

S.No	Name of Daily Newspaper	Language	Circulation figure as per ABC Certified	May-24	Inf Display			Inf Display Impact			Other Display			Other Display Impact			03/05/24	08/05/24	10/05/24	15/05/24	17/05/24	22/05/24	24/05/24	29/05/24	31/05/24	Total Space in cm	Value of Spaces	Rate		
					Front	Back	Inner	Total Info Dis	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	51				0	0	0	0				0	0	0	0			51				51	16985.04	333.04			
3	Pakistan Islamabad	Urdu	98000	408				0	0	0	0				0	0	0	0	60	22		80	57	60		66	63	408	109996.8	269.6
4	Ausaf Islamabad	Urdu	97000	3795				0	0	0	0		228	228	0	0	342		254	427	317	386	370	613	316	135	407	3795	1186089.3	312.54
5	Nawa e Waqt	Urdu	73000	198				0	0	0	0				0	0	0	0					81		51	66	198	58483.26	295.37	
6	Dunya Islamabad	Urdu	60000	226				0	0	0	0				0	0	0	0				97		54		75	226	65451.86	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	438				0	0	0	0				0	0	0	0	36	45		78	60	51	54	54	60	438	128535.48	293.46
10	Jehan Islamabad	Urdu	25000	231				0	0	0	0				0	0	0	0				141	45			45		231	42829.71	185.41
11	Ghaznavi Rawalpindi	Urdu	22500	399				0	0	0	0				0	0	0	0			51	78		60	84	48	78	399	128952.81	323.19
12	Akhbar e Haq Isb	Urdu		96				0	0	0	0				0	0	0	0	45	51							96	27063.36	281.91	
13	Daily Quaid Islamabad	Urdu																									0		263.56	
14	Express Tribune	English		1203				0	0	0	0				0	0	0	0	60	108	45	175	99	219	186	80	231	1203	267751.71	222.57
15	Dawn	English	123000	3319				0	0	0	0		348	348	0	0	522		211	305	260	236	135	643	210	99	350	3319	652216.69	196.51
16	News	English	112000	1430				0	0	0	0		120	120	240	0	240	180	152	447	147				24			1430	442542.1	309.47
17	Nation	English	30000	156				0	0	0	0				0	0	0	0					39	33	33	51	156	31833.36	204.06	
18	Pakistan Today	English	26000	93				0	0	0	0				0	0	0	0	51	42							93	17261.73	185.61	
19	Business Recd	English	25000	856				0	0	0	0				0	0	0	0	68	125	39	151	87	60	80	84	162	856	144561.28	168.88
20	Frontier Post Karachi	English		0				0	0	0	0				0	0	0	0									0	0	0	
21	Pakistan Observer	English		246				0	0	0	0				0	0	0	0			33		60	45	57	51	246	67103.88	272.78	
22	k2 Rawalpindi	Urdu	53000																92	105	106	180	99	92	81	72	130	957		
22	Mumtaz Rwp	Urdu	21500																		59		51	51		93	254		172.46	
22	District News Rwp	Urdu																	39	51		72	66	60	51	69	408		172.46	
<b>Provincial Newspapers (B)</b>																														

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					Front	Back	Inner	Total Info Display	Front 250%	Back 200%	Inner 150%	Front	Back	Inner	Total Other Display	Front 250%													Back 200%	Inner 150%	
23	Mashriq	Urdu	130000	5388				0	0	0	0				0	0	0	0	461	1149	434	635	237	866	560	331	715	5388	3005103.12	557.74	
24	Aaj Pesh	Urdu	111000	6984				0	0	0	0		120	228	348	0	240	342	462	1063	443	788	346	1020	658	422	852	6984	3733227.36	534.54	
25	Express Peshawar	Urdu		5359				0	0	0	0			228	228	0	0	342	310	910	509	591	251	664	419	276	859	5359	1639961.18	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	473				0	0	0	0				0	0	0	0	39	80	36	63	36	73	92		54	473	231632.83	489.71	
28	Surkhab	Urdu	60000	489				0	0	0	0				0	0	0	0		67	45	119	20	60	73	57	48	489	233546.4	477.6	
29	Awaz I Shehr	Urdu	53500	773				0	0	0	0				0	0	0	0	96	92	51	99	30	91	116	84	114	773	319797.83	413.71	
30	Paighammat	Urdu	50000	1111				0	0	0	0				0	0	0	0	60	143	60	165	81	192	153	30	227	1111	499850.01	449.91	
31	Jiddat	Urdu	47800	1480				0	0	0	0				0	0	0	0	92	197	128	274	87	213	169	84	236	1480	639286	431.95	
32	Jehad	Urdu	46000	1413				0	0	0	0				0	0	0	0	92	165	145	194	149	163	137	102	266	1413	615262.59	435.43	
33	Akhbar Peshawar	Urdu	45000	384				0	0	0	0				0	0	0	0	60	12	51	75	69	36	33		48	384	165868.8	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	385				0	0	0	0				0	0	0	0	10	54	36	96	36	45	57		51	385	160722.1	417.46	
37	Nai Baat	Urdu	35000	634				0	0	0	0				0	0	0	0	51	68	45	152	39	70	50	99	60	634	141109.38	222.57	
38	Watan	Urdu	35000	0				0	0	0	0				0	0	0	0										0	0	394.56	
39	Siyaq	Urdu	35000	595				0	0	0	0				0	0	0	0	36	80	60	105	45	62	69	66	72	595	183825.25	308.95	
40	Sarhad Peshawar	Urdu	34100	656				0	0	0	0				0	0	0	0	36	30	39	88	51	90	163	99	60	656	255459.52	389.42	
41	Pakistan Peshawar	Urdu	32000	290				0	0	0	0				0	0	0	0	33	80	36			57			84	290	109550.4	377.76	
42	Waqt	Urdu	30100	309				0	0	0	0				0	0	0	0		45	39	75	24	33	30		63	309	67788.42	219.38	
43	Quaid Peshawar	Urdu	26200	636				0	0	0	0				0	0	0	0	60	108	60	100	77	90	127		14	636	250940.16	394.56	
44	Islam	Urdu	25000	0				0	0	0	0				0	0	0	0										0	0	337.46	
45	Ummat Pesh	Urdu	25000	260				0	0	0	0				0	0	0	0	68	90	72				30		260	48206.6	185.41		
46	Akhbar Khyber	Urdu	24500	0				0	0	0	0				0	0	0	0										0	0	182.45	
47	Aeen	Urdu	21700	1454				0	0	0	0				0	0	0	0	160	209	108	214	96	184	175	84	224	1454	465832.52	320.38	
48	Taqat	Urdu	18000	0				0	0	0	0				0	0	0	0										0	0	222.57	
49	Aaj Subh	Urdu	18000	420				0	0	0	0				0	0	0	0	30	60	30		30	51	45	57	117	420	124945.8	297.49	
50	Payam e Khyber	Urdu	18000	282				0	0	0	0				0	0	0	0		45	48			43		80	66	282	83892.18	297.49	
51	Azadi Peshawar	Urdu	15000	168				0	0	0	0				0	0	0	0				48		36	33		51	168	46910.64	279.23	
52	Hamawam	Urdu	12000	217				0	0	0	0				0	0	0	0				78	22	30	39		48	217	55534.64	255.92	
53	Adan	Urdu	11700	350				0	0	0	0				0	0	0	0		22		64		33	96	51	84	350	83765.5	239.33	
54	maidan	Urdu	10700	936				0	0	0	0				0	0	0	0				53	202	77	184	111	69	240	936	380802.24	406.84

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					Front	Back	Inner	Total Info Dis	Front 250%	Back 200%	Inner 150%	Front	Back	Inner	Total Other Display	Front 250%													Back 200%	Inner 150%		
55	Al-Akhbar	Urdu	10000	117				0	0	0	0				0	0	0				36	30		51	117	30563.91	261.23					
56	Kasoti Peshawar	Urdu	10000	414				0	0	0	0				0	0	0							99	180	414	99082.62	239.33				
57	Awaz 1 Pakhtunkhwa	Urdu	9000	265				0	0	0	0				0	0	0			30	14	60			265	65537.15	247.31					
58	Pakhtunkhwa Bulletin	Urdu	9000	18				0	0	0	0				0	0	0								18	4164.3	231.35					
59	Nawa 1 Pakistan Peshawar	Urdu	7500	739				0	0	0	0				0	0	0			68	90	96			63	132	87	98	105	739	162121.82	219.38
60	Al-Jamiat Sarhad Psh:	Urdu	7000	1036				0	0	0	0			108	108	0	0	162		51	105	51	142	30	112	84	80	111	1036	223144.04	215.39	
61	Hurmat Peshawar	Urdu	6000	360				0	0	0	0				0	0	0	0		39	30	45			58	81		107	360	74667.6	207.41	
62	Intibah	Urdu	5700	318				0	0	0	0				0	0	0	0		39	30	20			51	73	57	48	318	64687.56	203.42	
63	Awaz e Khyber	Urdu		291				0	0	0	0				0	0	0	0		39			88			90	74		291	95709.9	328.9	
64	Munazzam Peshawar	Urdu	8800	249				0	0	0	0				0	0	0	0			36	39	42			45	33		54	249	49376.7	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	318				0	0	0	0				0	0	0	0		45	51	33		36	54	45		54	318	139042.32	437.24	
68	Illhaq	Urdu	35500	298				0	0	0	0				0	0	0	0		51	50	33					48	116	298	118431.16	397.42	
69	Awaz e Subh	Urdu	40000	793				0	0	0	0				0	0	0	0		96	104	72	80	57	92	76	60	156	793	242705.58	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	123				0	0	0	0				0	0	0	0		30	33	60							123	14502.93	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	347				0	0	0	0				0	0	0	0		39	105	86			39	78		347	142301.23	410.09		
74	Frontier Post	English	35000	1664				0	0	0	0				0	0	0	0		92	310	111	225	137	214	140	111	324	1664	656847.36	394.74	
75	Frontier News	English	35000	833				0	0	0	0				0	0	0	0		45	78	96	112	114	109	73	69	137	833	257322.03	308.91	
76	Frontier Star	English	25000	84				0	0	0	0				0	0	0	0		36		48							84	28392	338	
77	Daily Times	English	22000	1253				0	0	0	0		120		120	0	240	0		128	105	84	84	75	102	135	72	108	1253	401373.49	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			228	228	0	0	342		39	140	80	129	60	112	102	66	184	1482	457804.62	308.91	
80	Today's Muslim	English	15800	966				0	0	0	0				0	0	0	0		96	92	80	161	66	111	90	75	195	966	238940.1	247.35	
81	Country News Peshawar	English	10000	585				0	0	0	0				0	0	0	0		39	68	72	132	57	92	71	54	63+33	585	140008.05	239.33	
82	Metro Times	English	20500	0				0	0	0	0				0	0	0	0											0	0	311.77	
83	Wahdat	Pushto	115000	2208				0	0	0	0				0	0	0	0		160	260	159	278	137	372	302	159	381	2208	1188765.12	538.39	
84	Khabroona			0				0	0	0	0				0	0	0	0											0	0	442.82	
85	Pakhtun Post	Pushto	41000	33				0	0	0	0				0	0	0	0					33						33	13777.17	417.49	
86	Hewad	Pushto	14500	167				0	0	0	0				0	0	0	0		68	60	39							167	44659.14	267.42	
87	Aksariat Peshawar	Urdu	9000	158				0	0	0	0				0	0	0	0		74	48	12						24	158	36553.3	231.35	
88	Awal o Akhir	Urdu	15500					0	0	0	0				0	0	0	0		33	51	33	64		39	39	20	75	354	100259.88	283.22	
89	Jehan Peshawar	Urdu	12500					0	0	0	0				0	0	0	0					75		22	33		24	154	0		
90	Aima Jehan	Urdu	33200	51				0	0	0	0				0	0	0	0						51					51	0		
91	Nawa-i-Dir	Urdu	39100	1229				0	0	0	0				0	0	0	0		98	202	116	103	89	151	231	75	164	1229	0		
91	Tadeel	Urdu	38100	291				0	0	0	0				0	0	0	0		30	33	12	72	21	39		33	51	291	118390.44	406.84	

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					Front	Back	Inner	Total Info Dis	Front 250%	Back 200%	Inner 150%	Front	Back	Inner	Total Other Display	Front 250%												
<b>Peshawar</b>																												
92	Daily Bayan	Urdu		280				0	0	0	0				0	0	0	0								280	58296	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	702				0	0	0	0				0	0	0	0								702	128157.12	182.56
95	Nida-e-Watan	Urdu	40100	0																						0	0	
95	Ishah Swabi	Urdu	4500	230																						230	44390	193
<b>Charsadda</b>																												
96	Charsadda News	Urdu	31700	0				0	0	0	0				0	0	0	0								0	0	308.91
97	HasnagarTimes Chd	Urdu	19200	507				0	0	0	0				0	0	0	0								507	153737.61	303.23
<b>Abbotabad</b>																												
98	Ittehad	Urdu	38500	1269				0	0	0	0				0	0	0	0								1269	518094.63	408.27
99	Akhbar	Urdu	32000	317				0	0	0	0				0	0	0	0								317	119645.31	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		27				0	0	0	0				0	0	0	0								27	12542.85	464.55
102	Nada e Khalq Haripur	Urdu		209				0	0	0	0				45	80	84									209	83439.07	399.23
103	K2 Times Abbotabad	Urdu		0				0	0	0	0				0	0	0	0								0	0	240.12
104	Muhasib	Urdu		80				0	0	0	0				0	0	0	0								80	23116	288.95
105	Sarhad News Abtd	Urdu		317				0	0	0	0				92	42	114									317	117866.94	371.82
106	Shamal Abbotabad	Urdu		172				0	0	0	0				92		80									172	71180.48	413.84
107	Pine Abbotabad	Urdu		80				0	0	0	0				0	0	0	0								80	23360	292
108	Nawa e Hazara Abtt	Urdu		871				0	0	0	0				45	80	72	75								871	427234.21	490.51
<b>Swat</b>																												
109	Azadi	Urdu	50000	777				0	0	0	0				60	90	51	136	75	114	151	33	67		777	349580.07	449.91	
110	Khabarkar	Urdu	30000	0				0	0	0	0				0	0	0	0								0	0	366.01
111	Chand	Urdu	24100	633				0	0	0	0				60	60		150	75	90	110	33	55		633	208231.68	328.96	
112	Nizam 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		566				0	0	0	0				60	76		132	78	102	102				566	165147.48	291.78	
<b>Besham/Shangla</b>																												
115	Basha News Besham	Urdu	20000	596				0	0	0	0				92	45	33	72	51	168	90	12	33		596	184110.36	308.91	
<b>Kohat/Karak</b>																												
116	Karak Times	Urdu	41500	521				0	0	0	0				51	45	51	87	89	60	51				521	218371.94	419.14	
117	Sada e Lawagher Karak	Urdu		117				0	0	0	0				0	0	0	0								117	31828.68	272.04
118	Siawish Kohat	Urdu		149				0	0	0	0				39			45		65						149	73096.42	490.58
119	Janisar- e - Pakistan Karak	Urdu	10000	180			0	0	0	0	0				39	12				48					180	52007.4	288.93	
120	Awami Dastak Kohat	Urdu	7000	45				0	0	0	0				0	0	0	0								45	8919	198.2
<b>DI Khan</b>																												
121	Aitedal Di Khan	Urdu	15600	324											27	71	22	132							30	42	324	
122	Pashtun Millat DI Khan	Urdu	30200	462											60	161	59								84	462		