

S.No	Name of Daily Newspaper	Language	Circulation figure as per ABC Certified	Jan-24	Inf Display			Inf Display Impact			Other Display			Other Display Impact			03/01/24	05/01/24	10/1/24	12/01/24	17/01/24	19/01/24	24/1/24	26/1/24	31/1/24	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	66				0	0	0	0				0	0	0	0	66							66	25662.12	388.82		
2	Ummat Karachi	Urdu	135000	150				0	0	0	0				0	0	0	0				51	42			57	150	49956	333.04	
3	Pakistan Islamabad	Urdu	98000	14				0	0	0	0				0	0	0	0				14				14	3774.4	269.6		
4	Ausaf Islamabad	Urdu	97000	361				0	0	0	0				0	0	0	0			12	90	100		69	90	361	112826.94	312.54	
5	Nawa e Waqt	Urdu	73000	252				0	0	0	0				0	0	0	0	54	27	24	45	45	45	12		252	74433.24	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	59				0	0	0	0				0	0	0	0				20				39	59	10939.19	185.41	
11	Ghaznavi Rawalpindi	Urdu	22500	114				0	0	0	0				0	0	0	0	66					48			114	36843.66	323.19	
12	Akhbar e Haq Isb	Urdu		193				0	0	0	0				0	0	0	0	51	60		72	10				193	54408.63	281.91	
13	Daily Quaid Islamabad	Urdu																									0	263.56		
14	Express Tribune	English		340				0	0	0	0				0	0	0	0	42	18	10	84	45	45		51	45	340	75673.8	222.57
15	Dawn	English	123000	1206					0	0	0				0	0	0	0	96	160	114	174	117	90	94	96	265	1206	236991.06	196.51
16	News	English	112000	1341				0	0	0	0				0	0	0	0	129	274	183	186	186	117	20	129	117	1341	414999.27	309.47
17	Nation	English	30000	24				0	0	0	0				0	0	0	0				24					24	4897.44	204.06	
18	Pakistan Today	English	26000	33				0	0	0	0				0	0	0	0	33								33	6125.13	185.61	
19	Business Recd	English	25000	583				0	0	0	0				0	0	0	0	84		75	75	112	78	36	51	72	583	98457.04	168.88
20	Frontier Post Karachi	English		0				0	0	0	0				0	0	0	0									0	0	0	
21	Pakistan Observer	English		100				0	0	0	0				0	0	0	0						100			100	27278	272.78	
22	K2 Rawalpindi	Urdu	53000												120	126	150	69	30	75	27	66	66			729				
22	Mumtaz Rwp	Urdu	21500																								0	172.46		
22	District News Rwp	Urdu																							36	36		172.46		
<b>Provincial Newspapers (B)</b>																														

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					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	3276				0	0	0	0				0	0	0	0	400	373	283	336	381	446	286	279	492	3276	1827156.24	557.74
24	Aaj Pesh	Urdu	111000	4065				0	0	0	0				0	0	0	0	432	549	414	495	396	453	452	377	497	4065	2172905.1	534.54
25	Express Peshawar	Urdu		790				0	0	0	0				0	0	0	0	117	117	30	141	142	66	42	81	54	790	241755.8	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	465				0	0	0	0				0	0	0	0	66	60	78	68	42	27	22	45	57	465	227715.15	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	77				0	0	0	0				0	0	0	0		10		51			16		77	31855.67	413.71	
30	Paighammat	Urdu	50000	647				0	0	0	0				0	0	0	0	63	120	63	68	96	75	39	51	72	647	291091.77	449.91
31	Jiddat	Urdu	47800	819				0	0	0	0				0	0	0	0	84	126	130	78	90	80	73	66	92	819	353767.05	431.95
32	Jehad	Urdu	46000	960				0	0	0	0				0	0	0	0	120	160	120	108	90	100	64	69	129	960	418012.8	435.43
33	Akhbar Peshawar	Urdu	45000	108				0	0	0	0				0	0	0	0		24		45					39	108	46650.6	431.95
34	Jurrat	Urdu	44550	0				0	0	0	0				0	0	0	0										0	0	263.28
35	Khabrain	Urdu	44000	0				0	0	0	0				0	0	0	0										0	0	247.55
36	Riyasat	Urdu	41000	339				0	0	0	0				0	0	0	0	39	48	36	39	45		57	36	39	339	141518.94	417.46
37	Nai Baat	Urdu	35000	385				0	0	0	0				0	0	0	0	72	51	92	69	30	27			44	385	85689.45	222.57
38	Watan	Urdu	35000	0				0	0	0	0				0	0	0	0										0	0	394.56
39	Siyag	Urdu	35000	270				0	0	0	0				0	0	0	0		48	39	51	61	24	27		20	270	83416.5	308.95
40	Sarhad Peshawar	Urdu	34100	554				0	0	0	0				0	0	0	0	64	48	73	78	45	93	51	45	57	554	215738.68	389.42
41	Pakistan Peshawar	Urdu	32000	57				0	0	0	0				0	0	0	0				57						57	21532.32	377.76
42	Waqt	Urdu	30100	12				0	0	0	0				0	0	0	0							12		12	2632.56	219.38	
43	Quaid Peshawar	Urdu	26200	644				0	0	0	0				0	0	0	0	78	60	90	75	96	75	47	51	72	644	254096.64	394.56
44	Islam	Urdu	25000	0				0	0	0	0				0	0	0	0										0	0	337.46
45	Ummat Pesh	Urdu	25000	197				0	0	0	0				0	0	0	0		30		66	36		45		20	197	36525.77	185.41
46	Akhbar Khyber	Urdu	24500	0				0	0	0	0				0	0	0	0										0	0	182.45
47	Aeen	Urdu	21700	966				0	0	0	0				0	0	0	0	90	160	90	108	120	100	64	105	129	966	309487.08	320.38
48	Taqat	Urdu	18000	0				0	0	0	0				0	0	0	0										0	0	222.57
49	Aaj Subh	Urdu	18000	33				0	0	0	0				0	0	0	0							33		33	9817.17	297.49	
50	Payam e Khyber	Urdu	18000	45				0	0	0	0				0	0	0	0						45			45	13387.05	297.49	
51	Azadi Peshawar	Urdu	15000	0				0	0	0	0				0	0	0	0										0	0	279.23
52	Hamawam	Urdu	12000	0				0	0	0	0				0	0	0	0										0	0	255.92
53	Adan	Urdu	11700	80				0	0	0	0				0	0	0	0	24			42			14		80	19146.4	239.33	
54	mairaan	Urdu	10700	1051				0	0	0	0				0	0	0	0	99	120	129	159	141	180	52	51	120	1051	427588.84	406.84

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					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-Akhbar	Urdu	10000	10				0	0	0	0				0	0	0	0			10				10	2612.3	261.23			
56	Kasoti Peshawar	Urdu	10000	251				0	0	0	0				0	0	0	0	39	21		66	30		39	36	20	251	60071.83	239.33
57	Awaz I Pakhtunkhwa	Urdu	9000	0				0	0	0	0				0	0	0	0									0	0	247.31	
58	Pakhtunkhwa Bulletin	Urdu	9000	0				0	0	0	0				0	0	0	0									0	0	231.35	
59	Nawa I Pakistan Peshawar	Urdu	7500	363				0	0	0	0				0	0	0	0			66		120	36	69	72	363	79634.94	219.38	
60	Al-Jamiat Sarhad Psh:	Urdu	7000	354				0	0	0	0				0	0	0	0	51	57	42	33	44	28	36	39	24	354	76248.06	215.39
61	Hurmat Peshawar	Urdu	6000	0				0	0	0	0				0	0	0	0									0	0	207.41	
62	Intibah	Urdu	5700	310				0	0	0	0				0	0	0	0	39	24		66	22	45	16	39	59	310	63060.2	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	32				0	0	0	0				0	0	0	0				16				16		32	6345.6	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	167				0	0	0	0				0	0	0	0		16	30	24	22		45		30	167	73019.08	437.24
68	Ilhaq	Urdu	35500	278				0	0	0	0				0	0	0	0	12	24	20	30	42	45	39		66	278	110482.76	397.42
69	Awaz e Subh	Urdu	40000	147				0	0	0	0				0	0	0	0		18	42	57	30				147	44990.82	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		147		33	33		39	69	20	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	258				0	0	0	0				0	0	0	0					45	75	12	69	57	258	105803.22	410.09
74	Frontier Post	English	35000	877				0	0	0	0				0	0	0	0	120	126	78	81	132	100	60	90	90	877	346186.98	394.74
75	Frontier News	English	35000	174				0	0	0	0				0	0	0	0	39	60		45	30				174	53750.34	308.91	
76	Frontier Star	English	25000	68				0	0	0	0				0	0	0	0		30	20				18		68	22984	338	
77	Daily Times	English	22000	352				0	0	0	0				0	0	0	0	54			36	22	78	51	45	66	352	112756.16	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	16	30			30	48	39		45	208	64253.28	308.91
80	Todays Muslim	English	15800	269				0	0	0	0				0	0	0	0				33	90		41	66	39	269	66537.15	247.35
81	Country News Peshawar	English	10000	232				0	0	0	0				0	0	0	0		37		72		45	33	45		232	55524.56	239.33
82	Metro Times	English	20500	0				0	0	0	0				0	0	0	0									0	0	311.77	
83	Wahdat	Pushto	115000	955				0	0	0	0				0	0	0	0	120	126	120	108	120	78	64	90	129	955	514162.45	538.39
84	Khabroona			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	402				0	0	0	0				0	0	0	0	24	30	78	57	45	66	48	36	18	402	107502.84	267.42
87	Aksariat Peshawar	Urdu	9000	48				0	0	0	0				0	0	0	0						48			48	11104.8	231.35	
88	Awal o Akhir	Urdu	15500					0	0	0	0				0	0	0	0	75	51	36	45	40	12	39	51	72	421	119235.62	283.22
89	Jehan Peshawar	Urdu	12500					0	0	0	0				0	0	0	0									0	0		
90	Aina Jehan	Urdu	33200	0				0	0	0	0				0	0	0	0									0	0		
91	Nawa-i-Dir	Urdu	39100	729				0	0	0	0				0	0	0	0	54	134	139	88	106	93	49	66	729	0		
91	Tadeel	Urdu	38100	53				0	0	0	0				0	0	0	0		21					12	20	53	21562.52	406.84	

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					Front	Back	Inner	Total Info	Front 250%	Back 200%	Inner 150%	Front	Back	Inner	Total Other Display	Front 250%													Back 200%	Inner 150%	
<b>Peshawar</b>																															
92	Daily Bayan	Urdu		68				0	0	0	0				0	0	0	0							68	14157.6	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	254				0	0	0	0				0	0	0	0	16	14		75	52		45	36	16	254	46370.24	182.56	
95	Nida-e-Watan	Urdu	40100												14										16	30					
95	Istah Swabi	Urdu	4500												14			75	21			22				132					
<b>Charsadda</b>																															
96	Charsadda News	Urdu	31700	30				0	0	0	0				0	0	0	0				30					30	9267.3	308.91		
97	HastnagarTimes Chd	Urdu	19200	150				0	0	0	0				0	0	0	0				30	42		78		150	45484.5	303.23		
<b>Abbotabad</b>																															
98	Irtehad	Urdu	38500	274				0	0	0	0				0	0	0	0	84							100		90	274	111865.98	408.27
99	Akhbar	Urdu	32000	0				0	0	0	0				0	0	0	0									0	0	377.43		
100	Geo Hazara Abbottabad	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		84				0	0	0	0				0	0	0	0	84								84	33535.32	399.23		
103	K2 Times Abbotabad	Urdu		0				0	0	0	0				0	0	0	0									0	0	240.12		
104	Muhasib	Urdu		24				0	0	0	0				0	0	0	0	24								24	6934.8	288.95		
105	Sarhad News Abtd	Urdu		280				0	0	0	0				0	0	0	0	72	18					100		90	280	104109.6	371.82	
106	Shamal Abbottabad	Urdu		42											0				42								42	17381.28	413.84		
107	Pine Abbottabad	Urdu		42				0	0	0	0				0	0	0	0	42								42	12264	292		
108	Nawa e Hazara Abtt	Urdu		162				0	0	0	0				0	0	0	0	72	18						72	162	79462.62	490.51		
<b>Swat</b>																															
109	Azadi	Urdu	50000	131				0	0	0	0				0	0	0	0	33			12	20		42		24	131	58938.21	449.91	
110	Khabarkar	Urdu	30000	0				0	0	0	0				0	0	0	0									0	0	366.01		
111	Chand	Urdu	24100	272				0	0	0	0				0	0	0	0	69			27			48	62	66	272	89477.12	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		311				0	0	0	0				0	0	0	0	75	18	47	42	10		62		57	311	90743.58	291.78	
<b>Besham/Shangla</b>																															
115	Basha News Besham	Urdu	20000	0				0	0	0	0				0	0	0	0									0	0	308.91		
<b>Kohat/Karak</b>																															
116	Karak Times	Urdu	41500	138				0	0	0	0				0	0	0	0	66			21	27	12	12		138	57841.32	419.14		
117	Sada e Lawagher Karak	Urdu		195				0	0	0	0				0	0	0	0	27			72			30	27		39	195	53047.8	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	94			0	0	0	0	0				0	0	0	0				72	10	12			94	27159.42	288.93		
120	Awami Dastak Kohat	Urdu	7000	69				0	0	0	0				0	0	0	0				69					69	13675.8	198.2		
<b>DI Khan</b>																															
121	Aitedal Di Khan	Urdu	15600																								0				
122	Pashnun Millat DI Khan	Urdu	30200																			14	30		36		38	118			