

# Housing

SOV-P



June 09

Brands / Clients	Spend		Size		# of Insertions	
	Rs.	%	Space	%	Count	%
Bahria Town	2,222,640	14%	324	7%	3	7%
DHA	4,976,640	32%	864	18%	8	20%
Eden Housing	1,326,780	8%	324	7%	3	7%
Front Line Marketing	789,480	5%	648	14%	3	7%
Khyber Housing	399,600	3%	168	4%	2	5%
Lake City	2,324,430	15%	648	14%	6	15%
Pace	1,128,600	7%	648	14%	6	15%
Real Marketing	972,540	6%	576	12%	5	12%
Star Marketing	1,131,300	7%	336	7%	3	7%
Tricon Developers	216,000	1%	60	1%	1	2%
Wocland	140,400	1%	108	2%	1	2%
<b>Total</b>	<b>15,628,410</b>	<b>100%</b>	<b>4,704</b>	<b>100%</b>	<b>41</b>	<b>100%</b>

## Share Of Spend

