



Housing

SOV-P



October 09

Brands / Clients	Spend		Size		# of Insertions	
	Rs.	%	Space	%	Count	%
Bahria Town	14,011,920	33%	3,132	23%	28	23%
OMEGA	2,553,120	6%	540	4%	4	3%
Premier Group	2,124,300	5%	672	5%	6	5%
Urban Developers	8,176,905	19%	2,976	22%	22	18%
Star Marketing	3,429,000	8%	1,141	8%	12	10%
Pace	2,714,850	6%	1,620	12%	15	12%
Front line Marketing	1,696,140	4%	708	5%	5	4%
Real Marketing	1,491,480	4%	756	6%	7	6%
Others	6,170,310	15%	2,088	15%	24	20%
Total	42,368,025	100%	13,633	100%	123	100%

Others Include

- Master
- HMN
- DHA
- Gulf center
- Tricon Developers
- JKCHS
- The Square
- Hanif Builders & Developers
- Buildmark
- Basit corner
- Gulsatan-e-sermast
- HBFC

Share Of Spend

