

# 2011 Quarter **Four**,



## Overall view, Money&Number

QUARTER 04 - 2011	MSV Euro	% vs Q3 - 2011	% vs OverAll	NUMERO ARTICOLI	% vs Q3 - 2011	% vs OverAll	% vs Linea Modello
<b>MEDIA SPACE VALUE</b>	<b>€ 62.773.916</b>	<b>70,16%</b>		<b>1.714</b>	<b>52,76%</b>	<b>100%</b>	
NEWSPAPER	€ 50.278.147	70,16%		1.306	76,01%	76,20%	
MAGAZINE	€ 12.495.769	89,50%		408	-7,37%	23,80%	
<b>MODEL LINE CORPORATE</b>	<b>€ 56.802.921</b>	<b>64,89%</b>		<b>1.612</b>	<b>52,65%</b>	<b>94,21%</b>	
NEWSPAPER	€ 46.253.416	83,33%		1.238	74,37%	76,79%	
MAGAZINE	€ 10.549.505	14,42%		374	8,09%	23,20%	
<b>MODEL LINE V60</b>	<b>€ 4.726.747</b>	<b>176,75%</b>		<b>74</b>	<b>111,43%</b>	<b>4,31%</b>	
NEWSPAPER	€ 3.469.599	345,31%		56	366,67%	75,67%	
MAGAZINE	€ 1.257.148	35,35%		18	-21,74%	24,32%	
<b>MODEL LINE S60</b>	<b>€ 631.235</b>	<b>42,05%</b>		<b>8</b>	<b>-38,46%</b>	<b>0,46%</b>	
NEWSPAPER	€ 402.394	8,59%		3	-72,73%	37,50%	
MAGAZINE	€ 228.841	210,10%		5	150,00%	62,50%	
<b>MODEL LINE XC60</b>	<b>€ 613.013</b>	<b>111,22%</b>		<b>20</b>	<b>11,11%</b>	<b>1,16%</b>	
NEWSPAPER	€ 152.738	-0,63%		9	-	45%	
MAGAZINE	€ 460.275	237,16%		11	22,22%	55%	
<b>MEDIA SETTORE</b>	<b>€ 55.290.605</b>	<b>73,12%</b>	88,79%	<b>888</b>	<b>32,54%</b>		
<b>MEDIA EXTRA SETTORE</b>	<b>€ 7.483.311</b>	<b>51,07%</b>	11,92%	<b>826</b>	<b>82,74%</b>		
COPERTINE	3	50%					
RICHIAMI COPERTINA	4	=					
COLONNE	1.486	59,44%					
PAGINE	1.402	40,48%					
FOTOGRAFIE	1.531	43,89%					