

Banks

SOV-P



December 09

Brands / Clients	Spend		Size		# of Insertions	
	Rs.	%	Space	%	Count	%
Al-Baraka Islamic Bank	4,633,200	6%	1,128	7%	12	8%
Allied Bank Limited	12,670,080	16%	1,860	12%	17	11%
Bank of Khyber	2,195,250	3%	600	4%	10	7%
First Women Bank Ltd	1,830,000	2%	348	2%	3	2%
Bank Al-Falah	24,674,970	31%	4,698	31%	42	28%
Bank Islami	3,485,700	4%	432	3%	4	3%
Bank of Punjab	3,484,920	4%	660	4%	6	4%
KASB Bank	3,307,440	4%	336	2%	3	2%
National Bank of Pakistan	6,189,150	8%	1,752	11%	21	14%
Dawood Islamic Bank	1,425,900	2%	228	1%	2	1%
NIB	7,449,180	9%	1,428	9%	13	9%
Silk Bank	4,008,240	5%	444	3%	4	3%
United Bank Limited	944,400	1%	240	2%	4	3%
Others	2,849,760	4%	1,092	7%	10	7%
Total	79,148,190	100%	15,246	100%	151	100%

Other Includes

Askari Bank
 Emirates Global Bank
 Citi Bank
 ZTBL

Share Of Spend

