

Housing

SOV-P



July 09

| Brands / Clients | Spend | | Size | | # of Insertions | |
|----------------------|-------------------|-------------|---------------|-------------|-----------------|-------------|
| | Rs. | % | Space | % | Count | % |
| Bahria Town | 7,511,340 | 8% | 1,632 | 6% | 15 | 8% |
| DHA | 16,643,820 | 18% | 2,832 | 10% | 28 | 14% |
| Star Marketing | 1,936,080 | 2% | 558 | 2% | 4 | 2% |
| Front Line Marketing | 2,846,340 | 3% | 972 | 3% | 8 | 4% |
| Eden Housing | 34,833,510 | 37% | 12,420 | 43% | 65 | 33% |
| Real Marketing | 1,105,380 | 1% | 432 | 2% | 4 | 2% |
| Emaar Pakistan | 13,420,860 | 14% | 4,608 | 16% | 19 | 10% |
| Lake City | 3,789,180 | 4% | 972 | 3% | 9 | 5% |
| Pace | 812,850 | 1% | 648 | 2% | 6 | 3% |
| Royal Marketing | 866,700 | 1% | 216 | 1% | 2 | 1% |
| Sambara | 5,247,360 | 6% | 1,086 | 4% | 13 | 7% |
| Others | 5,783,610 | 6% | 2,340 | 8% | 22 | 11% |
| Total | 94,797,030 | 100% | 28,716 | 100% | 195 | 100% |

Other Includes

Rufi Properties
 Haydarali & Co.
 Lateef Builders
 HMN
 Khyber Housing
 Al-Jannat Marketing
 Noman Builders
 Country Housing
 Tricon Developers

Share Of Spend

