

2 | PRINT MEDIA – COMPANIES

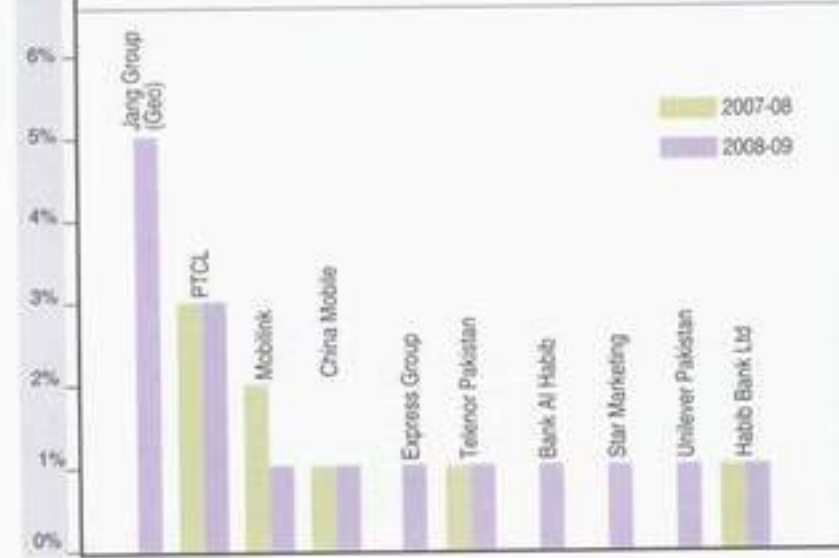
2a. Top 10 Companies that Advertised in Print Media (Newspapers and Magazines)

2008-09

Company	% share
Jang Group (Geo)*	5
PTCL	3
Mobilink	1
China Mobile	1
Express Group*	1
Telenor Pakistan	1
Bank Al Habib	1
Star Marketing	1
Unilever Pakistan	1
Habib Bank Ltd	1
Others	84
Total	100



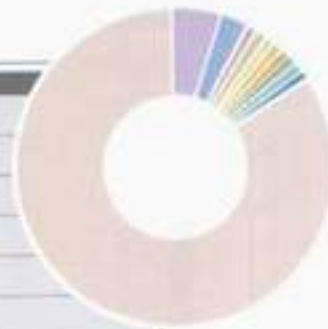
Year to date



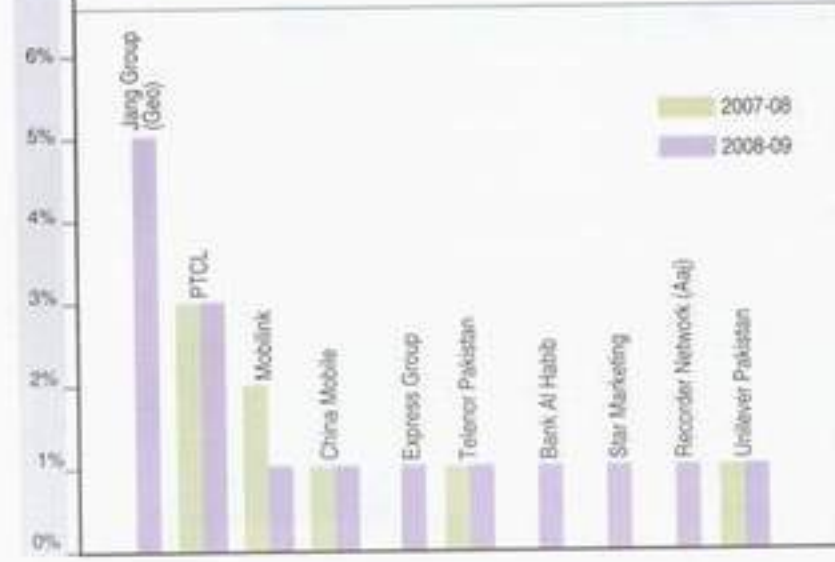
2b. Top 10 Companies that Advertised in Newspapers

2008-09

Company	% share
Jang Group (Geo)*	5
PTCL	3
Mobilink	1
China Mobile	1
Express Group*	1
Telenor Pakistan	1
Bank Al Habib	1
Star Marketing	1
Recorder Network (Aaj)*	1
Unilever Pakistan	1
Others	84
Total	100



Year to date



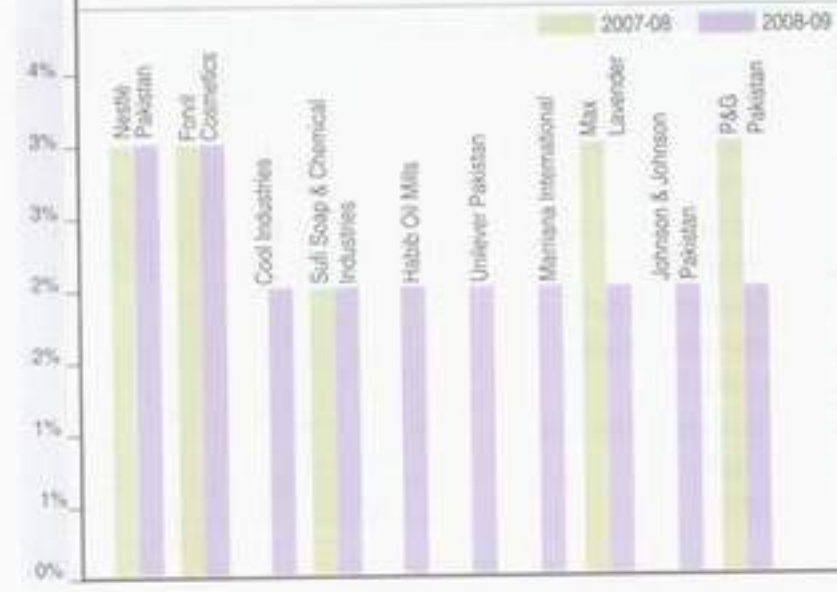
2c. Top 10 Companies that Advertised in Magazines

2008-09

Company	% share
Nestlé Pakistan	3
Forvil Cosmetics	3
Cool Industries	2
Sufi Soap & Chemical Industries	2
Habib Oil Mills	2
Unilever Pakistan	2
Marriana International	2
Max Lavender	2
Johnson & Johnson Pakistan	2
P&G Pakistan	2
Others	78
Total	100



Year to date



OVERVIEW

1. The top 10 companies account for just 16% of the advertising spend in print.
2. The top slot in print is occupied by the Jang Group. Other media groups also feature prominently in the rankings, which include the Recorder Network (Aaj) and Express Group.
3. Mobilink's share in the top 10 companies that advertised in print and newspapers has decreased from 2% to 1% this year.
4. Unilever Pakistan is the most notable new entrant in print and newspapers.
5. P&G Pakistan's share of advertising in magazines has decreased from 3% to 2%.

* Unlike last year, Gallup has included television channels and print publications in the rankings. However, it must be noted that they advertise primarily in their own group publications and channels and hence money is neither spent nor contributed to actual ad spend.