

S.No	Name of Daily Newspaper	Language	Circulation figure as per ABC Certified	Aug-24	Inf Display			Inf Display Impact			Other Display			Other Display Impact			02/08/24	07/08/24	09/08/24	16/08/24	21/08/24	23/08/24	28/08/24	30/08/24	Total Space in cm	Value of Spaces	Rate
					Front	Back	Inner	Total Info Display	Front 250%	Back 200%	Inner 150%	Front	Back	Inner	Total Other Display	Front 250%											
National Newspapers (A)																											
1	Jang Rawalpindi/L	Urdu	230000	0			0	0	0	0				0	0	0								0	0	388.82	
2	Ummat Karachi	Urdu	135000	24			0	0	0	0				0	0	0						24		24	7992.96	333.04	
3	Pakistan Islamabad	Urdu	98000	249			0	0	0	0				0	0	0	39	48	57		60	45		249	67130.4	269.6	
4	Ausaf Islamabad	Urdu	97000	3206		432	432	0	0	648	108			108	270	0	261	117	153	312	201	254	369	81	3206	1002003.24	312.54
5	Nawa e Waqt	Urdu	73000	1148		216	216	0	0	324				0	0	0		144	48	57	22	197	68	72	1148	339084.76	295.37
6	Dunya Islamabad	Urdu	60000	252			0	0	0	0				0	0	0	33	51			105		63		252	72981.72	289.61
7	Jehan Pakistan	Urdu	45000	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	331.75	
9	Assas Rawalpindi	Urdu	71500	147			0	0	0	0				0	0	0					69	66	12	147	43138.62	293.46	
10	Jehan Islamabad	Urdu	25000	0			0	0	0	0				0	0	0								0	0	185.41	
11	Ghaznavi Rawalpindi	Urdu	22500	123			0	0	0	0				0	0	0					72		51	123	39752.37	323.19	
12	Akhbar e Haq Isb	Urdu		168			0	0	0	0				0	0	0		57			51	60		168	47360.88	281.91	
13	Daily Quaid Islamabad	Urdu								0														0		263.56	
14	Express Tribune	English	35000	1464			0	0	0	0				0	0	0	135	141	159	292	94	403	111	129	1464	325842.48	222.57
15	Dawn	English	123000	3784	216		216	0	432	0	108			108	0	216	288	201	307	362	345	364	545	400	3784	743593.84	196.51
16	News	English	112000	2248		216	216	0	0	324				0	0	0	65	108	213	375	68	297	349	233	2248	695688.56	309.47
17	Nation	English	30000	0			0	0	0	0				0	0	0								0	0	204.06	
18	Pakistan Today	English	26000	291			0	0	0	0				0	0	0		57	39	60	69	66		291	54012.51	185.61	
19	Business Recd	English	25000	660			0	0	0	0				0	0	0	96	84	51	189	39	141	60	660	111460.8	168.88	
20	Frontier Post Karachi	English		0			0	0	0	0				0	0	0								0	0	0	
21	Pakistan Observer	English	52000	788		216	216	0	0	324				0	0	0	36	36	54			96	16	10	788	214950.64	272.78
22	K2 Rawalpindi	Urdu	53000				0			0							87	45	39	159	111	193	132	90	856	394419.12	460.77
22	Mumtaz Rwp	Urdu	21500				0			0															0		172.46
22	District News Rwp	Urdu					0			0															0		172.46

S.No	Name of Daily Newspaper	Language	Circulation figure as per ABC Certified	Aug-24	Inf Display			Inf Display Impact			Other Display			Other Display Impact			02/08/24	07/08/24	09/08/24	16/08/24	21/08/24	23/08/24	28/08/24	30/08/24	Total Space in cm	Value of Spaces	Rate	
					Front	Back	Inner	Total Info Display	Front 200 %	Back 150 %	Inner	Front	Back	Inner	Total Other Display	Front 200 %												Back 150 %
Provincial Newspapers (B)																												
23	Mashriq	Urdu	130000	6915	216	216	432	540	0	324	108		108	270	0	0	443	405	270	916	926	949	711	621	6915	3856772.1	557.74	
24	Aaj Pesh	Urdu	111000	7597	216	216	432	540	0	324		108	108	0	216	0	447	675	777	1204	713	965	705	491	7597	4060900.38	534.54	
25	Express Peshawar	Urdu	85000	6039		432	432	0	0	648			0	0	0	0	364	636	699	993	522	848	427	470	6039	1848054.78	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	705			0	0	0	0			0	0	0	0	99	84	150	39	36	126	120	51	705	345245.55	489.71	
28	Surkhab	Urdu	60000	842		0	0	0	0	0			0	0	0	0		114	138	183	159	153	44	51	842	402139.2	477.6	
29	Awaz I Shehr	Urdu	53500	364			0	0	0	0			0	0	0	0		42	48	83	39	66	26	60	364	150590.44	413.71	
30	Paighammat	Urdu	50000	2278		432	432	0	0	648			0	0	0	0	84	81	123	299	183	220	88	120	2278	1024894.98	449.91	
31	Jiddat	Urdu	47800	2768		432	432	0	0	648			0	0	0	0	134	93	258	246	310	214	266	167	2768	1195637.6	431.95	
32	Jehad	Urdu	46000	2757		432	432	0	0	648			0	0	0	0	129	96	273	321	204	200	277	177	2757	1200480.51	435.43	
33	Akhbar Peshawar	Urdu	45000	102			0	0	0	0			0	0	0	0									102	44058.9	431.95	
34	Jurrat	Urdu	44550	540		216	216	0	0	324			0	0	0	0									540	142171.2	263.28	
35	Khabrain	Urdu	44000	0			0	0	0	0			0	0	0	0									0	0	247.55	
36	Riyasat	Urdu	41000	381			0	0	0	0			0	0	0	0					87	42	96	78	78	381	159052.26	417.46
37	Nai Baat	Urdu	35000	736			0	0	0	0			0	0	0	0	26	69	71	156	120	71	169	54	736	163811.52	222.57	
38	Watan	Urdu	35000	376			0	0	0	0			0	0	0	0	36	39	48	39	60	100	24	30	376	148354.56	394.56	
39	Siyaq	Urdu	35000	1918		432	432	0	0	648			0	0	0	0	108	87	90	111	66	107	167	102	1918	592566.1	308.95	
40	Sarhad Peshawar	Urdu	34100	477			0	0	0	0			0	0	0	0	33	57	33	96	60	81	63	54	477	185753.34	389.42	
41	Pakistan Peshawar	Urdu	32000	535			0	0	0	0			0	0	0	0	57	27	84	40	78	135	30	84	535	202101.6	377.76	
42	Waqf	Urdu	30100	2046		432	432	0	0	648			0	0	0	0	123	147	81	152	121	181	95	66	2046	448851.48	219.38	
43	Quaid Peshawar	Urdu	26200	1003			0	0	0	0			0	0	0	0	88	69	165	225	108	193	90	65	1003	395743.68	394.56	
44	Islam	Urdu	25000	0			0	0	0	0			0	0	0	0										0	0	337.46
45	Ummat Pesh	Urdu	25000	341			0	0	0	0			0	0	0	0	20	30	48	57	69	57		60	341	63224.81	185.41	
46	Akhbar Khyber	Urdu	24500	0			0	0	0	0			0	0	0	0										0	0	182.45
47	Aeen	Urdu	21700	3331		432	432	0	0	648			0	0	0	0	240	141	304	390	239	492	343	102	3331	1067185.78	320.38	
48	Taqat	Urdu	18000	0			0	0	0	0			0	0	0	0										0	0	222.57
49	Aaj Subh	Urdu	18000	506			0	0	0	0			0	0	0	0	20	27	87	93	117	88	50	24	506	150529.94	297.49	
50	Payam e Khyber	Urdu	18000	251			0	0	0	0			0	0	0	0	36		48	42	51	60	14		251	74669.99	297.49	
51	Azadi Peshawar	Urdu	15000	0			0	0	0	0			0	0	0	0										0	0	279.23
52	Hamawam	Urdu	12000	1761		432	432	0	0	648			0	0	0	0	96	84	45	153	63	123	66	51	1761	450675.12	255.92	
53	Adan	Urdu	11700	1688		432	432	0	0	648			0	0	0	0	105	39	81	111	66	120		86	1688	403989.04	239.33	
54	maidaan	Urdu	10700	3288		432	432	0	0	648			0	0	0	0	186	153	282	364	263	383	286	291	3288	1337689.92	406.84	

S.No	Name of Daily Newspaper	Language	Circulation figure as per ABC Certified	Aug-24	Inf Display			Inf Display Impact			Other Display			Other Display Impact			02/08/24	07/08/24	09/08/24	16/08/24	21/08/24	23/08/24	28/08/24	30/08/24	Total Space in cm	Value of Spaces	Rate	
					Front	Back	Inner	Total Info Display	Front 250 %	Back 200 %	Inner 150%	Front	Back	Inner	Total Other Display	Front 250 %												Back 200%
55	Al-Akhbar	Urdu	10000	51				0	0	0								51					51	13322.73	261.23			
56	Kasoti Peshawar	Urdu	10000	2499			432	432	0	0	648							120	202	162	246	276	176	124	113	2499	598085.67	239.33
57	Awaz I Pakhtunkhwa	Urdu	9000					0	0	0	0														0	0	247.31	
58	Pakhtunkhwa Bulletin	Urdu	9000	183				0	0	0	0					42			48	45				48	183	42337.05	231.35	
59	Nawa I Pakistan Peshawar	Urdu	7500	2639			432	432	0	0	648							102	171	129	318	365	231	120	123	2639	578943.82	219.38
60	Al-Jamiat Sarhad Psh:	Urdu	7000	1312			216	216	0	0	324							56	45	84	125	111	165	114	72	1312	282591.68	215.39
61	Hurmat Peshawar	Urdu	6000	51				0	0	0	0							30					21			51	10577.91	207.41
62	Intibah	Urdu	5700	450				0	0	0	0							45	33	54	62	39	84	55	78	450	91539	203.42
63	Awaz e Khyber	Urdu		269				0	0	0	0							30	51	42			93	53		269	88474.1	328.9
64	Munazzam Peshawar	Urdu	8800	228				0	0	0	0									57	45	69		57		228	45212.4	198.3
65	Dhun	Urdu		0				0	0	0	0															0	0	481.06
66	Bagram	Urdu		0				0	0	0	0															0	0	215.39
67	Daily Muhim	Urdu	46500	267				0	0	0	0															267	116743.08	437.24
68	Illhaq	Urdu	35500	519				0	0	0	0							36	60	45	126	90	117	45		519	206260.98	397.42
69	Awaz e Subh	Urdu	40000	1207			216	216	0	0	324							120	36	54	142	150	105	60		1207	369414.42	306.06
70	Daily Qul	Urdu	6000	0				0	0	0	0															0	0	280.02
71	92 News Peshawar	Urdu	10000	0				0	0	0	0															0	0	117.91
72	Frontier Anti Corruption	English	21150	0				0	0	0	0															0	0	315.48
73	Frontier Times	English	39000	93				0	0	0	0										33	60			93	38138.37	410.09	
74	Frontier Post	English	35000	2727			432	432	0	0	648							147	126	219	222	285	185	248	215	2727	1076455.98	394.74
75	Frontier News	English	35000	465				0	0	0	0							81	78	51	69	66	75	45		465	143643.15	308.91
76	Frontier Star	English	25000	204				0	0	0	0									54	84	27	39			204	68952	338
77	Daily Times	English	22000	1869			432	432	0	0	648							120	81	102	105	135	133	59	54	1869	598696.77	320.33
78	Statesman peshawar	English	21000	0				0	0	0	0															0	0	275.41
79	Lead Pakistan	English	20000	2404			432	432	0	0	648							148	108	120	165	289	255	149	90	2404	742619.64	308.91
80	Today's Muslim	English	15800	1496			216	216	0	0	324							72	75	144	168	165	153	83	96	1496	370035.6	247.35
81	Country News Peshawar	English	10000	1259			216	216	0	0	324							108	57	87	114	108	132	26	87	1259	301316.47	239.33
82	Metro Times	English	20500	0				0	0	0	0															0	0	311.77
83	Wahdat	Pushto	115000	4868			432	432	0	0	648							388	474	393	652	364	625	444	448	4868	2620882.52	538.39
84	Khabroona	Pushto		0				0	0	0	0															0	0	442.82
85	Pakhtun Post	Pushto	41000	0				0	0	0	0															0	0	417.49
86	Hewad	Pushto	14500	435				0	0	0	0							75	39	51	111	42	87		30	435	116327.7	267.42
87	Aksariat Peshawar	Urdu	9000	279				0	0	0	0								42	96	45	96				279	64546.65	231.35
88	Awal o Akhir	Urdu	15500	216				0	0	0	0									57	39	81	39			216	61175.52	283.22
89	Jehan Peshawar	Urdu	12500	327				0	0	0	0								60	48	48	66	45	60		327	42807.57	130.91
90	Aina Jehan	Urdu	33200	0				0	0	0	0															0	0	
91	Nawa-i-Dir	Urdu	39100	2034			432	432	0	0	648							96	69	147	144	117	189	111	81	2034	0	
91	Tadeel	Urdu	38100	445				0	0	0	0								57	39	121	69	69	39	51	445	181043.8	406.84

S.No	Name of Daily Newspaper	Language	Circulation figure as per ABC Certified	Aug-24	Inf Display			Inf Display Impact			Other Display			Other Display Impact			02/08/24	07/08/24	09/08/24	16/08/24	21/08/24	23/08/24	28/08/24	30/08/24	Total Space in cm	Value of Spaces	Rate
					Front	Back	Inner	Total Info Displ av	Front 250 %	Back 200 %	Inner 150 %	Front	Back	Inner	Total Other Displ av	Front 250 %											
Peshawar																											
92	Daily Bayan	Urdu		177			0	0	0	0			0	0	0									177	36851.4	208.2	
93	Shahbaz	Urdu	6150	0			0	0	0	0			0	0	0									0	0	182.56	
Mardan																											
94	Pakhtunkhwa News	Urdu	10100	1284		216	216	0	0	324			0	0	0		50	51	138	122	36	138	95	114	1284	234407.04	182.56
95	Nida-e-Watan	Urdu	40100	106				0	0	0						33							57	16	106	0	
95	Islah Swabi	Urdu	4500	117				0	0	0												42	75	117	22581	193	
Charsadda																											
96	Charsadda News	Urdu	31700	0			0	0	0	0			0	0	0									0	0	308.91	
97	Hastnagartimes Chd	Urdu	19200	905		216	216	0	0	324			0	0	0		33			123	45	90	74	905	274423.15	303.23	
Abbotabad																											
98	Ittehad	Urdu	38500	521			0	0	0	0			0	0	0		12	108	120	48	39	180	14	521	212708.67	408.27	
99	Akhbar	Urdu	32000	93			0	0	0	0			0	0	0				33				60	93	35100.99	377.43	
100	Geo Hazara Abbottabad	Urdu	20000	0			0	0	0	0			0	0	0									0	0	308.91	
101	Aai Abbotabad	Urdu		0			0	0	0	0			0	0	0									0	0	464.55	
102	Nada e Khalq Haripur	Urdu		78			0	0	0	0			0	0	0				78					78	31139.94	399.23	
103	K2 Times Abbotabad	Urdu		0			0	0	0	0			0	0	0									0	0	240.12	
104	Muhasib	Urdu		84			0	0	0	0			0	0	0									84	24271.8	288.95	
105	Sarhad News Abtd	Urdu		93			0	0	0	0			0	0	0				48		45			93	34579.26	371.82	
106	Shamal Abbottabad	Urdu		180			0	0	0	0			0	0	0				45	81			54	180	74491.2	413.84	
107	Pine Abbottabad	Urdu		0			0	0	0	0			0	0	0									0	0	292	
108	Nawa e Hazara Abtt	Urdu		876		216	216	0	0	324			0	0	0		33	39	90	20	140		14	876	429686.76	490.51	
Swat																											
109	Azadi	Urdu	50000	994		216	216	0	0	324			0	0	0		36	41	39	117	42	62	81	36	994	447210.54	449.91
110	Khabarkar	Urdu	30000	0			0	0	0	0			0	0	0									0	0	366.01	
111	Chand	Urdu	24100	2071		432	432	0	0	648			0	0	0		111	133	120	186	120	140	91	90	2071	681276.16	328.96
112	Nizam Swat	Urdu	3500	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	489.71	
114	Shamal Swat	Urdu		544			0	0	0	0			0	0	0		51	57	45	108	69	112	51	51	544	158728.32	291.78
Besham/Shangla																											
115	Basha News Besham	Urdu	20000	391			0	0	0	0			0	0	0		58	27	87	114	45	60		391	120783.81	308.91	
Kohat/Karak																											
116	Karak Times	Urdu	41500	1303		432	432	0	0	648			0	0	0		39		45	40			69	30	1303	546139.42	419.14
117	Sada e Lawagher Karak	Urdu		861		216	216	0	0	324			0	0	0		72			63			66	120	861	234226.44	272.04
118	Siawish Kohat	Urdu		278			0	0	0	0			0	0	0									33	278	136381.24	490.58
119	Janisar- e - Pakistan Karak	Urdu	10000	828		216	216	0	0	324			0	0	0				72						828	239234.04	288.93
120	Awami Dastak Kohat	Urdu	7000	0			0	0	0	0			0	0	0									0	0	198.2	
DI Khan																											
121	Aitedal Di Khan	Urdu	15600	225			0			0			0				45	48	30					102	225	63852.75	283.79
122	Pashtun Millat DI Khan	Urdu	30200	1894		432	432			648			0				111	45	114	124			190	214	1894	695382.1	367.15