

**Top ten advertisers (2000)****Advertiser**

Mobilink  
 Dewan Farooq Motors  
 International Watch Company  
 Unilever  
 Paktel  
 Raja Motor Company  
 Citibank  
 Indus Motor Company  
 Nestlé  
 Pakistan Tobacco

Source: ZenithOptimedia

**Top ten product categories (2000)****Category**

Education  
 Durables  
 Clothing & footwear  
 Telecommunications  
 FMCGs  
 Financial services  
 Toiletries  
 Auto  
 Publishing, printing, etc  
 Health

Source: ZenithOptimedia

**ADVERTISING EXPENDITURE & ECONOMIC DATA****Main economic indicators 1996-2002**

	1996	1997	1998	1999	2000	2001	2002
1 US\$=	59.72						
	Rupees at 2002 rate						
<b>Gross Domestic Product (Rupees billion)</b>							
at current prices	2,120	2,428	2,678	2,938	3,147	3,416	3,727
% change	13.6	14.5	10.3	9.7	7.1	8.6	9.1
at 2002 prices	2,757	2,836	2,942	3,100	3,147	3,553	3,727
% change	3.0	2.9	3.8	5.4	1.5	12.9	4.9
<b>Gross Domestic Product per capita (Rupees 000)</b>							
at current prices	15.8	17.6	20.4	21.8	22.9	23.6	25.7
at 2002 prices	20.6	20.5	22.4	23.0	22.9	24.5	25.7
<b>Population</b>							
Millions	134.2	138.2	131.5	134.5	137.5	145.0	145.0
<b>Consumer Price Index</b>							
2002=100	76.9	85.6	91.0	94.8	100.0	96.1	100.0
%change	10.4	11.4	6.3	4.1	5.5	0.8	4.0
<b>Ad.spend as a % of GDP</b>							
	0.24	0.25	0.21	0.21	0.21	0.21	0.20
<b>Advertising Expenditure Growth (%)</b>							
at current prices	19.2	17.4	-4.8	9.1	3.8	9.6	7.5
at 2002 prices	8.0	5.4	-10.5	4.7	-1.6	8.7	3.4

Source: IFS, ZenithOptimedia

**Advertising expenditure**

(Rupees millions, in current prices)

	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Newspapers	1,736	1,962	1,368	1,430	2,370	2,484	2,550	2,686	2,872	3,079	3,233
Magazines	506	576	375	390	630	656	674	710	759	847	907
Television	2,420	2,958	3,401	3,738	2,875	3,264	3,633				
Radio	151	169	119	123	173	190	207				
Cinema	13	18	28	29	30	33	37				
Outdoor	299	331	431	531	400	470	529				
<b>Total</b>	<b>5,125</b>	<b>6,014</b>	<b>5,723</b>	<b>6,242</b>	<b>6,480</b>	<b>7,099</b>	<b>7,632</b>	<b>8,373</b>	<b>9,293</b>	<b>10,455</b>	<b>11,349</b>

Source: 1996-2000 IAL/PTV, Gallup Adtrack, ZenithOptimedia 2001-2006 ZenithOptimedia

Notes: Excludes production costs, includes agency commission and classifieds, after discounts.

**Research**

Circulation is audited by: Audit Bureau of Circulations (ABC)

# PAKISTAN

Due to a lack of available data, the majority of charts in this entry have not been updated since the 2002 edition of World Press Trends. Those that have not been updated clearly state the year to which the data relates.

## POPULATION

### Population by age and sex (1999/2000)

	All individuals		Male		Female		Households 000
	000	%	000	%	000	%	
0-14	59,375	43	30,764	43	28,611	43	20,293
15-24	26,629	19	13,522	19	13,107	20	
25-34	19,058	14	10,016	14	9,042	14	
35-44	12,713	9	6,602	9	6,111	9	
45-54	9,249	7	4,790	7	4,459	7	
55-64	5,734	4	3,077	4	2,657	4	
65+	4,712	3	2,575	4	2,137	3	
<b>Total</b>	<b>137,469</b>	<b>100</b>	<b>71,346</b>	<b>100</b>	<b>66,123</b>	<b>100</b>	

Source: Economic survey 1999/2000

### Population by social class and sex (2000)

	All adults		Male		Female	
	000	%	000	%	000	%
A	5,895	7	3,071	7	2,824	7
B	6,737	8	3,511	8	3,226	8
C	37,896	45	19,745	45	18,151	45
D	33,685	40	17,551	40	16,134	40
<b>Total</b>	<b>84,213</b>	<b>100</b>	<b>43,877</b>	<b>100</b>	<b>40,335</b>	<b>100</b>

Source: Federal Bureau of Statistics

Monthly income (Rupees):

A= over 15,000

B= 7,001-15,000

C= 3,000-7,000

D= under 3,000

### Newspaper readership in 1999 (%)

Age	Regular readers	Occasional readers	All readers	Per month
All adults	18.5	20.4	38.9	47.0

Source: Gallup/BRB

Regular = 3 or 4 issues out of 4

Occasional = 1 or 2 issues out of 4

## NUMBER OF TITLES AND CIRCULATION

	1998	1999	2000	2001	2002	Change (%)	
						98/2001	2000/01
<b>Number of titles</b>							
Total dailies	303	538	306	336	-	10.89	9.80
Non-dailies	247	2,604	1,221	1,190	-	381.78	-2.54
<b>Circulation (000)</b>							
Total dailies	-	5,584	5,600	5,726	6,009	7.61	4.94
Non-dailies	-	1,727	1,759	1,863	1,967	13.90	5.58

Source: Government of Pakistan

\* change 99/2002 and 2001/02

## MORE FACTS

### Top ten dailies (2001)

Title	Circulation (000)	Readership (000)	Full page rate (Rs)	
			Mono	Colour*
Jang	775	3,875	734,400	1,728,000
Khabrain	345	1,380	378,000	928,800
Nawa-e-Waqt	295	1,475	367,200	550,800
Pakistan	125	375	302,400	437,400
Dawn	125	375	518,400	950,400
Awam	110	440	259,200	540,000
The News	105	315	427,680	748,440
Express	87	261	168,480	129,600
Qaumi Akhbar	80	320	185,760	-
Mashreq	55	165	151,200	630,720

Source: ZenithOptimedia

\* 2000 price

### Daily readership by section in 1999 (%)

Section	%
Front page	15.6
Back page	12.1
Page 2	10.5
International	9.0
Sports	8.6
Films	7.4
Classified	5.8
Business	5.5

Source: Gallup/BRB

