

Housing

SOV-P



August 09

Brands / Clients	Spend		Size		# of Insertions	
	Rs.	%	Space	%	Count	%
Al-Rahim Homes	1,206,000	2%	180	2%	3	2%
Bahria Town	1,525,500	3%	300	3%	5	4%
DHA	26,479,680	51%	5,088	43%	60	48%
Eden Housing	2,508,300	5%	540	5%	5	4%
Emaar Pakistan	2,008,800	4%	564	5%	5	4%
Lake City	5,488,560	11%	1,296	11%	12	10%
Lateef Builders	4,188,000	8%	732	6%	4	3%
Pace	2,992,950	6%	1,512	13%	14	11%
Real Marketing	357,480	1%	216	2%	2	2%
Star Marketing	1,476,540	3%	426	4%	5	4%
Others	3,267,408	6%	984	8%	10	8%
Total	51,499,218	100%	11,838	100%	125	100%

Other Includes

Front Line Marketing
 River Edge
 Haydarali & Co.
 Sambara
 Skyways
 Tricon Developers
 Al-Ghurair Giga

Share Of Spend

