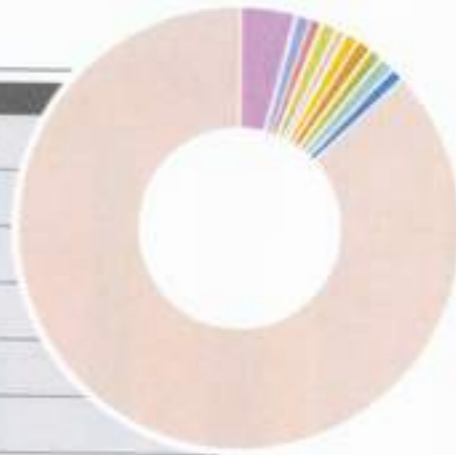


# 3 | PRINT MEDIA – BRANDS

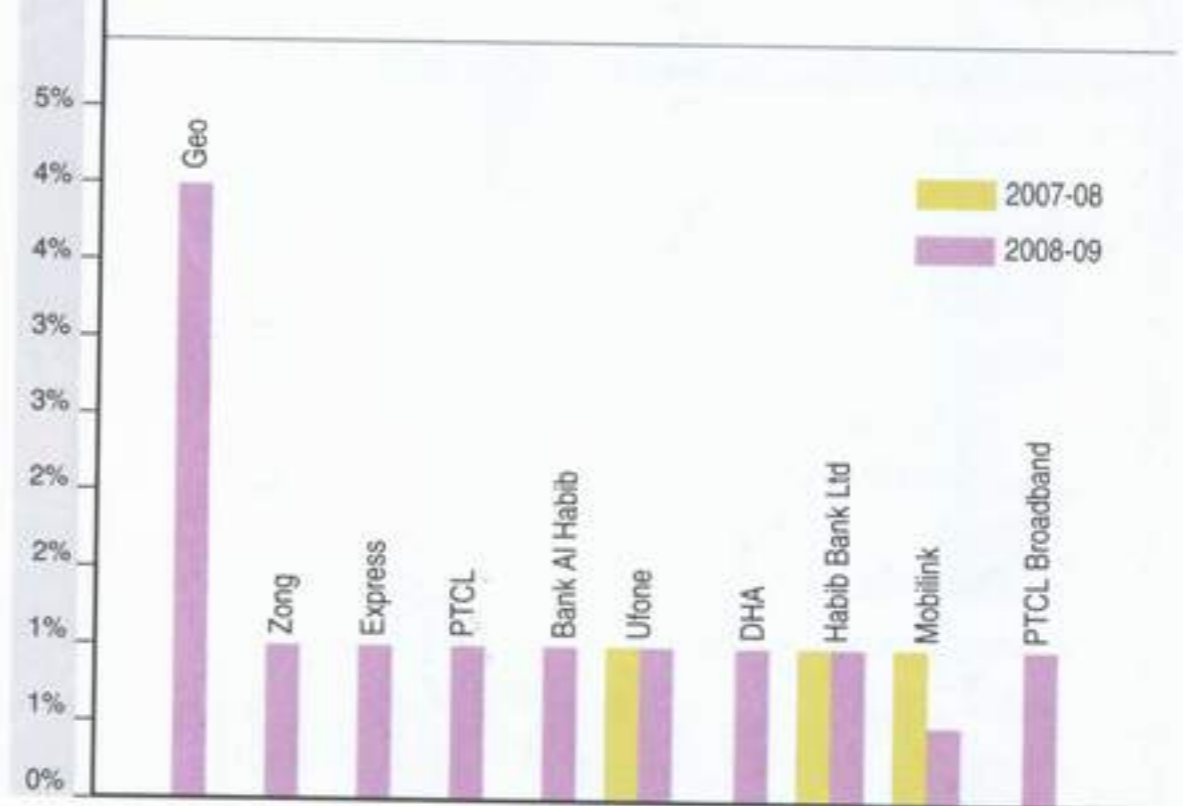
## 3a. Top 10 Brands Advertised in Print Media (Newspapers and Magazines)

FY 2008-09

Brand	% share
Geo*	4
Zong	1
Express*	1
PTCL	1
Bank Al Habib	1
Ufone	1
DHA**	1
Habib Bank Ltd	1
Mobilink	1
PTCL Broadband	1
Others	87
Total	100



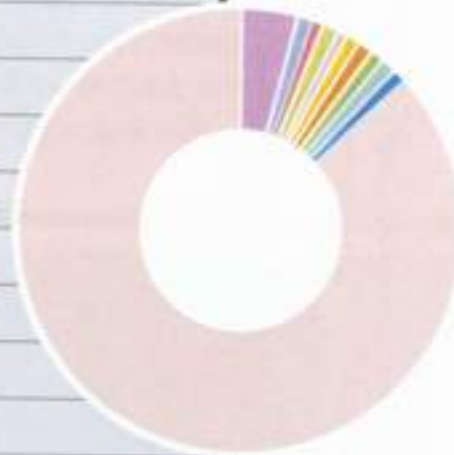
2 year trend



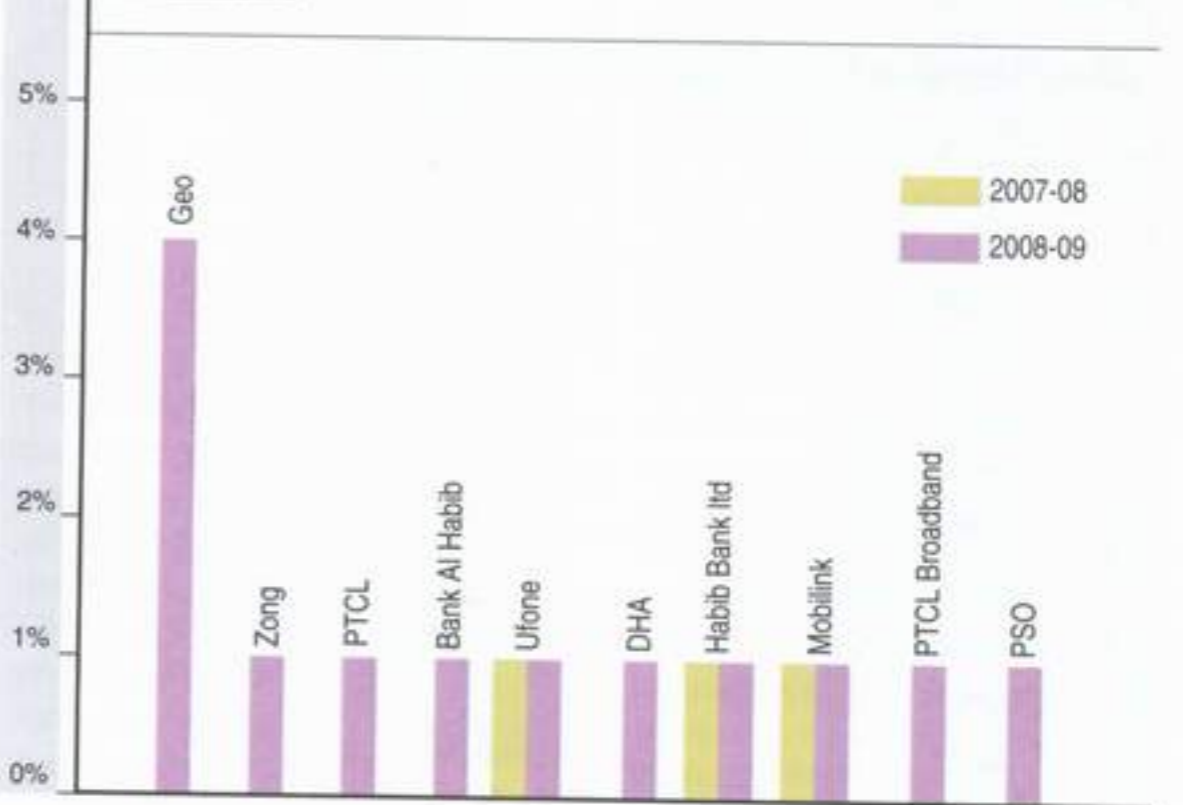
## 3b. Top 10 Brands Advertised in Newspapers

FY 2008-09

Brand	% share
Geo*	4
Zong	1
PTCL	1
Bank Al Habib	1
Ufone	1
DHA**	1
Habib Bank Ltd	1
Mobilink	1
PTCL Broadband	1
PSO	1
Others	87
Total	100



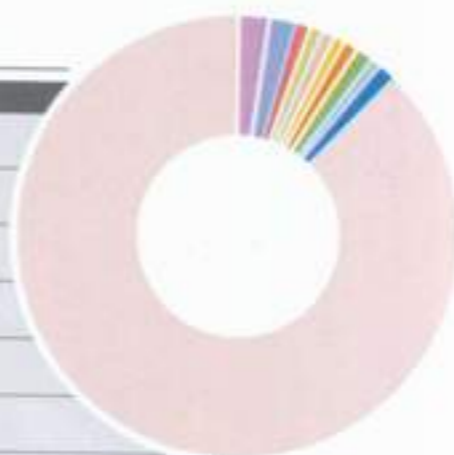
2 year trend



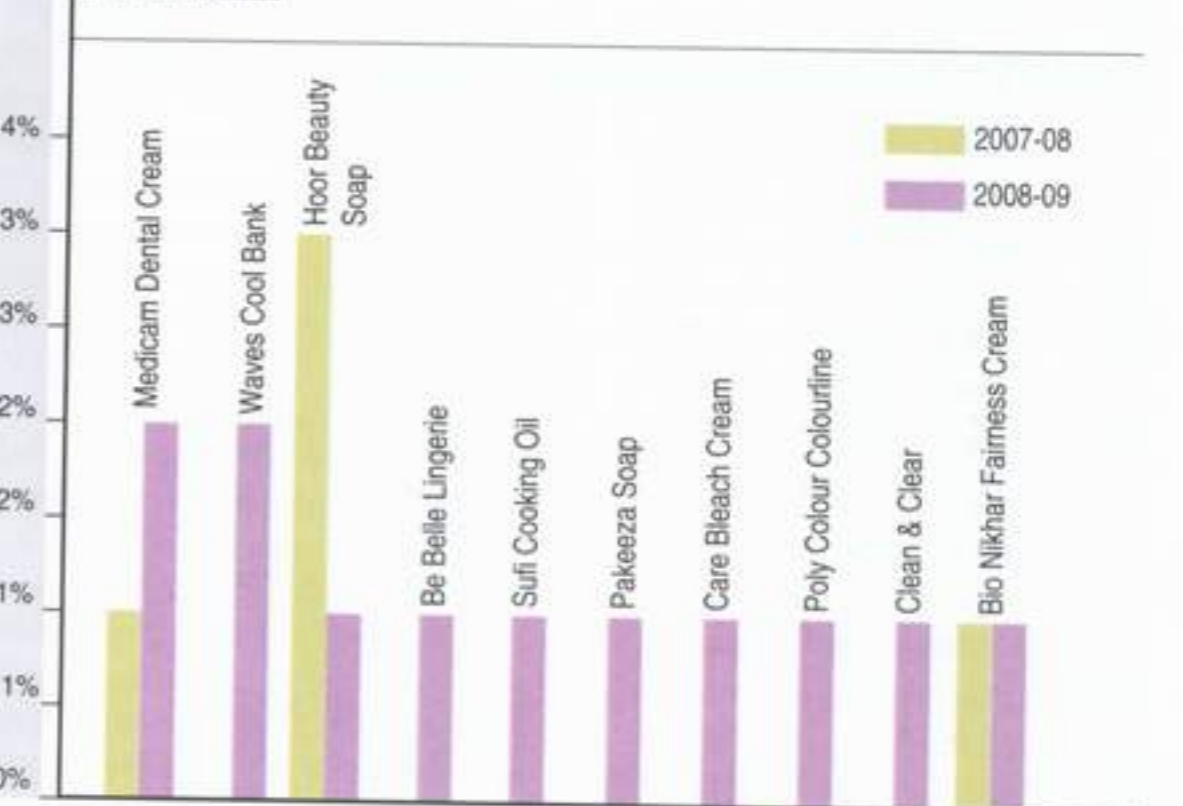
## 3c. Top 10 Brands Advertised in Magazines

FY 2008-09

Brand	% share
Medicam Dental Cream	2
Waves Cool Bank	2
Hoor Beauty Soap	1
Be Belle Lingerie	1
Sufi Cooking Oil	1
Pakeeza Soap	1
Care Bleach Cream	1
Poly Colour Colourline	1
Clean & Clear	1
Bio Nikhar Fairness Cream	1
Others	88
Total	100



2 year trend



### OVERVIEW

- Seven out of the top 10 brands in print, newspapers and magazines appear for the first time in 2008-09.
- Banks and communications brands dominate the top 10 in overall print and in newspapers.
- FMCG and beauty brands dominate the top 10 in magazines.

NB: Government advertising has been excluded from the rankings.

\* 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.  
 \*\* Includes advertising by DHA Karachi, Lahore and Islamabad.