

January II

Brands / Clients	Spend		Size		# of Insertions	
	Rs.	%	Space	%	Count	%
Allied Bank Limited	14,840,611	25%	3,186	26%	26	24%
Bank Al-Falah	7,035,624	12%	1,596	13%	14	13%
Bank Al-Habib	12,891,330	21%	1,956	16%	18	17%
Bank Islami	2,490,048	4%	864	7%	8	7%
Habib Bank Limited	7,454,040	12%	1,212	10%	11	10%
Lakson Investment	1,260,000	2%	240	2%	2	2%
Meezan Bank	3,020,640	5%	396	3%	4	4%
Summit Bank	2,672,040	4%	552	5%	5	5%
HSBC	1,134,000	2%	432	4%	4	4%
United Bank Limited	4,804,800	8%	912	8%	9	8%
Others	2,567,400	4%	684	6%	7	6%
Total	60,170,533	100%	12,030	100%	108	100%

Others Include:

Askari Bank
National Bank of Pakistan
Bank of Khyber
Faysal Bank
Al Meezan Investment

Share of Spend