

2011 Quarter **Two**,



Overall view, Money&Number

QUARTER 01 - 2011		% vs Q1 2011		% vs Q1 2011
MEDIA SPACE VALUE	€ 51.990.558	5,76%	ARTICLES, NR., 1.319 (100%, overall)	10,56%
NEWSPAPER	€ 38.506.845	0,52%	ARTICLES NR., 907 - (68,84%, overall)	10,74%
MAGAZINE	€ 13.483.713	24,28%	ARTICLES NR., 412 - (31,23%, overall)	10,16%
MODEL LINE CORPORATE	€ 35.925.502	-0,29%	ARTICLES, NR., 985 - (74,67%, on overall)	14,01%
NEWSPAPER	€ 26.547.514	-5,69%	ARTICLES, NR., 685 - (69,54%, on Corporate)	1,93%
MAGAZINE	€ 9.378.946	-17,91%	ARTICLES, NR., 300 - (30,45%, on Corporate)	58,73%
MODEL LINE - V60	€ 8.500.069	-17,93%	ARTICLES, NR., 150 - (11,37%, on overall)	-31,19%
NEWSPAPER	€ 6.711.289	-17,06%	ARTICLES, NR., 109 - (72,66%, on S60-V60)	-35,88%
MAGAZINE	€ 1.788.780	-21,76%	ARTICLES, NR., 41 - (27,33%, on S60-V60)	-14,58%
SECTOR (90,37%, vs overall)	€ 45.678.716	2,82%	ARTICLES, NR., 878 - (66,56%, overall)	8,79%
EXTRA SECTOR (9,63%, vs overall)	€ 6.311.842	33,30%	ARTICLES, NR., 441 - (33,43%, overall)	14,24%
COVER	--	-100%		
COVER RECALL	9	200%		
COLUMNS	1.250	6,56%		
PAGES	1.174	22,54%		
PHOTO	1.244	95,59%		