

2011 Quarter **Two**,



Overall view, Words&Photo

Q2 NUMBERS			
	NUMERO	%VS Q1 2011	% SU TOTALE
			Photo (1.244)
B&W PHOTO	159	21,37%	12,78%
COLOUR PHOTO	1.085	114,85%	87,21%
OPENING PHOTO		77,77%	2,57%
PAGES DOUBLE PHOTO		158,33%	2,49%
OVERALL VIEW PHOTO		51,78%	20,49%
FOREHEAD VIEW PHOTO		241,66%	3,29%
OUTLINEVIEW PHOTO		45,94%	4,34%
3/4 VIEW PHOTO		66,66%	19,69%
REAR VIEW PHOTO		190,69%	10,04%
			Articles (1.319)
VOLVO IN TITLE	631	37,17%	47,83%
VOLVO IN TEXT	1.315	10,78%	99,69%
VOLVO IN CAPTION	424	26,19%	32,14%
SIGNED ARTICLES	404	21,32%	30,70%