

Housing

SOV-P



September 09

Brands / Clients	Spend		Size		# of Insertions	
	Rs.	%	Space	%	Count	%
Emaar Pakistan	2,728,080	21%	864	18%	2	6%
DHA	1,532,520	12%	324	7%	3	9%
Canal City	1,054,620	8%	648	14%	6	17%
Lake City	905,580	7%	216	5%	2	6%
Airport Avenue	896,400	7%	648	14%	3	9%
Izhar Group of companies	842,400	7%	216	5%	1	3%
Tricon Developers	783,000	6%	216	5%	2	6%
Bahria Town	734,400	6%	276	6%	3	9%
Pace	686,250	5%	360	8%	6	17%
Others	2,627,820	21%	1,032	22%	7	20%
Total	12,791,070	100%	4,800	100%	35	100%

Other Includes

HMN
 Star Marketing
 Eden Housing
 Front line Marketing
 Lateef Builders
 Wocland

Share Of Spend

