



VOLVO AUTO ITALIA

Public Relations
Press Review 2011

2011 Quarter

TWO



Media Space Value,

51.990.558 €

Articles Nr., **1.319**



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%		

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%

2011 Quarter **Two**,



Management Summary

Quarter TWO.

Il Quarter Two è caratterizzato da un altro incremento del **numero degli articoli**, con una crescita del **10,56%** e del **5,76%** per il **Media Space Value**.

Prendendo in esame l'intero Quarter Two è stato rilevato che l'attenzione per i modelli Volvo è stata posta in modo particolare sulla V60 Hybrid. Nella tabella riassuntiva, 'Overall view, Money & Number' il valore riportato è relativo alla sola linea Volvo V60 (ed appunto versione Hybrid) avendo riscontrato che la presenza di Volvo S60 nel Quarter Two è stata quasi nulla. E' così spiegata la flessione della 'famiglia 60' con un decremento vicino al diciotto per cento.

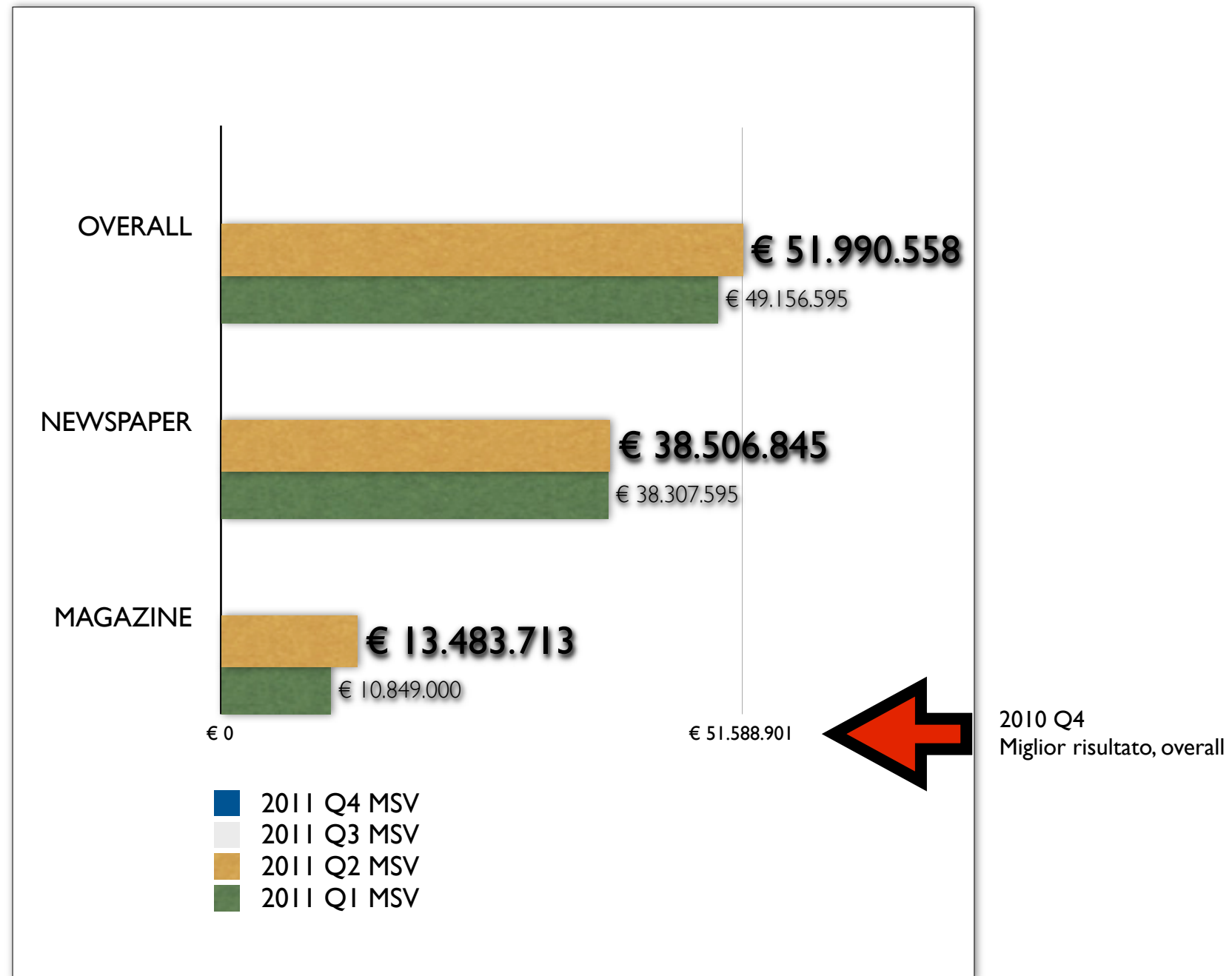
Si evidenzia il risultato ottenuto dalle riviste definite '**extra-settore**', ossia i magazine non specializzati, che oltre a rappresentare quasi il dieci per cento (**9,63%, con 6,3 milioni di euro**) del totale trimestrale del Media Space Value hanno migliorato la performance del **33,30%** sempre per quanto riguarda il Media Space Value nel confronto con il Quarter One. Molto significativa la presenza per quantità con **441** articoli, pari ad oltre il trenta per cento del numero totale (**33,43%**) ed anche in questo caso con un incremento rispetto al Quarter One di oltre il quattordici per cento (**14,24%**).

(Luglio 2011).

2011 Quarter **Two**,



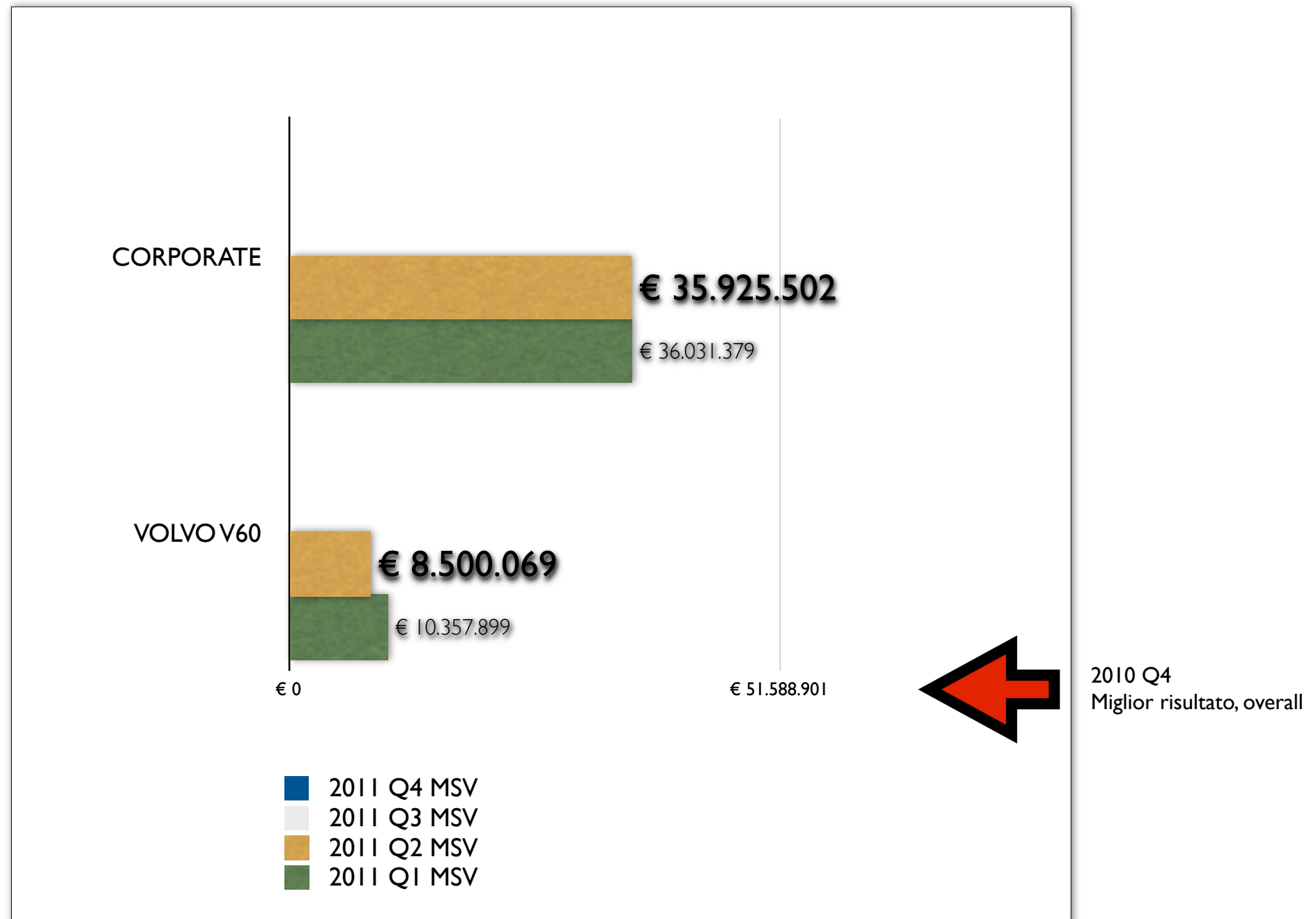
Media Space Value



2011 Quarter **Two**,



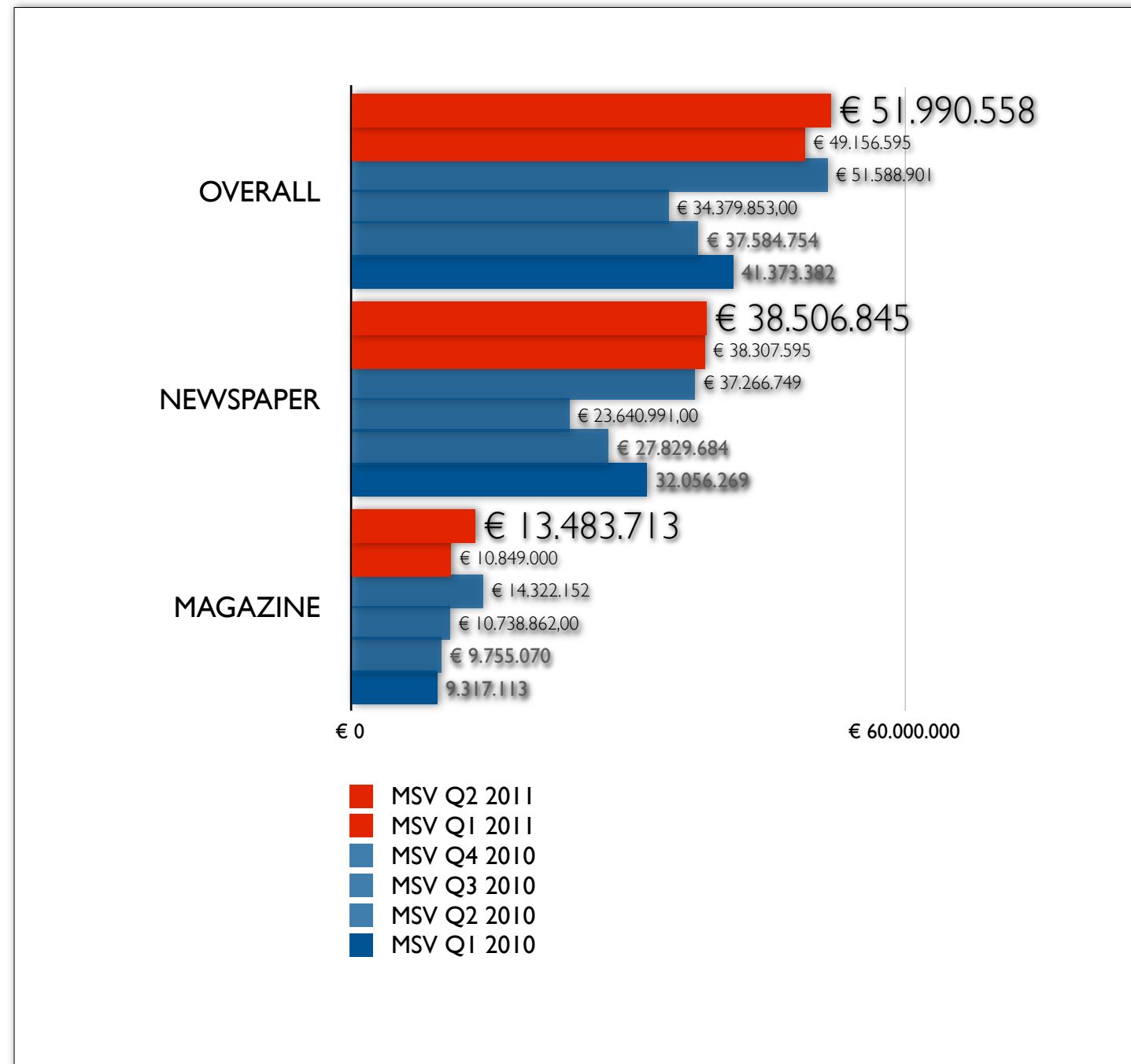
Media Space Value, Model Line



2011 Quarter **Two**,



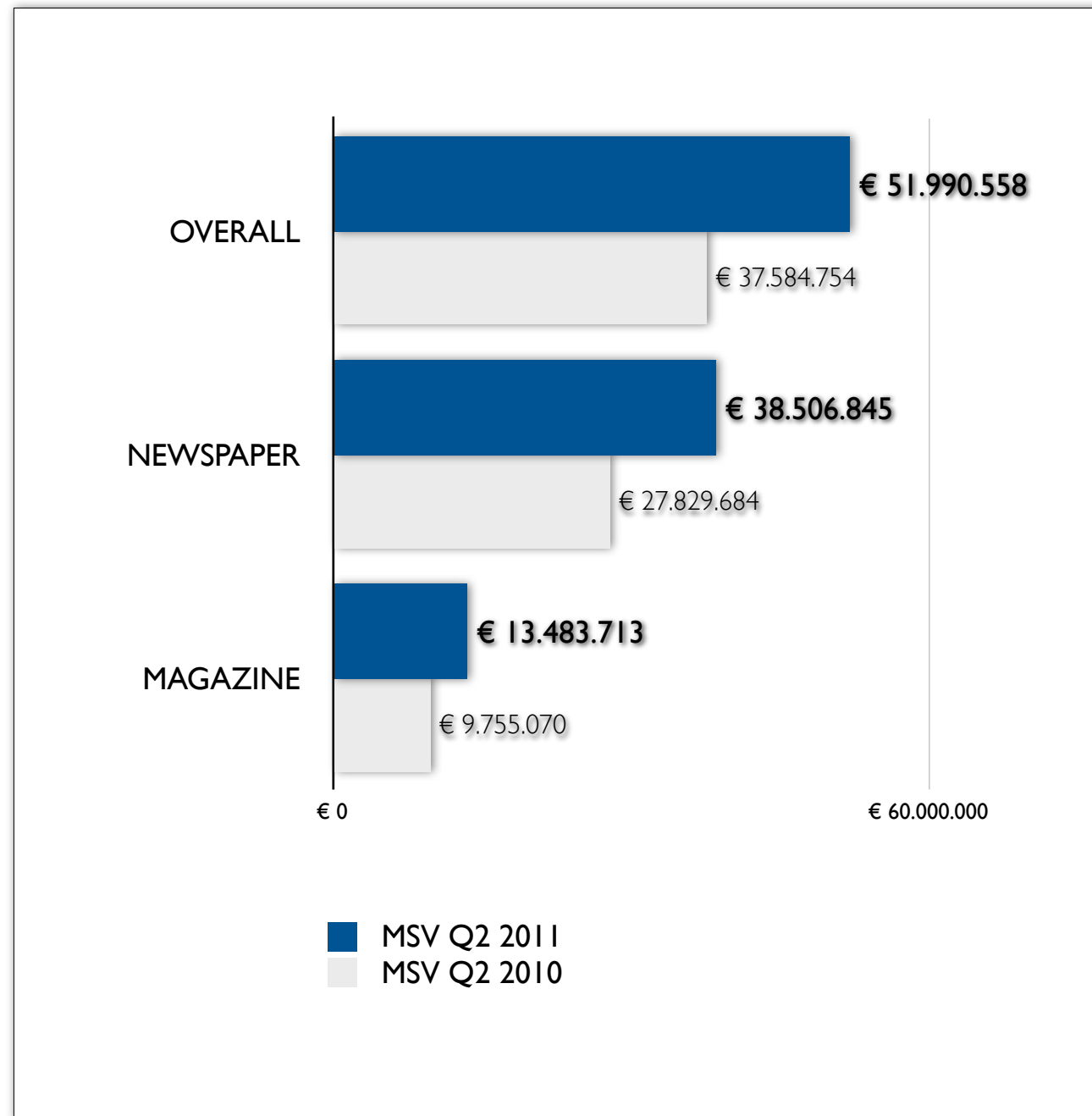
Media Space Value Q2:Q1-11 vs Q4:Q1-10



2011 Quarter **Two**,



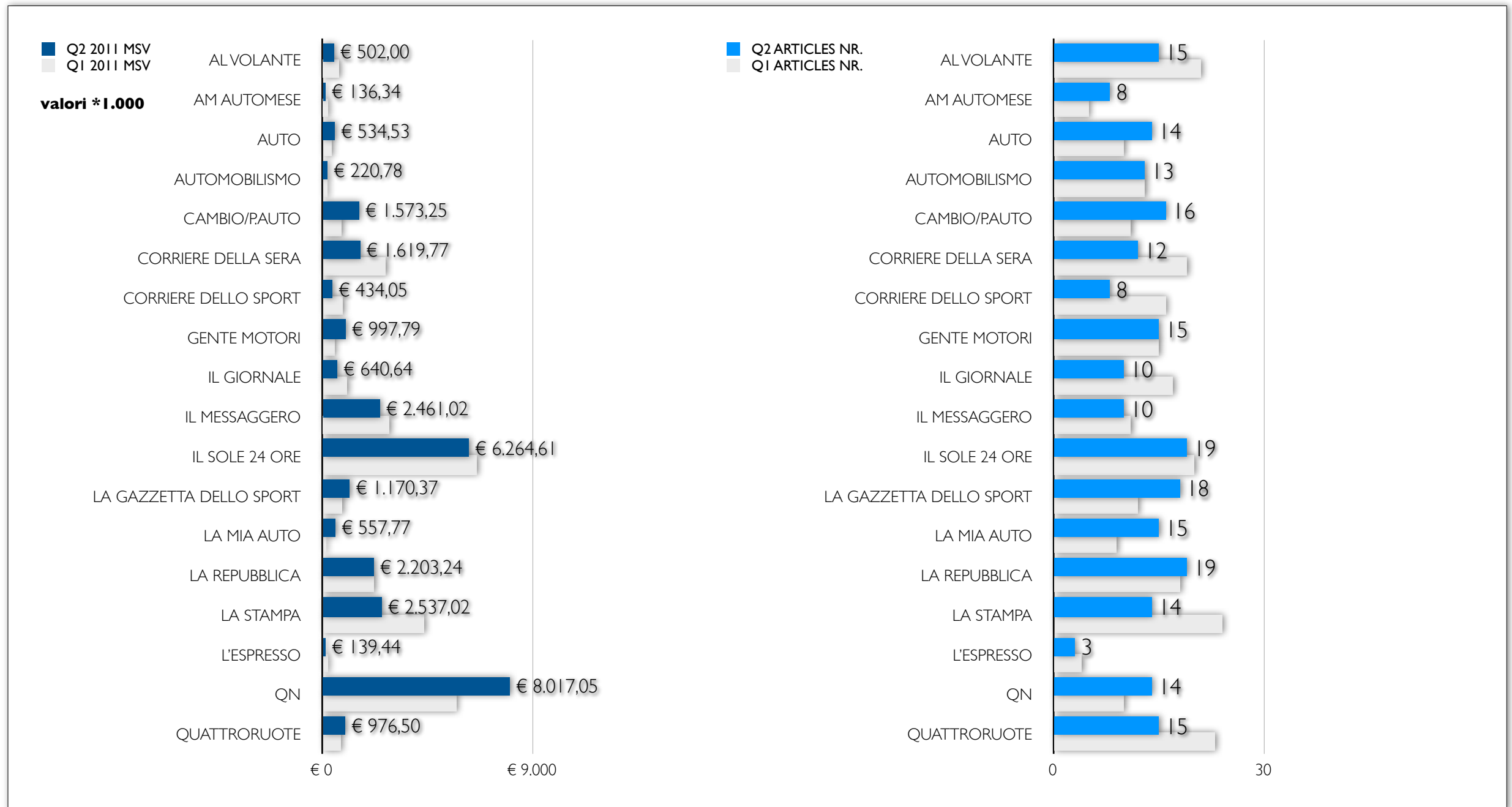
Media Space Value Q2-11 vs Q2-10



2011 Quarter **Two**,



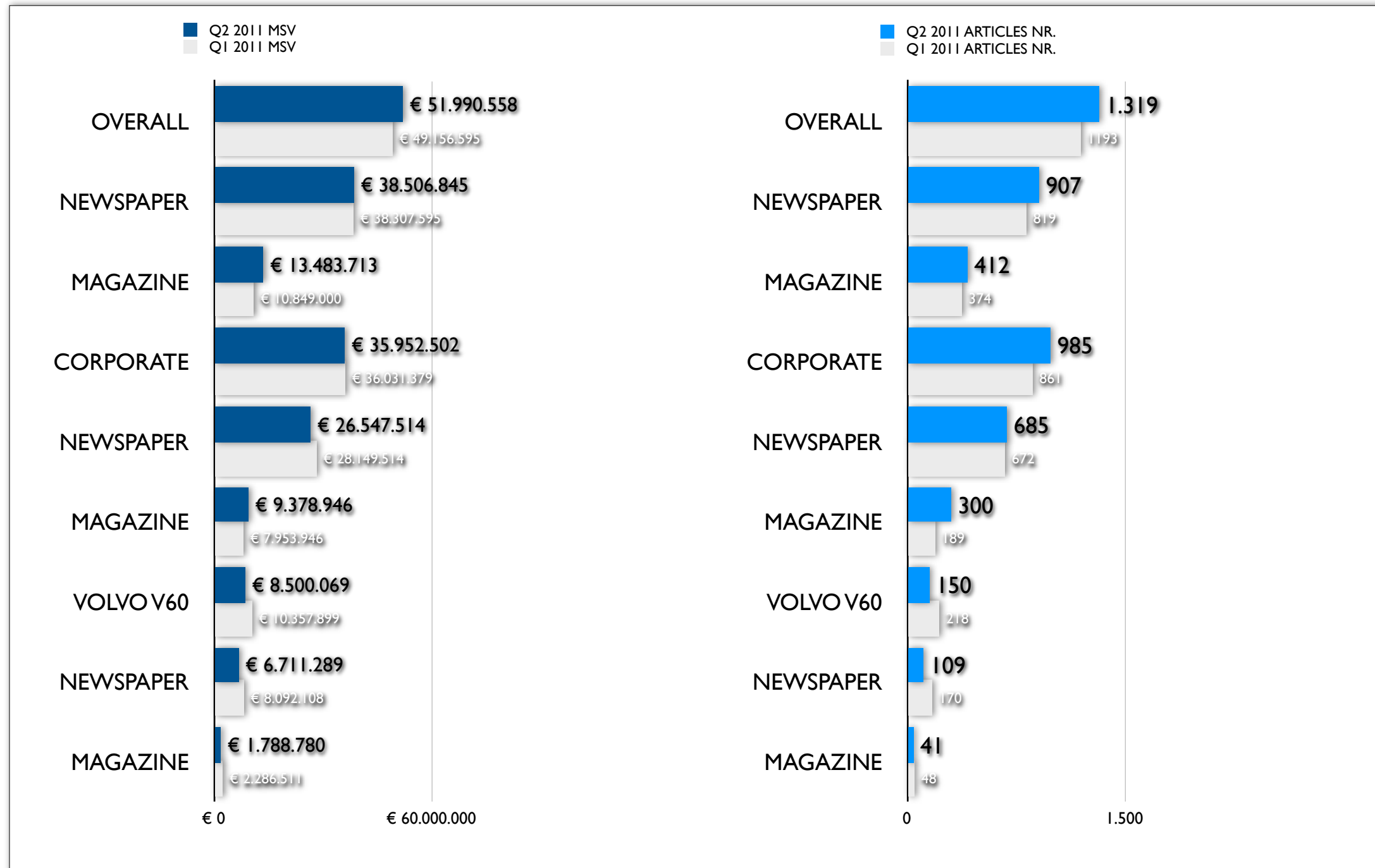
Media Space Value, Major Headings



2011 Quarter **Two**,



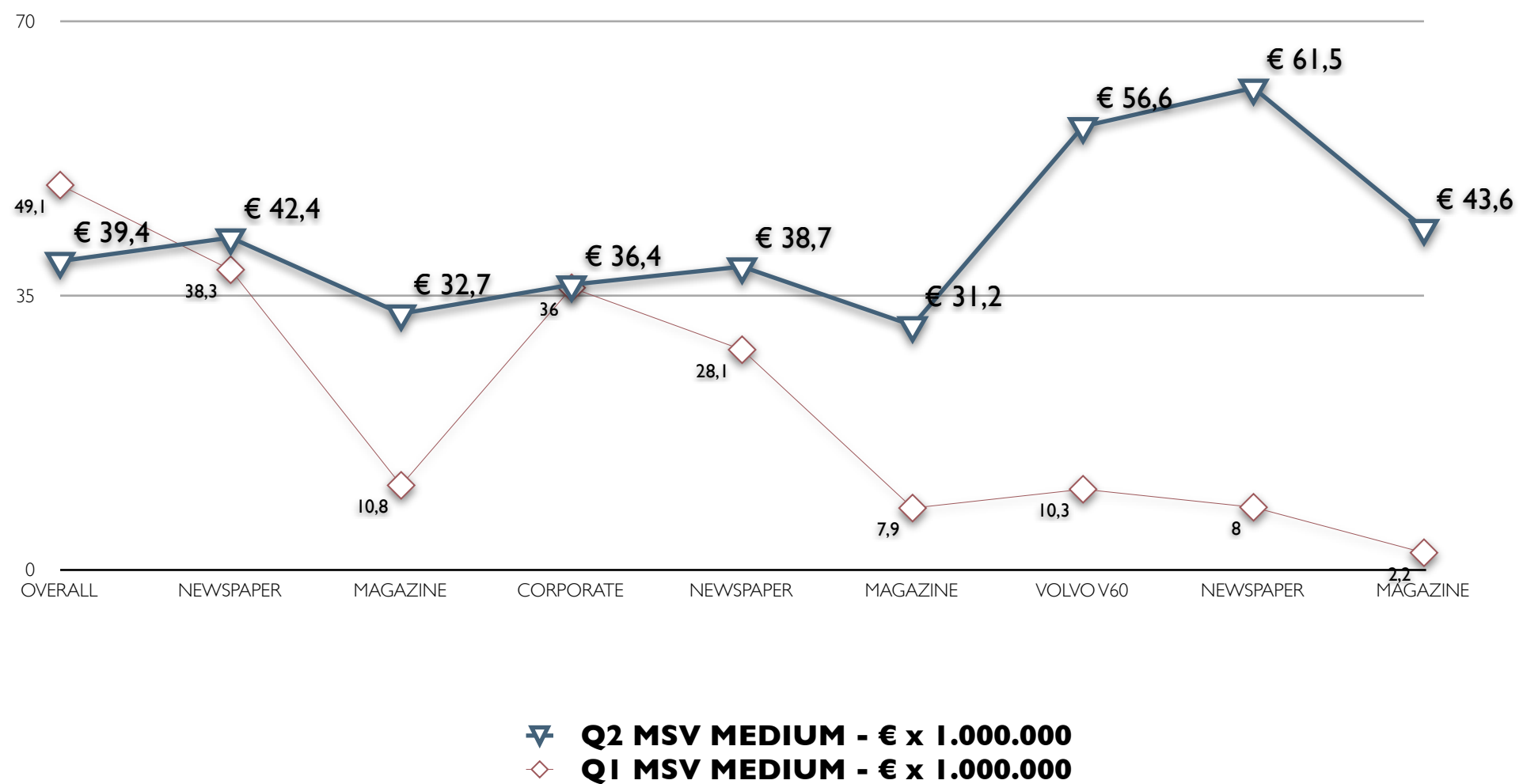
Media Space Value, Value&Articles Nr./Line



2011 Quarter **Two**,



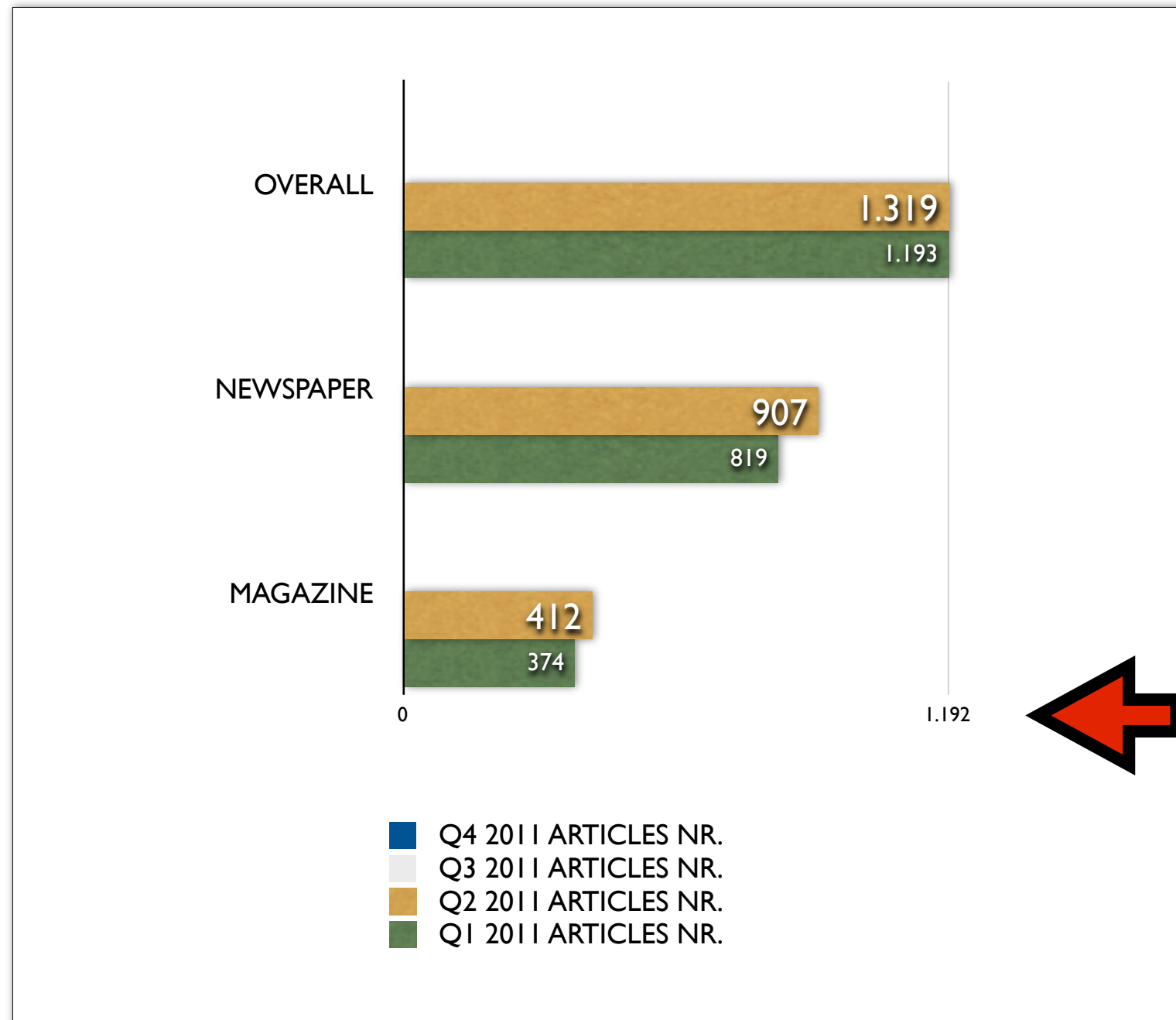
Media Space Value, Medium Value/Articles



2011 Quarter **Two**,



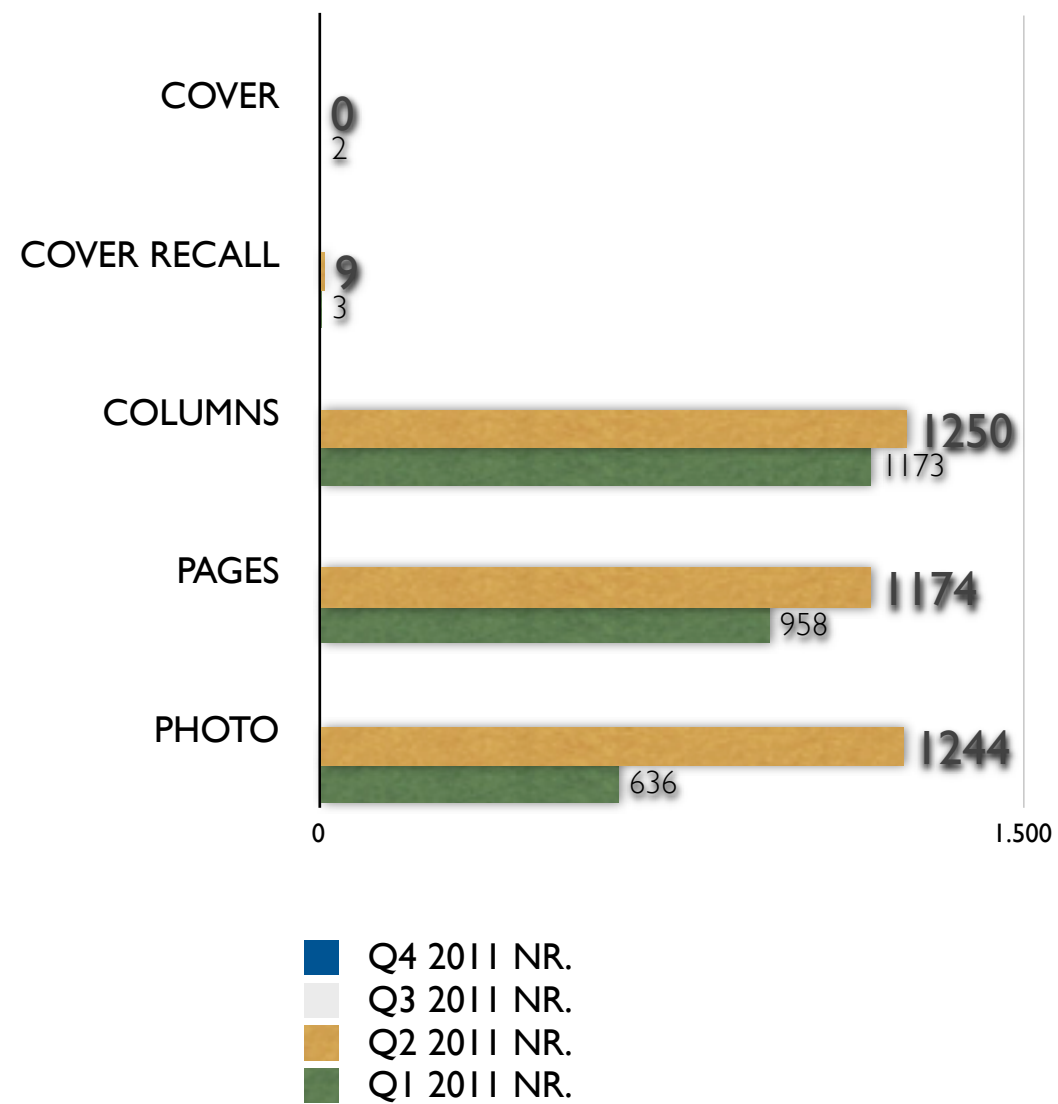
Articles Number



2011 Quarter **Two**,



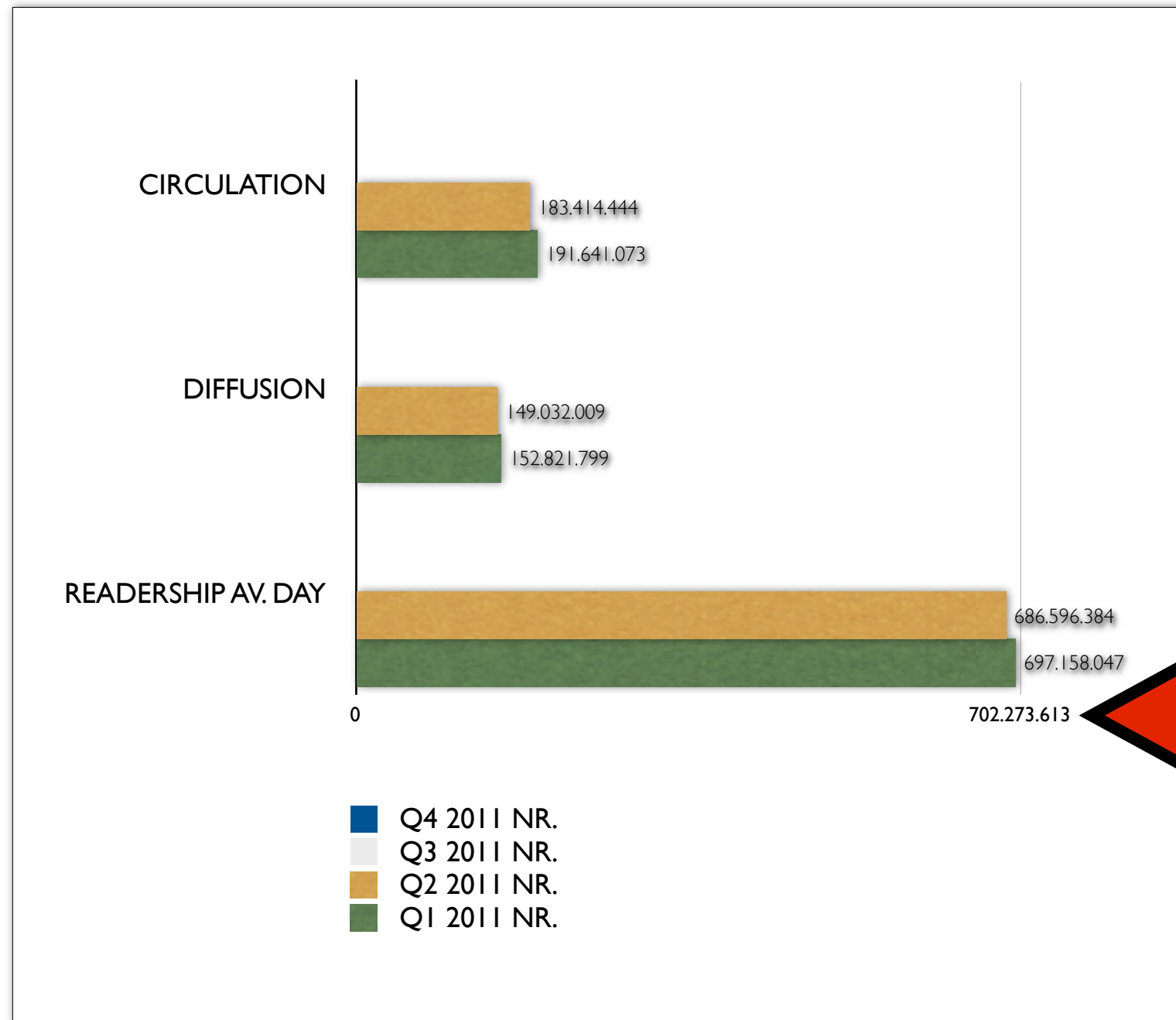
Snapshot



2011 Quarter **Two**,



ReaderShip Average Day & Co.



2010 Q4
Miglior risultato, overall