

MediaSpaceValue 2008

90,65 Euro Millions

1.772 articles

Overall Space Value concerning Volvo
during the 2008 year.

Newspapers, magazine and internet
classification are included in the Report.



		ARTICLES, NR.	COVER NR. with cover recall	MEDIA SPACE VALUE EURO MILLION	CIRCULATION	DIFFUSION	READERSHIP AVERAGE DAY
Report 2008, Quarter	Quarter 1	373	16	€ 17.224.426,91	70.205.192	59.091.774	257.404.676
	Quarter 2	321	10	€ 15.195.526,12	65.575.353	57.650.751	255.201.868
	Quarter 3	359	8	€ 15.797.464,15	74.692.351	57.829.118	270.094.816
	Quarter 4	719	20	€ 42.439.878,00	142.531.174	113.445.180	512.451.984
	Overall	1.772	54	€ 90.657.295,18	353.004.070	288.016.823	1.295.153.344
Overall 2008 vs 2007	Share 2008 vs 2007	-11%	-24%	7,2%	-6,7%	-4,1%	-6,3%
	Delta	-219	-17	€ 6.033.078,18	-25.466.883	-12.281.663	-87.539.900
	Report 2008	1.772	54	90.657.295,18	353.004.070	288.016.823	1.295.153.344
	Report 2007	1.991	71	€ 84.624.217,00	378.470.953	300.298.486	1.382.693.244
	Report 2006	2.162	71	€ 88.279.174,76	379.397.349	292.235.219	1.282.871.628
	Report 2005	1.382	49	€ 45.958.928,28	214.872.894	167.359.717	813.593.757

MediaSpaceValue 2008

