

Housing

SOV-E



May 09

Brands / Clients	Spend		Airtime		# of Spots	
	Rs.	%	Airtime	%	Count	%
Bahria Town	36,758,030	23%	137,632	30%	6,236	33%
Sitara	17,247,744	11%	18,779	4%	788	4%
Royal Garden	14,102,462	9%	30,429	7%	1,476	8%
Eden Abad	13,288,048	8%	21,539	5%	261	1%
Al Hira New City	10,981,840	7%	29,061	6%	717	4%
Safari Villas	8,304,000	5%	16,650	4%	809	4%
Madina Villas	6,416,924	4%	23,586	5%	918	5%
Waqar Town	5,857,387	4%	44,585	10%	2,364	12%
Palm Residency	5,533,374	3%	14,429	3%	350	2%
Rupali	5,372,292	3%	18,940	4%	603	3%
Wocland Villas	4,574,730	3%	13,968	3%	330	2%
Hussain Heights	4,201,886	3%	18,393	4%	712	4%
Others	27,891,356	17%	76,436	16%	3,422	18%
Total	160,530,073	100%	464,427	100%	18,986	100%

Other Includes

- Peshawar Garden
- Heaven Apartment & Mall
- Green City
- DHA
- Noman Royal City
- Ayesha Appartments
- OPF Valley
- Al Ghafoor
- Central Park
- Al Zohra
- Pearl Dune Residency
- Ghar Apna City
- Pace
- Suhaib Shopping Plaza
- Dildar Residency
- Labbaik SDS Avenue
- Noori Royal City
- Flourish View
- Paradise City
- City Centre
- Raza City Centre
- Capital Tower
- Al Khaleej Tower
- Dream Villas
- Khyber Garden
- Sheikh Hieghts
- Star Marketing

Share Of Spend

