

TARIFF

Title:	Newsline		
Language:	English		
Frequency:	Monthly		
Circulation:	35,000 copies and rising		
Market:	Nationwide and abroad, with subscribers in North America, the Middle East, the Far East, Europe, Australia and South Asia and Africa.		
Distribution:	75% News-stands/hawkers 24% Subscription 01% Complimentary		
Readership Profile:	Estimated readership: 100,000. Policy & opinion makers, political leaders, the corporate sector, business executives, lawyers, academics, the armed forces, students & housewives. Middle and upper income groups.		
Editorial Policy:	Independent editorial policy, with indepth investigative reporting and informed, unbiased analyses on current affairs. The magazine offers wide coverage from politics and economics to culture, arts, sports, trends, lifestyles, development and the environment.		
Tariff Applicable From 1st January 2002			
Cost/Tariff:	Back Cover	Pak Rs.	50,000
(Colour):	Inside Front Cover		45,000
(For advertisement placed by agencies in Pakistan)	Inside Back Cover		40,000
	Casual		30,000
	Contract 3+		23,000
	Centre Spread		50,000
	Black & White		12,000
	Gate Fold		50,000
	Spot Color		15,000
Paper Size:	11-1/4, inches by 8 inches.		
Material:	Colour separation or finished artwork.		