

2011 Quarter Three,



Overall view, Money&Number

QUARTER 03 - 2011	MSV Euro	% vs Q2 - 2011	% vs OverAll	NUMERO ARTICOLI	% vs Q2 - 2011	% vs OverAll	% vs Linea Modello
MEDIA SPACE VALUE	€ 36.891.634	-29,04%		1.122	-14,93%	100%	
NEWSPAPER	€ 26.532.671	-31,09%		742	-18,19%	66,13%	
MAGAZINE	€ 10.358.963	-25,17%		380	-7,70%	33,86%	
MODEL LINE CORPORATE	€ 34.449.112	-4,10%		1.056	7,20%	94,11%	
NEWSPAPER	€ 25.229.247	-4,96%		710	3,60%	67,23%	
MAGAZINE	€ 9.219.865	-1,09%		346	15,33%	32,76%	
MODEL LINE V60	€ 1.707.932	-79,90%		35	-76,66%	3,11%	
NEWSPAPER	€ 779.147	-88,39%		12	-88,99%	34,28%	
MAGAZINE	€ 928.785	-48,07%		23	-43,90%	65,71%	
MODEL LINE S60	€ 444.360	117,43%		13	8,33%	1,15%	
NEWSPAPER	€ 370.563	138,93%		11	22,22%	84,61%	
MAGAZINE	€ 73.797	-33,33%		2	-33,33%	15,38%	
MODEL LINE XC60	€ 290.230	-84,02%		18	-10%	1,60%	
NEWSPAPER	€ 153.714	-89,52%		9	-10%	50%	
MAGAZINE	€ 136.516	-61,03%		9	-10%	50%	
MEDIA SETTORE	€ 31.938.243	-30,80%	86,57%	670	-23,69%		
MEDIA EXTRA SETTORE	€ 4.953.391	-21,52%	13,42%	452	2,49%		
COPERTINE	2						
RICHIAMI COPERTINA	4	-55,55%					
COLONNE	932	-25,44%					
PAGINE	998	-14,99%					
FOTOGRAFIE	1.064	-14,46%					