

| S.No                           | Name of Daily Newspaper | Language | Circulation figure as per ABC Certified | Feb-24 | Inf Display |      |       | Inf Display Impact |            |           | Other Display |       |      | Other Display Impact |                     |            | 02/02/24 | 07/02/24 | 14/02/24 | 16/02/24 | 21/02/24 | 23/02/24 | 28/02/24 | Total Space in cm | Value of Spaces | Rate      |           |            |
|--------------------------------|-------------------------|----------|---|--------|-------------|------|-------|--------------------|------------|-----------|---------------|-------|------|----------------------|---------------------|------------|----------|----------|----------|----------|----------|----------|----------|-------------------|-----------------|-----------|-----------|------------|
|                                |                         |          |   |        | Front       | Back | Inner | Total Info         | Front 250% | Back 200% | Inner 150%    | Front | Back | Inner                | Total Other Display | Front 250% |          |          |          |          |          |          |          |                   |                 |           | Back 200% | Inner 150% |
| <b>National Newspapers (A)</b> |                         |          |   |        |             |      |       |                    |            |           |               |       |      |                      |                     |            |          |          |          |          |          |          |          |                   |                 |           |           |            |
| 1                              | Jang Rawalpindi/L       | Urdu     | 230000                                  | 0      |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          |          |          |          | 0                 | 0               | 388.82    |           |            |
| 2                              | Ummat Karachi           | Urdu     | 135000                                  | 0      |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          |          |          |          | 0                 | 0               | 333.04    |           |            |
| 3                              | Pakistan Islamabad      | Urdu     | 98000                                   | 274    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 36       | 36       | 45       | 54       | 22       | 30       | 51                | 274             | 73870.4   | 269.6     |            |
| 4                              | Ausaf Islamabad         | Urdu     | 97000                                   | 658    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 14       | 116      | 132      | 116      | 99       | 72       | 109               | 658             | 205651.32 | 312.54    |            |
| 5                              | Nawa e Waqt             | Urdu     | 73000                                   | 192    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 39       | 63       | 60       |          |          | 30       |                   | 192             | 56711.04  | 295.37    |            |
| 6                              | Dunya Islamabad         | Urdu     | 60000                                   | 0      |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          |          |          |          |                   | 0               | 0         | 289.61    |            |
| 7                              | Jehan Pakistan          | Urdu     | 45000                                   | 0      |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          |          |          |          |                   | 0               | 0         | 233.68    |            |
| 8                              | Awam Un Nas Rawalpindi  | Urdu     | 20000                                   | 0      |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          |          |          |          |                   | 0               | 0         | 331.75    |            |
| 9                              | Assas Rawalpindi        | Urdu     | 71500                                   | 0      |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          |          |          |          |                   | 0               | 0         | 293.46    |            |
| 10                             | Jehan Islamabad         | Urdu     | 25000                                   | 131    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          | 105      |          | 10       |                   | 16              | 131       | 24288.71  | 185.41     |
| 11                             | Ghaznavi Rawalpindi     | Urdu     | 22500                                   | 51     |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          | 39       |          |          |          | 12                |                 | 51        | 16482.69  | 323.19     |
| 12                             | Akhbar e Haq Isb        | Urdu     |   | 242    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 45       |          |          | 44       | 45       | 48       | 60                |                 | 242       | 68222.22  | 281.91     |
| 13                             | Daily Quaid Islamabad   | Urdu     |   |        |             |      |       |                    |            |           |               |       |      |                      |                     |            |          |          |          |          |          |          |          |                   |                 | 0         |           | 263.56     |
| 14                             | Express Tribune         | English  |   | 707    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          | 81       | 57       | 130      | 225      | 72                | 142             | 707       | 157356.99 | 222.57     |
| 15                             | Dawn                    | English  | 123000                                  | 1315   |             |      |       | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 123      | 144      | 249      | 212      | 230      | 156      | 201               | 1315            | 258410.65 | 196.51    |            |
| 16                             | News                    | English  | 112000                                  | 1289   |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 154      | 187      | 253      | 112      | 414      | 14       | 155               | 1289            | 398906.83 | 309.47    |            |
| 17                             | Nation                  | English  | 30000                                   | 0      |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          |          |          |          |                   |                 | 0         | 0         | 204.06     |
| 18                             | Pakistan Today          | English  | 26000                                   | 0      |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          |          |          |          |                   |                 | 0         | 0         | 185.61     |
| 19                             | Business Reed           | English  | 25000                                   | 513    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 72       | 66       | 69       | 72       | 54       | 68       | 112               | 513             | 86635.44  | 168.88    |            |
| 20                             | Frontier Post Karachi   | English  |   | 0      |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          |          |          |          |                   |                 | 0         | 0         | 0          |
| 21                             | Pakistan Observer       | English  |   | 105    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          | 36       | 39       |          | 30       |                   | 105             | 28641.9   | 272.78    |            |
| 22                             | K2 Rawalpindi           | Urdu     | 53000                                   |        |             |      |       |                    |            |           |               |       |      |                      |                     |            |          | 57       | 117      | 60       | 104      | 81       | 96       | 81                | 596             |           |           |            |
| 22                             | Mumtaz Rwp              | Urdu     | 21500                                   |        |             |      |       |                    |            |           |               |       |      |                      |                     |            |          |          |          |          |          |          |          |                   | 0               |           | 172.46    |            |
| 22                             | District News Rwp       | Urdu     |   |        |             |      |       |                    |            |           |               |       |      |                      |                     |            |          | 36       |          | 69       | 51       | 26       | 42       | 56                | 280             |           | 172.46    |            |

**Provincial Newspapers (B)**

| S.No | Name of Daily Newspaper | Language | Circulation figure as per ABC Certified | Feb-24 | Inf Display |      |       |            | Inf Display Impact |           |            | Other Display |      |       | Other Display Impact |            |           | 02/02/24 | 07/02/24 | 14/02/24 | 16/02/24 | 21/02/24 | 23/02/24 | 28/02/24 | Total Space in cm | Value of Spaces | Rate       |            |
|------|-------------------------|----------|---|--------|-------------|------|-------|------------|--------------------|-----------|------------|---------------|------|-------|----------------------|------------|-----------|----------|----------|----------|----------|----------|----------|----------|-------------------|-----------------|------------|------------|
|      |                         |          |   |        | Front       | Back | Inner | Total Info | Front 250%         | Back 200% | Inner 150% | Front         | Back | Inner | Total Other Display  | Front 250% | Back 200% |          |          |          |          |          |          |          |                   |                 |            | Inner 150% |
| 23   | Mashriq                 | Urdu     | 130000                                  | 2479   |             |      |       | 0          | 0                  | 0         | 0          |               |      |       | 0                    | 0          | 0         | 0        | 276      | 239      | 554      | 351      | 605      | 148      | 306               | 2479            | 1382637.46 | 557.74     |
| 24   | Aaj Pesh                | Urdu     | 111000                                  | 4272   |             |      |       | 0          | 0                  | 0         | 0          |               |      | 216   | 216                  | 0          | 0         | 324      | 390      | 584      | 599      | 475      | 745      | 447      | 492               | 4272            | 2283554.88 | 534.54     |
| 25   | Express Peshawar        | Urdu     |   | 3130   |             |      |       | 0          | 0                  | 0         | 0          |               |      | 216   | 216                  | 0          | 0         | 324      | 177      | 446      | 325      | 354      | 411      | 365      | 512               | 3130            | 957842.6   | 306.02     |
| 26   | Subh                    | Urdu     | 75000                                   | 0      |             |      |       | 0          | 0                  | 0         | 0          |               |      |       | 0                    | 0          | 0         | 0        |          |          |          |          |          |          |                   | 0               | 0          | 500.38     |
| 27   | Awam Un Nas Peshawar    | Urdu     | 67000                                   | 414    |             |      |       | 0          | 0                  | 0         | 0          |               |      |       | 0                    | 0          | 0         | 0        | 45       | 45       | 51       | 60       | 120      | 45       | 48                | 414             | 202739.94  | 489.71     |
| 28   | Surkhab                 | Urdu     | 60000                                   | 0      |             |      |       | 0          | 0                  | 0         | 0          |               |      |       | 0                    | 0          | 0         | 0        |          |          |          |          |          |          |                   | 0               | 0          | 477.6      |
| 29   | Awaz I Shehr            | Urdu     | 53500                                   | 221    |             |      |       | 0          | 0                  | 0         | 0          |               |      |       | 0                    | 0          | 0         | 0        |          | 33       |          | 60       | 64       | 42       | 22                | 221             | 91429.91   | 413.71     |
| 30   | Paighammat              | Urdu     | 50000                                   | 492    |             |      |       | 0          | 0                  | 0         | 0          |               |      |       | 0                    | 0          | 0         | 0        | 45       | 66       | 51       | 104      | 124      | 51       | 51                | 492             | 221355.72  | 449.91     |
| 31   | Jiddat                  | Urdu     | 47800                                   | 799    |             |      |       | 0          | 0                  | 0         | 0          |               |      |       | 0                    | 0          | 0         | 0        | 66       | 123      | 111      | 112      | 162      | 89       | 136               | 799             | 345128.05  | 431.95     |
| 32   | Jehad                   | Urdu     | 46000                                   | 913    |             |      |       | 0          | 0                  | 0         | 0          |               |      |       | 0                    | 0          | 0         | 0        | 96       | 108      | 186      | 116      | 171      | 72       | 164               | 913             | 397547.59  | 435.43     |
| 33   | Akhbar Peshawar         | Urdu     | 45000                                   | 122    |             |      |       | 0          | 0                  | 0         | 0          |               |      |       | 0                    | 0          | 0         | 0        |          |          |          |          | 36       | 36       |                   | 122             | 52697.9    | 431.95     |
| 34   | Jarrat                  | Urdu     | 44550                                   | 0      |             |      |       | 0          | 0                  | 0         | 0          |               |      |       | 0                    | 0          | 0         | 0        |          |          |          |          |          |          |                   | 0               | 0          | 263.28     |
| 35   | Khabin                  | Urdu     | 44000                                   | 0      |             |      |       | 0          | 0                  | 0         | 0          |               |      |       | 0                    | 0          | 0         | 0        |          |          |          |          |          |          |                   | 0               | 0          | 247.55     |
| 36   | Riyasat                 | Urdu     | 41000                                   | 258    |             |      |       | 0          | 0                  | 0         | 0          |               |      |       | 0                    | 0          | 0         | 0        |          | 36       | 20       | 79       | 60       | 33       | 30                | 258             | 107704.68  | 417.46     |
| 37   | Nai Baat                | Urdu     | 35000                                   | 411    |             |      |       | 0          | 0                  | 0         | 0          |               |      |       | 0                    | 0          | 0         | 0        | 22       | 48       | 69       | 81       | 80       | 60       | 51                | 411             | 91476.27   | 222.57     |
| 38   | Watan                   | Urdu     | 35000                                   | 81     |             |      |       | 0          | 0                  | 0         | 0          |               |      |       | 0                    | 0          | 0         | 0        |          |          |          |          | 27       | 36       | 18                | 81              | 31959.36   | 394.56     |
| 39   | Siyah                   | Urdu     | 35000                                   | 298    |             |      |       | 0          | 0                  | 0         | 0          |               |      |       | 0                    | 0          | 0         | 0        | 36       | 36       |          | 51       | 75       | 48       | 52                | 298             | 92067.1    | 308.95     |
| 40   | Sarhad Peshawar         | Urdu     | 34100                                   | 380    |             |      |       | 0          | 0                  | 0         | 0          |               |      |       | 0                    | 0          | 0         | 0        | 52       | 45       | 45       | 80       | 60       | 68       | 30                | 380             | 147979.6   | 389.42     |
| 41   | Pakistan Peshawar       | Urdu     | 32000                                   | 177    |             |      |       | 0          | 0                  | 0         | 0          |               |      |       | 0                    | 0          | 0         | 0        |          |          |          |          | 78       | 45       | 54                | 177             | 66863.52   | 377.76     |
| 42   | Waqt                    | Urdu     | 30100                                   | 0      |             |      |       | 0          | 0                  | 0         | 0          |               |      |       | 0                    | 0          | 0         | 0        |          |          |          |          |          |          |                   | 0               | 0          | 219.38     |
| 43   | Quaid Peshawar          | Urdu     | 26200                                   | 597    |             |      |       | 0          | 0                  | 0         | 0          |               |      |       | 0                    | 0          | 0         | 0        | 66       | 66       | 107      | 80       | 124      | 68       | 86                | 597             | 235552.32  | 394.56     |
| 44   | Islam                   | Urdu     | 25000                                   | 0      |             |      |       | 0          | 0                  | 0         | 0          |               |      |       | 0                    | 0          | 0         | 0        |          |          |          |          |          |          |                   | 0               | 0          | 337.46     |
| 45   | Ummat Pesh              | Urdu     | 25000                                   | 195    |             |      |       | 0          | 0                  | 0         | 0          |               |      |       | 0                    | 0          | 0         | 0        | 18       | 36       |          | 51       | 48       | 42       |                   | 195             | 36154.95   | 185.41     |
| 46   | Akhbar Khyber           | Urdu     | 24500                                   | 36     |             |      |       | 0          | 0                  | 0         | 0          |               |      |       | 0                    | 0          | 0         | 0        |          |          | 36       |          |          |          |                   | 36              | 6568.2     | 182.45     |
| 47   | Aeen                    | Urdu     | 21700                                   | 904    |             |      |       | 0          | 0                  | 0         | 0          |               |      |       | 0                    | 0          | 0         | 0        | 156      | 144      | 108      | 130      | 130      | 102      | 134               | 904             | 289623.52  | 320.38     |
| 48   | Taqat                   | Urdu     | 18000                                   | 0      |             |      |       | 0          | 0                  | 0         | 0          |               |      |       | 0                    | 0          | 0         | 0        |          |          |          |          |          |          |                   | 0               | 0          | 222.57     |
| 49   | Aaj Subh                | Urdu     | 18000                                   | 123    |             |      |       | 0          | 0                  | 0         | 0          |               |      |       | 0                    | 0          | 0         | 0        |          |          |          | 51       |          | 45       | 27                | 123             | 36591.27   | 297.49     |
| 50   | Payam e Khyber          | Urdu     | 18000                                   | 196    |             |      |       | 0          | 0                  | 0         | 0          |               |      |       | 0                    | 0          | 0         | 0        | 57       |          |          | 18       | 55       | 33       | 33                | 196             | 58308.04   | 297.49     |
| 51   | Azadi Peshawar          | Urdu     | 15000                                   | 36     |             |      |       | 0          | 0                  | 0         | 0          |               |      |       | 0                    | 0          | 0         | 0        |          |          |          |          | 36       |          |                   | 36              | 10052.28   | 279.23     |
| 52   | Hamawam                 | Urdu     | 12000                                   | 0      |             |      |       | 0          | 0                  | 0         | 0          |               |      |       | 0                    | 0          | 0         | 0        |          |          |          |          |          |          |                   | 0               | 0          | 255.92     |
| 53   | Adan                    | Urdu     | 11700                                   | 202    |             |      |       | 0          | 0                  | 0         | 0          |               |      |       | 0                    | 0          | 0         | 0        |          | 36       |          | 51       | 51       | 42       | 22                | 202             | 48344.66   | 239.33     |
| 54   | maidan                  | Urdu     | 10700                                   | 968    |             |      |       | 0          | 0                  | 0         | 0          |               |      |       | 0                    | 0          | 0         | 0        | 72       | 157      | 123      | 173      | 176      | 125      | 142               | 968             | 393821.12  | 406.84     |

| S.No | Name of Daily Newspaper  | Language | Circulation figure as per ABC Certified | Feb-24 | Inf Display |      |       | Inf Display Impact |            |           | Other Display |       |      | Other Display Impact |                     |            | 02/02/24 | 07/02/24 | 14/02/24 | 16/02/24 | 21/02/24 | 23/02/24 | 28/02/24 | Total Space in cm | Value of Spaces | Rate      |           |            |
|------|--------------------------|----------|---|--------|-------------|------|-------|--------------------|------------|-----------|---------------|-------|------|----------------------|---------------------|------------|----------|----------|----------|----------|----------|----------|----------|-------------------|-----------------|-----------|-----------|------------|
|      |                          |          |   |        | Front       | Back | Inner | Total Info         | Front 250% | Back 200% | Inner 150%    | Front | Back | Inner                | Total Other Display | Front 250% |          |          |          |          |          |          |          |                   |                 |           | Back 200% | Inner 150% |
| 55   | Al-Akbar                 | Urdu     | 10000                                   | 0      |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          |          |          | 0        | 0                 | 261.23          |           |           |            |
| 56   | Kasoti Peshawar          | Urdu     | 10000                                   | 207    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 36       |          | 10       | 75       | 48       | 38       | 207               | 49541.31        | 239.33    |           |            |
| 57   | Awaz I Pakhtunkhwa       | Urdu     | 9000                                    | 69     |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          | 39       | 30       |          | 69                | 17064.39        | 247.31    |           |            |
| 58   | Pakhtunkhwa Bulletin     | Urdu     | 9000                                    | 76     |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 12       |          |          | 42       | 22       |          | 76                | 17582.6         | 231.35    |           |            |
| 59   | Nawa I Pakistan Peshawar | Urdu     | 7500                                    | 673    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 120      | 78       | 69       | 126      | 124      | 75       | 81                | 673             | 147642.74 | 219.38    |            |
| 60   | Al-Jamiat Sarhad Psh:    | Urdu     | 7000                                    | 414    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 39       | 75       | 51       | 60       | 75       | 60       | 54                | 414             | 89171.46  | 215.39    |            |
| 61   | Hurmat Peshawar          | Urdu     | 6000                                    | 148    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          | 51       | 45       | 30       | 22                | 148             | 30696.68  | 207.41    |            |
| 62   | Intibah                  | Urdu     | 5700                                    | 291    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 39       | 27       | 30       | 54       | 60       | 48       | 33                | 291             | 59195.22  | 203.42    |            |
| 63   | Awaz e Khyber            | Urdu     |   | 0      |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          |          |          |          |                   | 0               | 0         | 328.9     |            |
| 64   | Munazzam Peshawar        | Urdu     | 8800                                    | 156    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          | 51       | 54       | 33       | 18                | 156             | 30934.8   | 198.3     |            |
| 65   | Dhun                     | Urdu     |   | 0      |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          |          |          |          |                   | 0               | 0         | 481.06    |            |
| 66   | Bagram                   | Urdu     |   | 0      |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          |          |          |          |                   | 0               | 0         | 215.39    |            |
| 67   | Daily Muhim              | Urdu     | 46500                                   | 183    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          | 20       | 51       | 54       | 36       | 22                | 183             | 80014.92  | 437.24    |            |
| 68   | Illhaq                   | Urdu     | 35500                                   | 375    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 57       | 54       | 28       | 44       | 120      | 48       | 24                | 375             | 149032.5  | 397.42    |            |
| 69   | Awaz e Subh              | Urdu     | 40000                                   | 0      |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          |          |          |          |                   | 0               | 0         | 306.06    |            |
| 70   | Daily Qul                | Urdu     | 6000                                    | 0      |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          |          |          |          |                   | 0               | 0         | 280.02    |            |
| 71   | 92 News Peshawar         | Urdu     | 10000                                   | 341    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 28       | 48       | 74       |          | 80       | 51       | 60                | 341             | 40207.31  | 117.91    |            |
| 72   | Frontier Anti Corruption | English  | 21150                                   | 0      |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          |          |          |          |                   | 0               | 0         | 315.48    |            |
| 73   | Frontier Times           | English  | 39000                                   | 378    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 39       | 66       | 60       | 51       | 78       | 42       | 42                | 378             | 155014.02 | 410.09    |            |
| 74   | Frontier Post            | English  | 35000                                   | 862    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 59       | 230      | 132      | 142      | 112      | 81       | 106               | 862             | 340265.88 | 394.74    |            |
| 75   | Frontier News            | English  | 35000                                   | 207    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          | 48       |          | 51       | 48       | 60                | 207             | 63944.37  | 308.91    |            |
| 76   | Frontier Star            | English  | 25000                                   | 325    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          | 39       | 105      | 12       | 61       | 36                | 72              | 325       | 109850    | 338        |
| 77   | Daily Times              | English  | 22000                                   | 345    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 33       | 48       | 60       | 60       | 48       | 45       | 51                | 345             | 110513.85 | 320.33    |            |
| 78   | Statesman peshawar       | English  | 21000                                   | 0      |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          |          |          |          |                   | 0               | 0         | 275.41    |            |
| 79   | Lead Pakistan            | English  | 20000                                   |        |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 48       | 60       | 45       | 72       | 96       | 42       | 48                | 411             | 126962.01 | 308.91    |            |
| 80   | Todays Muslim            | English  | 15800                                   | 336    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          | 36       | 39       | 54       | 75       | 51                | 81              | 336       | 83109.6   | 247.35     |
| 81   | Country News Peshawar    | English  | 10000                                   | 288    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 36       | 36       |          | 44       | 91       | 48       | 33                | 288             | 68927.04  | 239.33    |            |
| 82   | Metro Times              | English  | 20500                                   | 0      |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          |          |          |          |                   | 0               | 0         | 311.77    |            |
| 83   | Wahdat                   | Pushto   | 115000                                  | 1037   |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 130      | 108      | 90       | 216      | 180      | 150      | 163               | 1037            | 558310.43 | 538.39    |            |
| 84   | Khibroona                |          |   | 0      |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          |          |          |          |                   | 0               | 0         | 442.82    |            |
| 85   | Pakhtun Post             | Pushto   | 41000                                   | 0      |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          |          |          |          |                   | 0               | 0         | 417.49    |            |
| 86   | Hewad                    | Pushto   | 14500                                   | 370    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          | 105      | 44       | 77       | 42       | 102               | 370             | 98945.4   | 267.42    |            |
| 87   | Aksariat Peshawar        | Urdu     | 9000                                    | 85     |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 16       | 30       |          |          | 39       |          |                   | 85              | 19664.75  | 231.35    |            |
| 88   | Awal o Akhir             | Urdu     | 15500                                   |        |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 12       | 48       |          | 72       | 75       | 42       | 27                | 276             | 78168.72  | 283.22    |            |
| 89   | Jehan Peshawar           | Urdu     | 12500                                   |        |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          |          | 42       |          | 30                | 72              | 0         |           |            |
| 90   | Aina Jehan               | Urdu     | 33200                                   | 0      |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          |          |          |          |                   | 0               | 0         |           |            |
| 91   | Nawa-i-Dir               | Urdu     | 39100                                   | 587    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 66       | 90       | 60       | 80       | 120      | 111      | 60                | 587             | 0         |           |            |
| 91   | Tadeel                   | Urdu     | 38100                                   | 26     |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 26       |          |          |          |          |          |                   | 26              | 10577.84  | 406.84    |            |

| S.No                  | Name of Daily Newspaper     | Language | Circulation figure as per ABC Certified | Feb-24 | Inf Display |      |       | Inf Display Impact |            |           | Other Display |       |      | Other Display Impact |                     |            | 02/02/24 | 07/02/24 | 14/02/24 | 16/02/24 | 21/02/24 | 23/02/24 | 28/02/24 | Total Space in cm | Value of Spaces | Rate      |           |
|-----------------------|-----------------------------|----------|---|--------|-------------|------|-------|--------------------|------------|-----------|---------------|-------|------|----------------------|---------------------|------------|----------|----------|----------|----------|----------|----------|----------|-------------------|-----------------|-----------|-----------|
|                       |                             |          |   |        | Front       | Back | Inner | Total Info         | Front 250% | Back 200% | Inner 150%    | Front | Back | Inner                | Total Other Display | Front 250% |          |          |          |          |          |          |          |                   |                 |           | Back 200% |
| <b>Peshawar</b>       |                             |          |   |        |             |      |       |                    |            |           |               |       |      |                      |                     |            |          |          |          |          |          |          |          |                   |                 |           |           |
| 92                    | Daily Bayan                 | Urdu     |   | 184    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          | 36       | 60       | 184      | 38308.8           | 208.2           |           |           |
| 93                    | Shahbaz                     | Urdu     | 6150                                    | 0      |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          |          |          | 0        | 0                 | 182.56          |           |           |
| <b>Mardan</b>         |                             |          |   |        |             |      |       |                    |            |           |               |       |      |                      |                     |            |          |          |          |          |          |          |          |                   |                 |           |           |
| 94                    | Pakhtunkhwa News            | Urdu     | 10100                                   | 175    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 38       | 14       | 57       | 16       | 36       | 14       | 175               | 31948           | 182.56    |           |
| 95                    | Nida-e-Watan                | Urdu     | 40100                                   |        |             |      |       |                    |            |           |               |       |      |                      |                     |            |          | 20       | 12       |          |          | 20       |          | 94                |                 |           |           |
| 95                    | Islah Swabi                 | Urdu     | 4500                                    |        |             |      |       |                    |            |           |               |       |      |                      |                     |            |          | 20       |          |          |          | 68       |          | 88                |                 |           |           |
| <b>Charsadda</b>      |                             |          |   |        |             |      |       |                    |            |           |               |       |      |                      |                     |            |          |          |          |          |          |          |          |                   |                 |           |           |
| 96                    | Charsadda News              | Urdu     | 31700                                   | 14     |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 14       |          |          |          |          |          | 14                | 4324.74         | 308.91    |           |
| 97                    | HastnagarTimes Chd          | Urdu     | 19200                                   | 178    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 14       |          |          | 51       | 45       | 68       | 178               | 53974.94        | 303.23    |           |
| <b>Abbotabad</b>      |                             |          |   |        |             |      |       |                    |            |           |               |       |      |                      |                     |            |          |          |          |          |          |          |          |                   |                 |           |           |
| 98                    | Ittehad                     | Urdu     | 38500                                   | 352    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 120      | 76       | 108      |          | 48       |          | 352               | 143711.04       | 408.27    |           |
| 99                    | Akhbar                      | Urdu     | 32000                                   | 61     |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          | 39       |          | 22       |          | 61                | 23023.23        | 377.43    |           |
| 100                   | Geo Hazara Abbotabad        | Urdu     | 20000                                   | 0      |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          |          |          |          | 0                 | 0               | 308.91    |           |
| 101                   | Aaj Abbotabad               | Urdu     |   | 0      |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          |          |          |          | 0                 | 0               | 464.55    |           |
| 102                   | Nada e Khalq Haripur        | Urdu     |   | 155    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          | 30       |          | 14       | 30       | 81       | 155               | 61880.65        | 399.23    |           |
| 103                   | K2 Times Abbotabad          | Urdu     |   | 0      |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          |          |          |          | 0                 | 0               | 240.12    |           |
| 104                   | Muhasib                     | Urdu     |   | 91     |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          | 30       | 39       |          | 22       |          | 91                | 26294.45        | 288.95    |           |
| 105                   | Sarhad News Abtd            | Urdu     |   | 238    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 45       | 76       | 69       |          | 48       |          | 238               | 88493.16        | 371.82    |           |
| 106                   | Shamal Abbotabad            | Urdu     |   | 0      |             |      |       |                    |            |           |               |       |      | 0                    |                     |            |          |          |          |          |          |          |          | 0                 | 0               | 413.84    |           |
| 107                   | Pine Abbotabad              | Urdu     |   | 22     |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          |          | 22       |          | 22                | 6424            | 292       |           |
| 108                   | Nawa e Hazara Abtt          | Urdu     |   | 123    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          | 66       |          |          | 30       | 27       | 123               | 60332.73        | 490.51    |           |
| <b>Swat</b>           |                             |          |   |        |             |      |       |                    |            |           |               |       |      |                      |                     |            |          |          |          |          |          |          |          |                   |                 |           |           |
| 109                   | Azadi                       | Urdu     | 50000                                   | 132    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          | 36       | 24       |          | 48       | 24       | 132               | 59388.12        | 449.91    |           |
| 110                   | Khabarkar                   | Urdu     | 30000                                   | 0      |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          |          |          |          | 0                 | 0               | 366.01    |           |
| 111                   | Chand                       | Urdu     | 24100                                   | 304    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 26       | 61       | 39       | 66       | 48       | 64       | 304               | 100003.84       | 328.96    |           |
| 112                   | Nizammat Swat               | Urdu     | 3500                                    | 0      |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          |          |          |          | 0                 | 0               | 182.56    |           |
| 113                   | Awam Un Nas                 | Urdu     |   | 0      |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          |          |          |          | 0                 | 0               | 489.71    |           |
| 114                   | Shamal Swat                 | Urdu     |   | 358    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 22       | 72       | 36       | 72       | 45       | 30       | 81                | 358             | 104457.24 | 291.78    |
| <b>Besham/Shangla</b> |                             |          |   |        |             |      |       |                    |            |           |               |       |      |                      |                     |            |          |          |          |          |          |          |          |                   |                 |           |           |
| 115                   | Basha News Besham           | Urdu     | 20000                                   | 78     |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 36       |          |          |          |          | 42       |                   | 78              | 24094.98  | 308.91    |
| <b>Kohat/Karak</b>    |                             |          |   |        |             |      |       |                    |            |           |               |       |      |                      |                     |            |          |          |          |          |          |          |          |                   |                 |           |           |
| 116                   | Karak Times                 | Urdu     | 41500                                   | 217    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        | 57       |          | 60       | 18       |          | 22       | 60                | 217             | 90953.38  | 419.14    |
| 117                   | Sada e Lawagher Karak       | Urdu     |   | 150    |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          | 42       |          | 72       | 36       | 150               | 40806           | 272.04    |           |
| 118                   | Siawish Kohat               | Urdu     |   | 0      |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          |          |          |          | 0                 | 0               | 490.58    |           |
| 119                   | Janisar- e - Pakistan Karak | Urdu     | 10000                                   | 140    |             | 0    | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          | 60       | 60       | 20       | 140               | 40450.2         | 288.93    |           |
| 120                   | Awami Dastak Kohat          | Urdu     | 7000                                    | 16     |             |      | 0     | 0                  | 0          | 0         |               |       |      | 0                    | 0                   | 0          | 0        |          |          |          | 16       |          |          | 16                | 3171.2          | 198.2     |           |
| <b>DI Khan</b>        |                             |          |   |        |             |      |       |                    |            |           |               |       |      |                      |                     |            |          |          |          |          |          |          |          |                   |                 |           |           |
| 121                   | Aitedal Di Khan             | Urdu     | 15600                                   |        |             |      |       |                    |            |           |               |       |      |                      |                     |            |          |          | 18       | 14       | 72       | 36       |          |                   |                 |           |           |
| 122                   | Pashtun Millat DI Khan      | Urdu     | 30200                                   |        |             |      |       |                    |            |           |               |       |      |                      |                     |            |          |          | 75       | 45       |          | 67       | 36       | 12                |                 |           |           |