

S.No	Name of Daily Newspaper	Language	Circulation figure as per ABC Certified	April-24	Inf Display				Inf Display Impact			Other Display			Other Display Impact			03/04/24	05/04/24	09/04/24	17/04/24	19/04/24	24/04/24	26/04/24	30/04/24	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	388.82	
2	Ummat Karachi	Urdu	135000	0				0	0	0	0				0	0	0	0					45				0	333.04	
3	Pakistan Islamabad	Urdu	98000	0				0	0	0	0				0	0	0	0	69	75	42	51		90	51		0	269.6	
4	Ausaf Islamabad	Urdu	97000	0				0	0	0	0	216		336	552	540	0	504	496	75		84	80	87	389	174		0	312.54
5	Nawa e Waqt	Urdu	73000	0				0	0	0	0				0	0	0	0	75	39			99	51	69	39		0	295.37
6	Dunya Islamabad	Urdu	60000	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	66			33		60				0	233.68
8	Awam Un Nas Rawalpindi	Urdu	20000	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	293.46
10	Jehan Islamabad	Urdu	25000	0				0	0	0	0				0	0	0	0		42								0	185.41
11	Ghaznavi Rawalpindi	Urdu	22500	0				0	0	0	0				0	0	0	0										0	323.19
12	Akhbar e Haq Isb	Urdu		0				0	0	0	0			120	120	0	0	180	88	30	60			45	57	45		0	281.91
13	Daily Quaid Islamabad	Urdu																											263.56
14	Express Tribune	English		0				0	0	0	0			216	216	0	0	324	432	162	111	63				90		0	222.57
15	Dawn	English	123000	0				0	0	0	0		216	444	660	0	432	666	448	282	154	360	52	184	170	63		0	196.51
16	News	English	112000	0				0	0	0	0	216	216		432	540	432	0	436	141	126	80	74	157	81	90		0	309.47
17	Nation	English	30000	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	54	45			16		45		0	185.61	
19	Business Recd	English	25000	0				0	0	0	0			160	160	0	0	240	99	136		76		63		60		0	168.88
20	Frontier Post Karachi	English		0				0	0	0	0				0	0	0	0										0	0
21	Pakistan Observer	English		0				0	0	0	0				0	0	0	0	48	36		45	16	165	76	14		0	272.78
22	K2 Rawalpindi	Urdu	53000											376					122	106	126	111	51	135	81	126			
23	Mumtaz Rwp	Urdu	21500																										172.46
24	District News Rwp	Urdu																		60				39	39	51			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%
25	Mashriq	Urdu	130000	4915			0	0	0	0	432			432	1080	0	0	725	620	372	294	220	536	364	272	4915	2741292.1	557.74
26	Aaj Pesh	Urdu	111000	6771			0	0	0	0	648		108	756	1620	0	162	940	672	510	563	317	562	454	215	6771	3619370.34	534.54
27	Express Peshawar	Urdu		5195			0	0	0	0	216	216	540	972	540	432	810	569	289	266	199	148	364	418	188	5195	1589773.9	306.02
28	Subh	Urdu	75000	0			0	0	0	0				0	0	0	0									0	0	500.38
29	Awam Un Nas Peshawar	Urdu	67000	637			0	0	0	0			120	120	0	0	180	48	36	54	45	16	48	76	14	637	311945.27	489.71
30	Surkhab	Urdu	60000	0			0	0	0	0				0	0	0	0									0	0	477.6
31	Awaz I Shehr	Urdu	53500	475			0	0	0	0				0	0	0	0	36	90	54	51	99	51	80	14	475	196512.25	413.71
32	Paighammat	Urdu	50000	1745			0	0	0	0			280	280	0	0	420	416	106	63	80	39	112	148	81	1745	785092.95	449.91
33	Jiddat	Urdu	47800	2143			0	0	0	0			336	336	0	0	504	432	25	100	360	80	98	148	60	2143	925668.85	431.95
34	Jehad	Urdu	46000	2815			0	0	0	0			552	552	0	0	828	464	106	75	360	80	142	148	60	2815	1225735.45	435.43
35	Akhbar Peshawar	Urdu	45000	171			0	0	0	0				0	0	0	0	36	33	45			45		12	171	73863.45	431.95
36	Jarrat	Urdu	44550	300			0	0	0	0			120	120	0	0	180									300	78984	263.28
37	Khabin	Urdu	44000	27			0	0	0	0				0	0	0	0							27		27	6683.85	247.55
38	Riyasat	Urdu	41000	337			0	0	0	0			108	108	0	0	162							51	16	337	140684.02	417.46
39	Nai Baat	Urdu	35000	747			0	0	0	0			120	120	0	0	180	69	75	51	76	20	33	78	45	747	166259.79	222.57
40	Watan	Urdu	35000	0			0	0	0	0				0	0	0	0									0	0	394.56
41	Siyah	Urdu	35000	832			0	0	0	0			120	120	0	0	180	96	42	45	51		181	57	60	832	257046.4	308.95
42	Sarhad Peshawar	Urdu	34100	906			0	0	0	0			120	120	0	0	180	147	75	63	76	30	60	92	63	906	352814.52	389.42
43	Pakistan Peshawar	Urdu	32000	534			0	0	0	0			160	160	0	0	240	14		45			54		21	534	201723.84	377.76
44	Waqt	Urdu	30100	517			0	0	0	0			160	160	0	0	240			45			27		45	517	113419.46	219.38
45	Quaid Peshawar	Urdu	26200	1283			0	0	0	0			280	280	0	0	420	88	75	45	63	48	112	92	60	1283	506220.48	394.56
46	Islam	Urdu	25000	0			0	0	0	0				0	0	0	0									0	0	337.46
47	Ummat Pesh	Urdu	25000	895			0	0	0	0			160	160	0	0	240	48	51	63	63	67	51	57	95	895	165941.95	185.41
48	Akhbar Khyber	Urdu	24500	0			0	0	0	0				0	0	0	0									0	0	182.45
49	Aeen	Urdu	21700	2760			0	0	0	0			496	496	0	0	744	432	211	100	360	54	133	160	70	2760	884248.8	320.38
50	Taqat	Urdu	18000	0			0	0	0	0				0	0	0	0									0	0	222.57
51	Aaj Subh	Urdu	18000	842			0	0	0	0			160	160	0	0	240	69	66	45	48		88	81	45	842	250486.58	297.49
52	Payam e Khyber	Urdu	18000	244			0	0	0	0				0	0	0	0	30	81	45	30		30	14	14	244	72587.56	297.49
53	Azadi Peshawar	Urdu	15000	207			0	0	0	0				0	0	0	0			42			165			207	57800.61	279.23
54	Hamawam	Urdu	12000	793			0	0	0	0			280	280	0	0	420						48	45		793	202944.56	255.92
55	Adan	Urdu	11700	407			0	0	0	0			120	120	0	0	180	24		20			30	33		407	97407.31	239.33
56	mairaan	Urdu	10700	1559			0	0	0	0			280	280	0	0	420	416	75	123	64	52	51	39	39	1559	634263.56	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%
57	Al-Akhbar	Urdu	10000	336			0	0	0	0			120	120	0	0	180			12		24		336	87773.28	261.23		
58	Kasoti Peshawar	Urdu	10000	1269			0	0	0	0			160	160	0	0	240	416	42	68	101	48	63	80	51	1269	303709.77	239.33
59	Awaz I Pakhtunkhwa	Urdu	9000	53			0	0	0	0				0	0	0	0				14		39		53	13107.43	247.31	
60	Pakhtunkhwa Bulletin	Urdu	9000	216			0	0	0	0				0	0	0	0			21		165	30	216	49971.6	231.35		
61	Nawa I Pakistan Peshawar	Urdu	7500	1939			0	0	0	0		376	376	0	0	564	436	66	63	100	54	100	92	88	1939	425377.82	219.38	
62	Al-Jamiat Sarhad Psh:	Urdu	7000	513			0	0	0	0			0	0	0	0	75	66	75	66	39	51	76	65	513	110495.07	215.39	
63	Hurmat Peshawar	Urdu	6000	593			0	0	0	0		160	160	0	0	240	54	36	42		16	45			593	122994.13	207.41	
64	Intibah	Urdu	5700	354			0	0	0	0			0	0	0	0	54	51	30	45	28	77	69		354	72010.68	203.42	
65	Awaz e Khyber	Urdu		0			0	0	0	0			0	0	0	0									0	0	328.9	
66	Munazzam Peshawar	Urdu	8800	82			0	0	0	0			0	0	0	0			16			33	33		82	16260.6	198.3	
67	Dhum	Urdu		0			0	0	0	0			0	0	0	0									0	0	481.06	
68	Bagram	Urdu		0			0	0	0	0			0	0	0	0									0	0	215.39	
69	Daily Muhim	Urdu	46500	273			0	0	0	0			0	0	0	0	30	36	45	45		51	48	18	273	119366.52	437.24	
70	Ilbaq	Urdu	35500	1284			0	0	0	0		336	336	0	0	504	96	42	60	63		48	90	45	1284	510287.28	397.42	
71	Awaz e Subh	Urdu	40000	928			0	0	0	0		160	160	0	0	240	92	75	63	66	30	45	81	76	928	284023.68	306.06	
72	Daily Qul	Urdu	6000	0			0	0	0	0			0	0	0	0									0	0	280.02	
73	92 News Peshawar	Urdu	10000	658			0	0	0	0		160	160	0	0	240		51	48			63	51	45	658	77584.78	117.91	
74	Frontier Anti Corruption	English	21150	0			0	0	0	0			0	0	0	0									0	0	315.48	
75	Frontier Times	English	39000	442			0	0	0	0			0	0	0	0	88	60	63	30	99	45	39	18	442	181259.78	410.09	
76	Frontier Post	English	35000	2038			0	0	0	0		484	484	0	0	726	92	75	75	66	80	162	172	106	2038	804480.12	394.74	
77	Frontier News	English	35000	382			0	0	0	0			0	0	0	0	69	39		64	51	45	69	45	382	118003.62	308.91	
78	Frontier Star	English	25000	282			0	0	0	0			0	0	0	0	48	42	60	33	48		51		282	95316	338	
79	Daily Times	English	22000	1708			0	0	0	0		496	496	0	0	744	105	75	45	51	30	54	57	51	1708	547123.64	320.33	
80	Statesman peshawar	English	21000	0			0	0	0	0			0	0	0	0									0	0	275.41	
81	Lead Pakistan	English	20000				0	0	0	0		864	864	0	0	1296	36	89	54	48		39	48	55	2529	781233.39	308.91	
82	Today's Muslim	English	15800	1228			0	0	0	0		280	280	0	0	420	66	106	51	45	30	51	81	98	1228	303745.8	247.35	
83	Country News Peshawar	English	10000	288			0	0	0	0			0	0	0	0		30	45	39		55	80	39	288	68927.04	239.33	
84	Metro Times	English	20500	0			0	0	0	0			0	0	0	0									0	0	311.77	
85	Wahdat	Pushto	115000	2238			0	0	0	0		336	336	0	0	504	468	75	100	158	66	193	250	88	2238	1204916.82	538.39	
86	Khahroona			0			0	0	0	0			0	0	0	0									0	0	442.82	
87	Pakhtun Post	Pushto	41000	0			0	0	0	0			0	0	0	0									0	0	417.49	
88	Hewad	Pushto	14500	810			0	0	0	0		120	120	0	0	180	84	60	60	45	48	45	90	78	810	216610.2	267.42	
89	Aksariat Peshawar	Urdu	9000	75			0	0	0	0			0	0	0	0	30					45			75	17351.25	231.35	
90	Awal o Akhir	Urdu	15500				0	0	0	0			0	0	0	0	54		20		16	45	30		165	46731.3	283.22	
91	Jehan Peshawar	Urdu	12500				0	0	0	0			0	0	0	0									0	0		
92	Alina Jehan	Urdu	33200	0			0	0	0	0			0	0	0	0									0	0		
93	Nawa-i-Dir	Urdu	39100	2122			0	0	0	0		496	496	0	0	744	119	135	168	76	129	144	39	72	2122	0		
94	Tadeel	Urdu	38100	135			0	0	0	0			0	0	0	0	33					51	33	18	135	54923.4	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>																														
95	Daily Bayan	Urdu		237				0	0	0	0				0	0	0	0						237	49343.4	208.2				
96	Shahbaz	Urdu	6150	0				0	0	0	0				0	0	0	0						0	0	182.56				
<b>Mardan</b>																														
97	Pakhtunkhwa News	Urdu	10100	462				0	0	0	0				0	0	0	0	99	114	20		30	63	76	60	462	84342.72	182.56	
98	Nida-e-Watan	Urdu	40100	95																63	16		16				95			
99	Islah Swabi	Urdu	4500	134												160				20	78	20		16			134			
<b>Charsadda</b>																														
100	Charsadda News	Urdu	31700	0				0	0	0	0				0	0	0	0								0	0	308.91		
101	HastnagarTimes Chd	Urdu	19200	684				0	0	0	0			160	160	0	0	0	240	48		51	84	16		51	34	684	207409.32	303.23
<b>Abbotabad</b>																														
102	Ittehad	Urdu	38500	581				0	0	0	0			160	160	0	0	240		136	45						581	237204.87	408.27	
103	Akhbar	Urdu	32000	16				0	0	0	0				0	0	0	0		16							16	6038.88	377.43	
104	Geo Hazara Abbottabad	Urdu	20000	0				0	0	0	0				0	0	0	0									0	0	308.91	
105	Aaj Abbotabad	Urdu		0				0	0	0	0				0	0	0	0									0	0	464.55	
106	Nada e Khalq Haripur	Urdu		136				0	0	0	0				0	0	0	0		136							136	54295.28	399.23	
107	K2 Times Abbotabad	Urdu		0				0	0	0	0				0	0	0	0									0	0	240.12	
108	Muhasib	Urdu		74				0	0	0	0				0	0	0	0				14					74	21382.3	288.95	
109	Sarhad News Abtd	Urdu		1002				0	0	0	0			336	336	0	0	504		162							1002	372563.64	371.82	
110	Shamal Abbottabad	Urdu		74											0							14					74	30624.16	413.84	
111	Pine Abbottabad	Urdu		0				0	0	0	0				0	0	0	0									0	0	292	
112	Nawa e Hazara Abtt	Urdu		678				0	0	0	0			160	160	0	0	240		162	45		20	51			678	332565.78	490.51	
<b>Swat</b>																														
113	Azadi	Urdu	50000	418				0	0	0	0				0	0	0	0	75	51	75	39	66	90		22	418	188062.38	449.91	
114	Khabarkar	Urdu	30000	0				0	0	0	0				0	0	0	0									0	0	366.01	
115	Chand	Urdu	24100	848				0	0	0	0			160	160	0	0	240	92	87		39	66	93	45	26	848	278958.08	328.96	
116	Nizammat Swat	Urdu	3500	0				0	0	0	0				0	0	0	0									0	0	182.56	
117	Awam Un Nas	Urdu		0				0	0	0	0				0	0	0	0									0	0	489.71	
118	Shamal Swat	Urdu		923				0	0	0	0			216	216	0	0	324	88	87		39	54	60	45	10	923	269312.94	291.78	
<b>Besham/Shangla</b>																														
119	Basha News Besham	Urdu	20000	1093				0	0	0	0			376	376	0	0	564	24	42	45	22	20				1093	337638.63	308.91	
<b>Kohat/Karak</b>																														
120	Karak Times	Urdu	41500	127				0	0	0	0				0	0	0	0	10	45				72			127	53230.78	419.14	
121	Sada e Lawagher Karak	Urdu		717				0	0	0	0			216	216	0	0	324		45	45			48		39	717	195052.68	272.04	
122	Slawish Kohat	Urdu		30				0	0	0	0				0	0	0	0									30	14717.4	490.58	
123	Janisar- e - Pakistan Karak	Urdu	10000	91				0	0	0	0				0	0	0	0					45				91	26292.63	288.93	
124	Awami Dastak Kohat	Urdu	7000	0				0	0	0	0				0	0	0	0									0	0	198.2	
<b>DI Khan</b>																														
125	Aitedal Di Khan	Urdu	15600																	30										
126	Pashtun Millat DI Khan	Urdu	30200											280						60	20		30	84		57				