



Jang is the flagship of the Jang Group and Pakistan's largest newspaper. **Jang** offers national and international news, business, finance, and daily sports coverage. **Jang** enables advertisers to reach Pakistan's business, financial, and political elite with maximum effect and efficiency. Throughout the week **Jang's** evaluation of international, economic, political and technological changes in a rapidly changing world has made it indispensable.

| |
|--------------------|
| COUNTRY |
| Pakistan |
| LANGUAGE |
| Urdu |
| CATEGORY |
| General Interest |
| PUBLISHER |
| Jang Group |
| ESTABLISHED |
| 1939 |
| FREQUENCY |
| Daily |
| CIRCULATION |
| 775,00; SU 850,000 |
| AD CLOSE |

READERSHIP

| | |
|---------------|-------|
| GENDER | |
| Male | 79.0% |
| Female | 21.0% |
| AGE | |
| 12-17 | 6.0% |
| 18-24 | 21.0% |
| 25-34 | 23.0% |
| 35-44 | 22.0% |
| 45-55 | 17.0% |
| 55+ | 11.0% |

| | |
|------------------|-------|
| EDUCATION | |
| Middle School | 15.0% |
| High School | 52.0% |
| College | 33.0% |

| | |
|----------------------------|-------|
| SOCIOECONOMIC CLASS | |
| Upper | 25.0% |
| Upper Middle | 24.0% |
| Middle | 42.0% |
| Lower | 9.0% |

| 2013 B&W ROP RATE CARD (COLOR+100%) – PRICES IN USD | | | |
|---|-------------------------------------|-------------|-------------|
| | SELECT AD SIZES (WIDTH x DEPTH) | WEEKDAYS | SUNDAYS |
| Full Page | 33 cm x 54 cm (13" x 21-1/4") | \$18,144.00 | \$19,872.00 |
| Half Page Horizontal | 33 cm x 27 cm (13" x 10-5/8") | \$9,072.00 | \$9,936.00 |
| Half Page Vertical | 24.7 cm x 36 cm (9-3/4" x 14-3/16") | \$9,072.00 | \$9,936.00 |
| Half Page Vertical | 16.4 cm x 54 cm (6-7/16" x 21-1/4") | \$9,072.00 | \$9,936.00 |
| 1/4 Page Vertical | 16.4 cm x 27 cm (6-7/16" x 10-5/8") | \$4,536.00 | \$4,968.00 |
| 1/4 Page Horizontal | 24.7 cm x 18 cm (9-3/4" x 7-1/16") | \$4,536.00 | \$4,968.00 |
| 1/8 Page Vertical | 12.2 cm x 20 cm (4-13/16" x 7-7/8") | \$2,520.00 | \$2,760.00 |
| 1/16 Page Vertical | 8.1 cm x 15 cm (3-3/16" x 5-7/8") | \$1,260.00 | \$1,380.00 |
| Rate Per Column Cm | | \$42.0 | \$46.00 |
| <i>Premium Positions Available at Additional Charge</i> <i>Minimum Ad Size 8.7 cm x 5 cm</i> | | | |
| VOLUME AND FREQUENCY DISCOUNTS AVAILABLE | | | |



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| COLUMN WIDTHS | | |
|-----------------------|---------|----------|
| BROADSHEET (8-COLUMN) | | |
| COLUMNS | CM | INCH |
| 1 | 3.9 cm | 1-9/16" |
| 2 | 8.1 cm | 3-3/16" |
| 3 | 12.2 cm | 4-13/16" |
| 4 | 16.4 cm | 6-7/16" |
| 5 | 20.5 cm | 8-1/16" |
| 6 | 24.7 cm | 9-3/4" |
| 7 | 28.8 cm | 11-5/16" |
| 8 | 33 cm | 13" |

| DIGITAL PRODUCTION REQUIREMENTS |
|---|
| Only digital material accepted. Non-separated PDF file, sent via e-mail or on CD-ROM or on 100 Mb Zip Drive. Media: Macintosh or PC. Hard proof required for quality control. |
| Complete Digital File Instructions Available for Production |

AMERICAS ADVERTISING REPRESENTATIVE

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