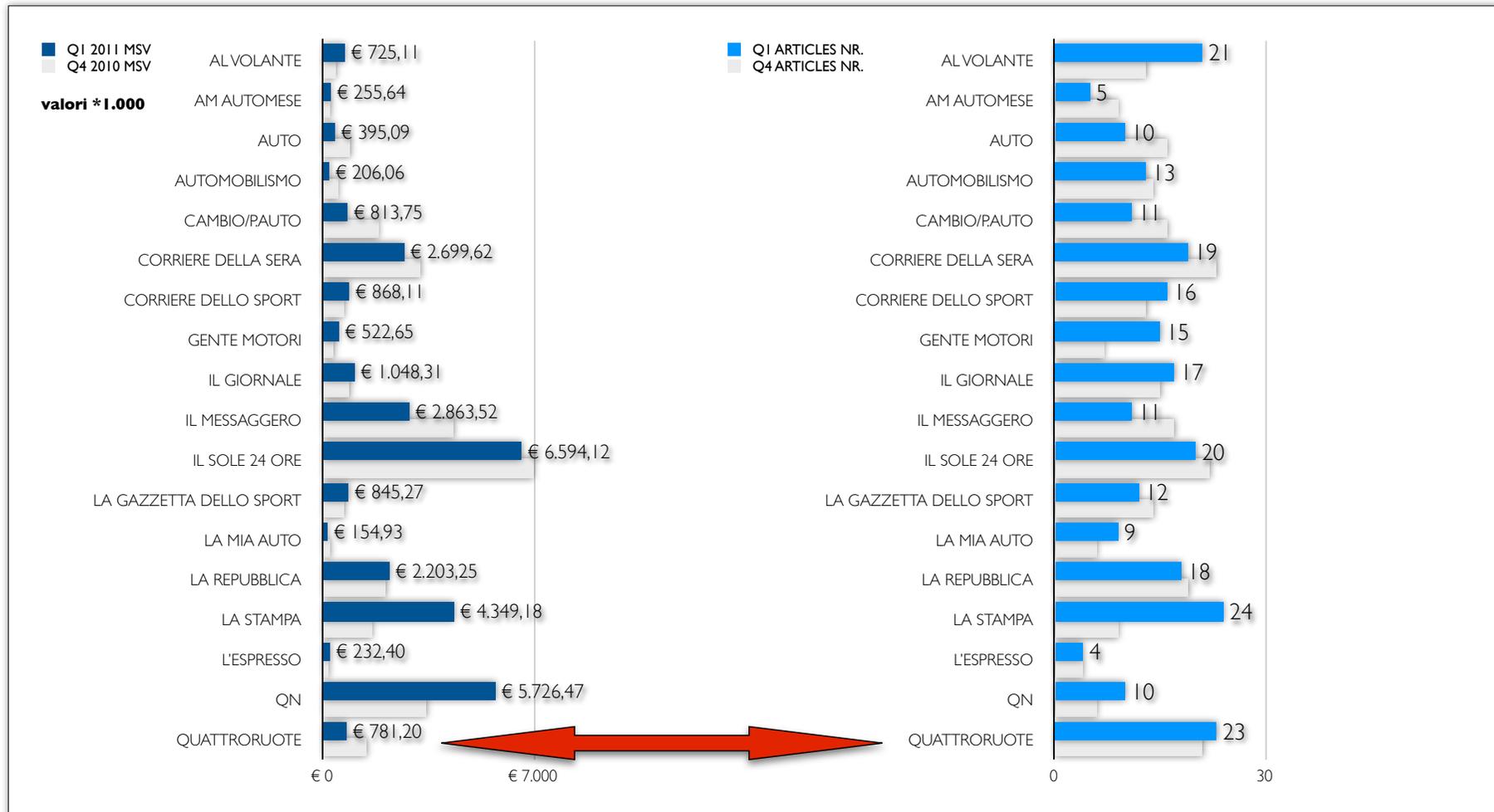
## Media Space Value Q1-11 vs Q1-10



# 2011 Quarter One,



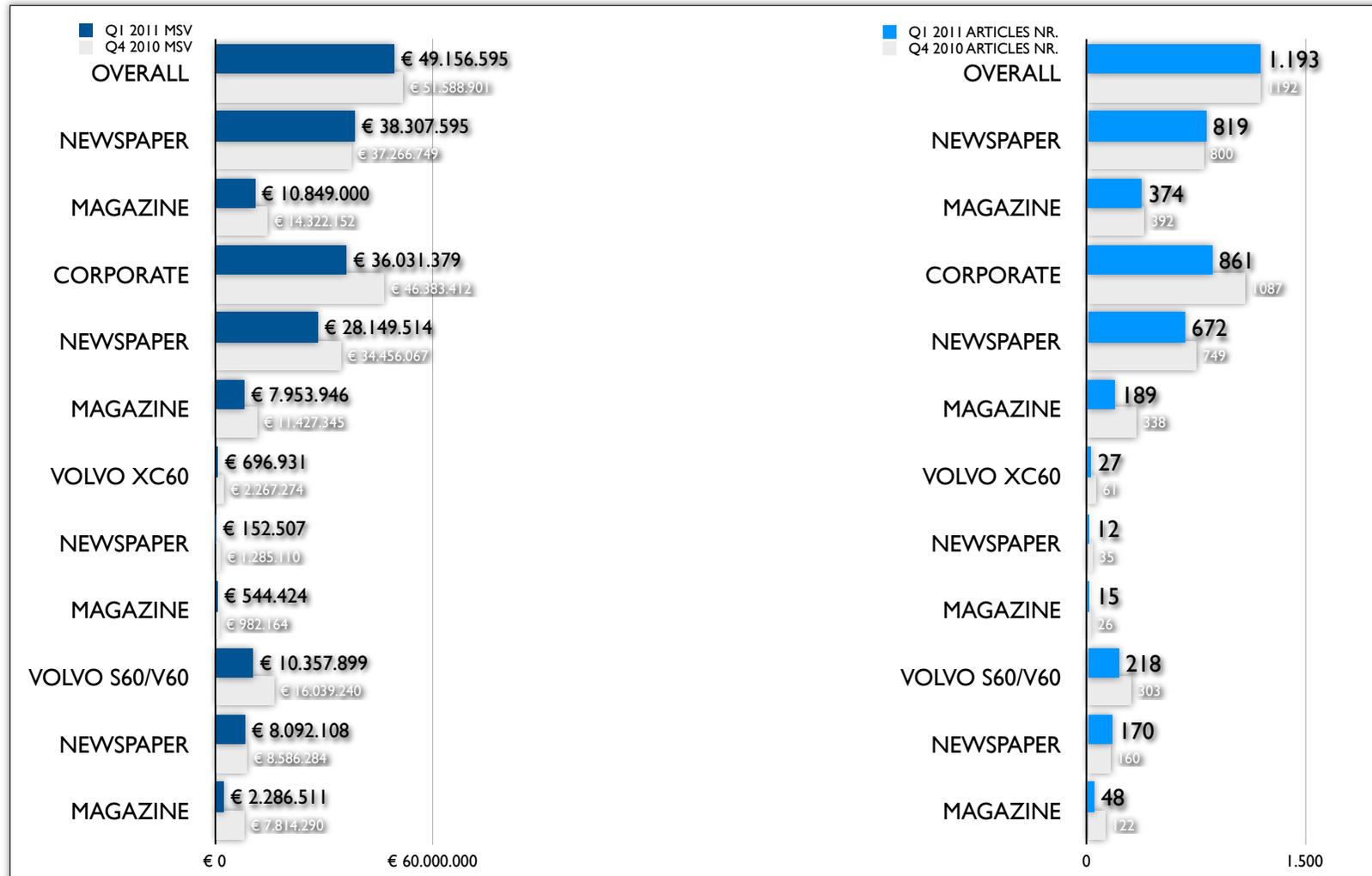
## Media Space Value, Major Headings



# 2011 Quarter One,



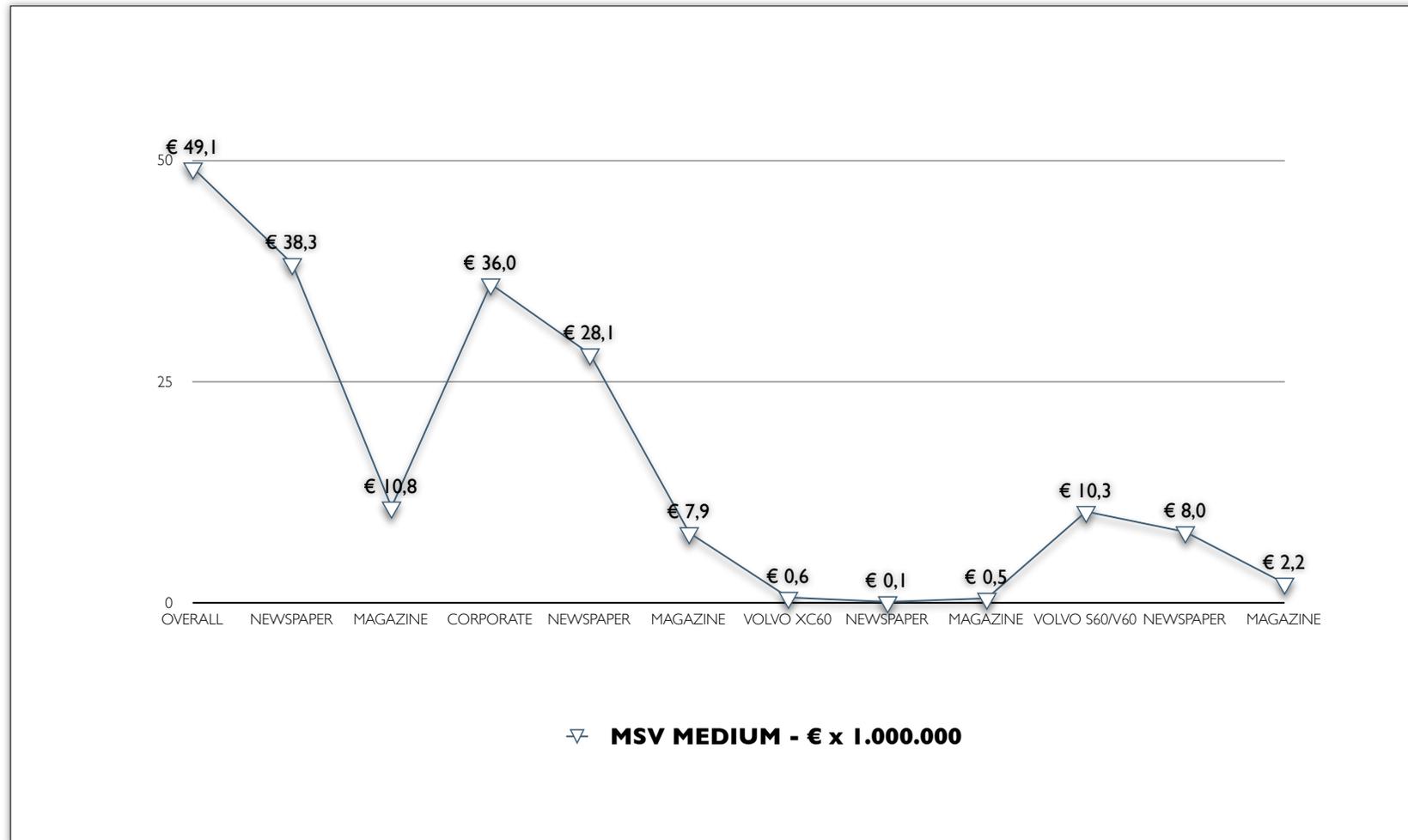
## Media Space Value, Value&Articles Nr./Line



2011 Quarter **One**,



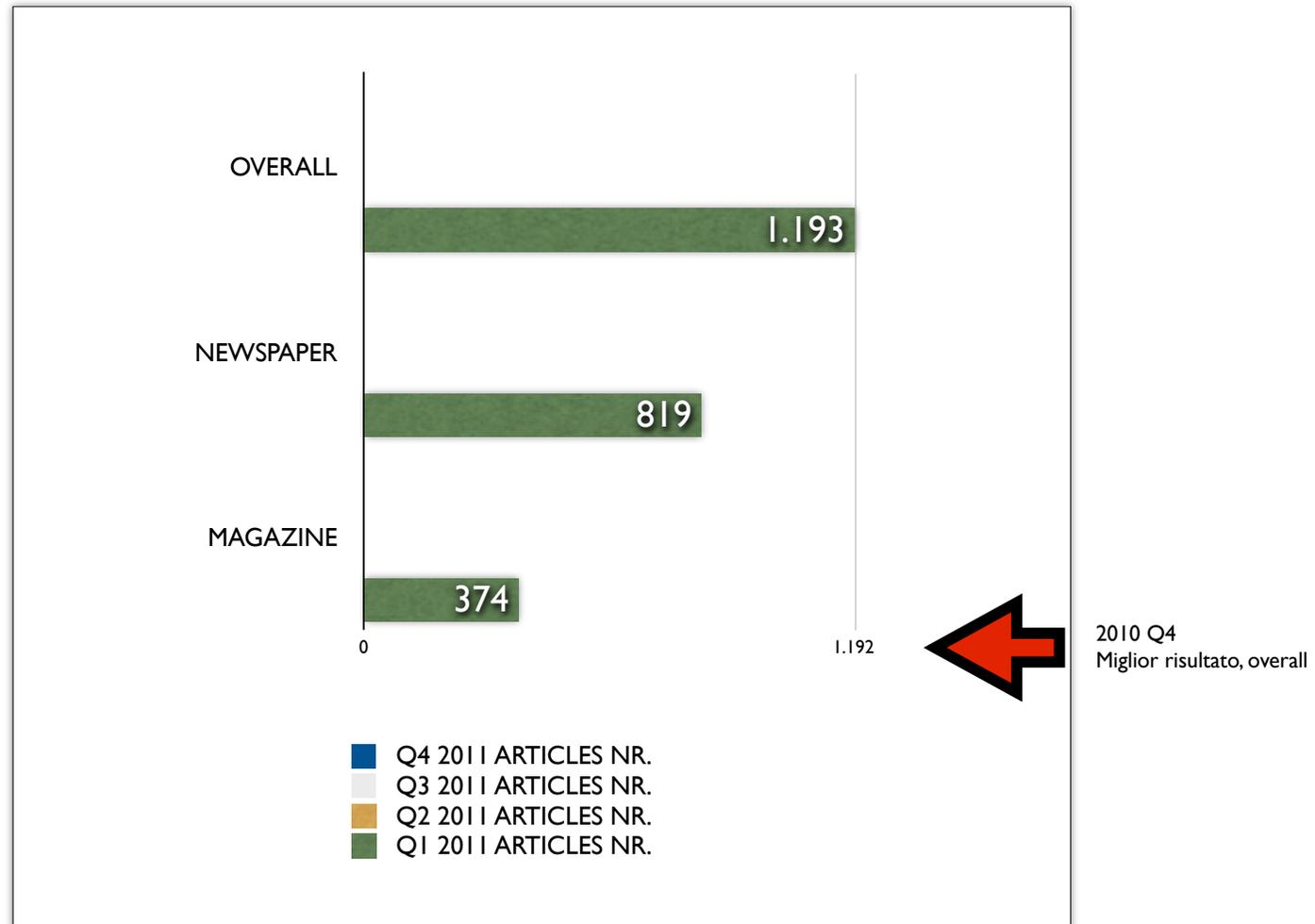
## Media Space Value, Medium Value/Articles



2011 Quarter **One**,



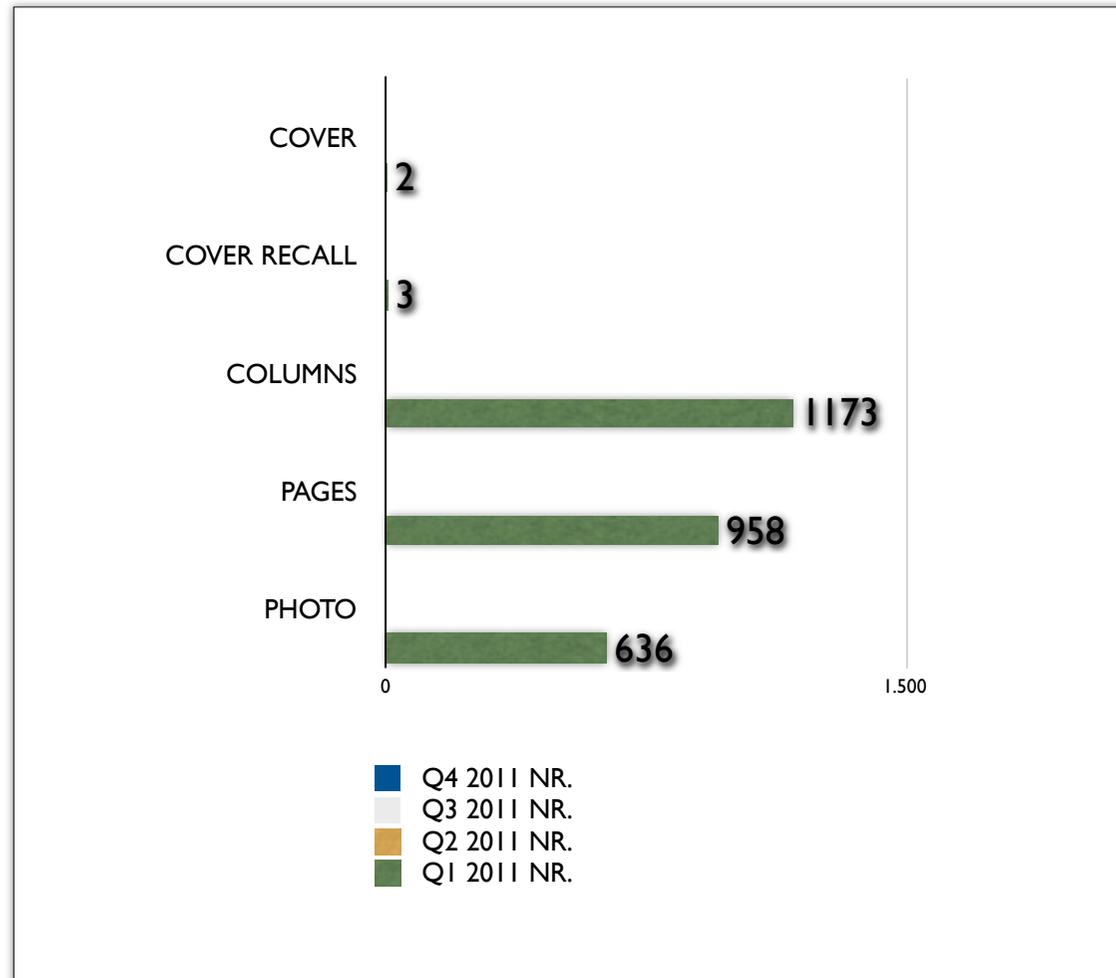
## Articles Number



# 2011 Quarter **One**,



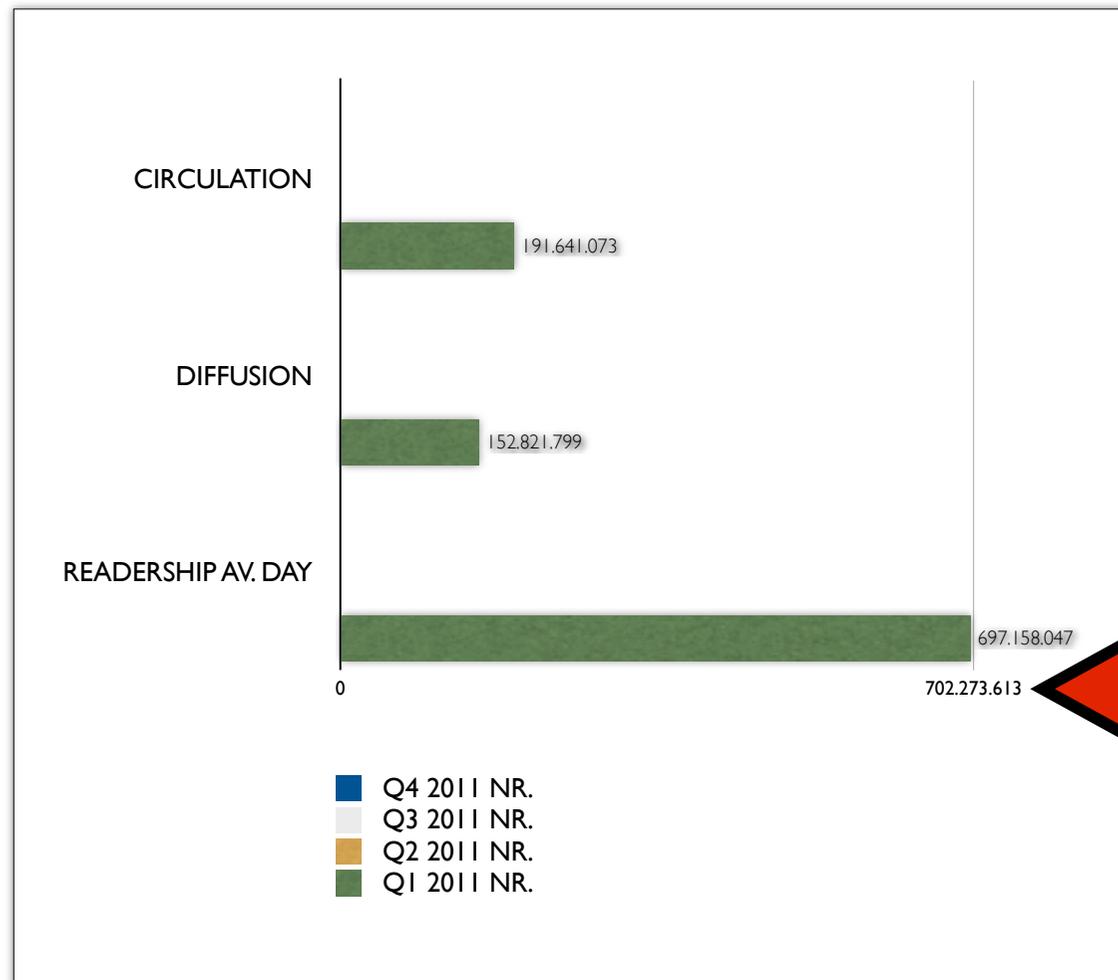
## Snapshot



2011 Quarter **One**,



## ReaderShip Average Day & Co.



2010 Q4  
Miglior risultato, overall