



## Media Space Value 2009 Tabella Riepilogativa

		NR. ARTICOLI	NR. COPERTINE e "strilli" di cop.	MEDIA SPACE VALUE MILIONI DI EURO	TIRATURA	DIFFUSIONE	LETTORI PER GIORNO MEDIO
Report 2009, Quarter	Quarter 1	630	16	€ 36.199.388,00	123.417.862	99.424.945	436.163.032
	Quarter 2	437	4	€ 21.415.223,00	89.118.721	70.887.114	306.372.790
	Quarter 3	511	11	€ 26.112.468,00	91.535.802	70.461.552	330.610.514
	Quarter 4	747	8	€ 37.064.184,00	134.304.539	106.424.987	499.948.293
	<b>Overall</b>	<b>2.325</b>	<b>39</b>	<b>€ 120.791.263,00</b>	<b>436.376.924</b>	<b>347.198.598</b>	<b>1.573.094.629</b>
Overall 2009 vs 2008	Share 2009 vs 2008	31,2%	-27,7%	33,2%	23,6%	20,5%	21,4%
	Delta	553	-15	€ 30.133.968,00	83.372.854	59.181.775	277.941.285
	Report 2008	1.772	54	90.657.295,00	353.004.070	288.016.823	1.295.153.344
	<i>Report 2007</i>	<i>1.991</i>	<i>71</i>	<i>€ 84.624.217,00</i>	<i>378.470.953</i>	<i>300.298.486</i>	<i>1.382.693.244</i>
	<i>Report 2006</i>	<i>2.162</i>	<i>71</i>	<i>€ 88.279.174,00</i>	<i>379.397.349</i>	<i>292.235.219</i>	<i>1.282.871.628</i>
	<i>Report 2005</i>	<i>1.382</i>	<i>49</i>	<i>€ 45.958.928,00</i>	<i>214.872.894</i>	<i>167.359.717</i>	<i>813.593.757</i>

