



NEWSLINE

# Media Kit | **2016**



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Founded in **July 1989**,  
Newsline was born of the  
refusal of a dedicated band of  
journalists to toe the line.

And that is the commitment  
Newsline still makes to its  
readers today: to present the  
truth of Pakistan.





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With a line-up that includes the **Country's Finest Journalists** and contributors, among them I. A Rehman, Rahimullah Yusufzai, Ayesha Siddiqa, Amir Zia, Kunwar Khuldune Shahid and Mahir Ali.





# More than just news...

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Together, the **magazine** and **website** offer you a fresh and complete look at the world of art and culture, fashion and sports, while bringing you up to date on business and the economy, education, health, development and the environment. The news and events, people and places, trends and lifestyles behind all the stories that affect you come to life at Newsline.

# Who's reading Newslime Magazine?

Policy & opinion makers, political leaders, the corporate sector, business executive, lawyers, academics, the armed forces, students, teachers & housewives.

- **Readership: 200,000 (One magazine is seen by 8 people)**
- **Circulation: 25,000 Copies**
- **Markets: Nationwide, America, Canada, Europe and Middle East.**
- **Distribution: 75% Newsstands, 24% Subscription, 01% Complimentary**
- **Fast growing digital presence**

# Award Winning Journalism

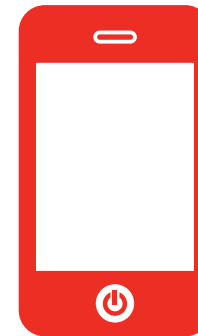
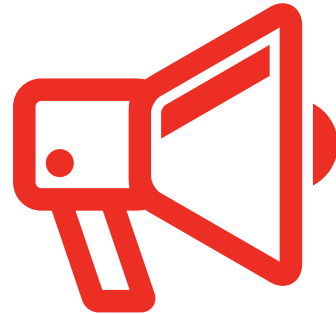
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# Mix Media Content

Across Print and Web



# Advertising Options: **Print**

## **TARIFF:**

Back Cover... **Rs.150,000/-**

Inside Front Cover... **Rs.80,000**

Inside Back Cover... **Rs.70,000/-**

Unique page 3... **Rs.55,000/-**

Page 9 to 16... **Rs.50,000/-**

Casual page... **Rs.40,000/-**

Contract 3 + CP... **Rs.30,000/-**

Centre Spread... **Rs.80,000/-**

Front Gate Fold... **Rs.130,000/-**

Back Gate Fold... **Rs.120,000/-**

## **PAPER SIZE:**

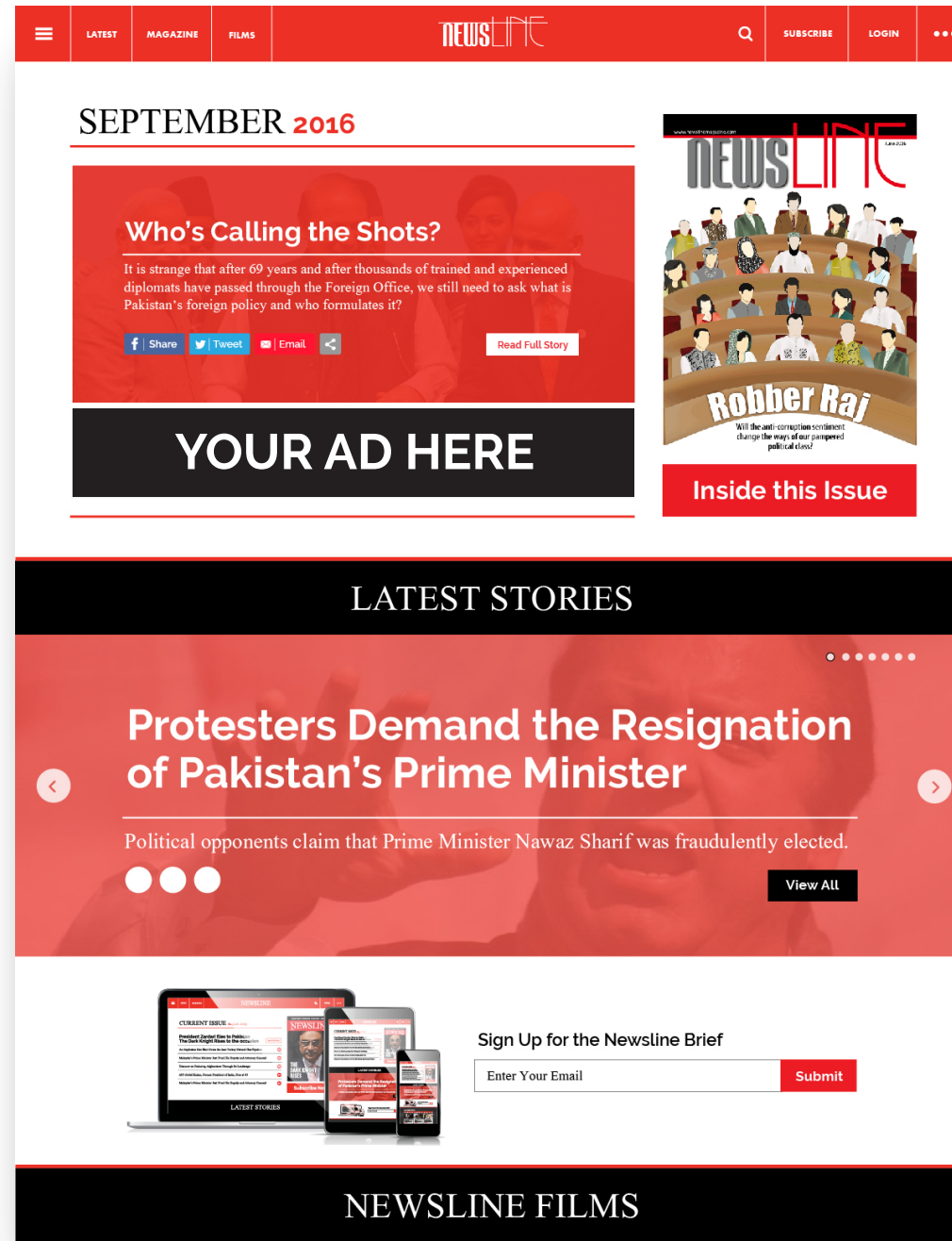
27.5 cms. X 20 cms.

# Advertising Options:

## Digital Adons

## Home Page Slider or static Banner:

An opportunity to showcase your brand on Newslinemagazine.com's home page along side the latest issue and magazine cover.





# Monthly Issue Promo Page:

Every month, Newsline Magazine creates a dedicated landing page for the forthcoming issue.

This is your opportunity to showcase your brand with Newsline Magazine's latest issue to reach a wider audience.

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SEPTEMBER 2016

Cover Story:  
Who's Calling the Shots?

It is strange that after 69 years and after thousands of trained and experienced diplomats have passed through the Foreign Office, we still need to ask what is

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newsline

June 2016



Robber Raj

Will the anti-corruption sentiment change the ways of our pampered political class?

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Editor's Note

Ours is a country without parallel. The Amir of the Afghan Taliban, Mullah Akhtar Mansour, is struck down by a US drone in Balochistan. We feign ignorance about the identity of the dead man, even though US President Barack Obama and

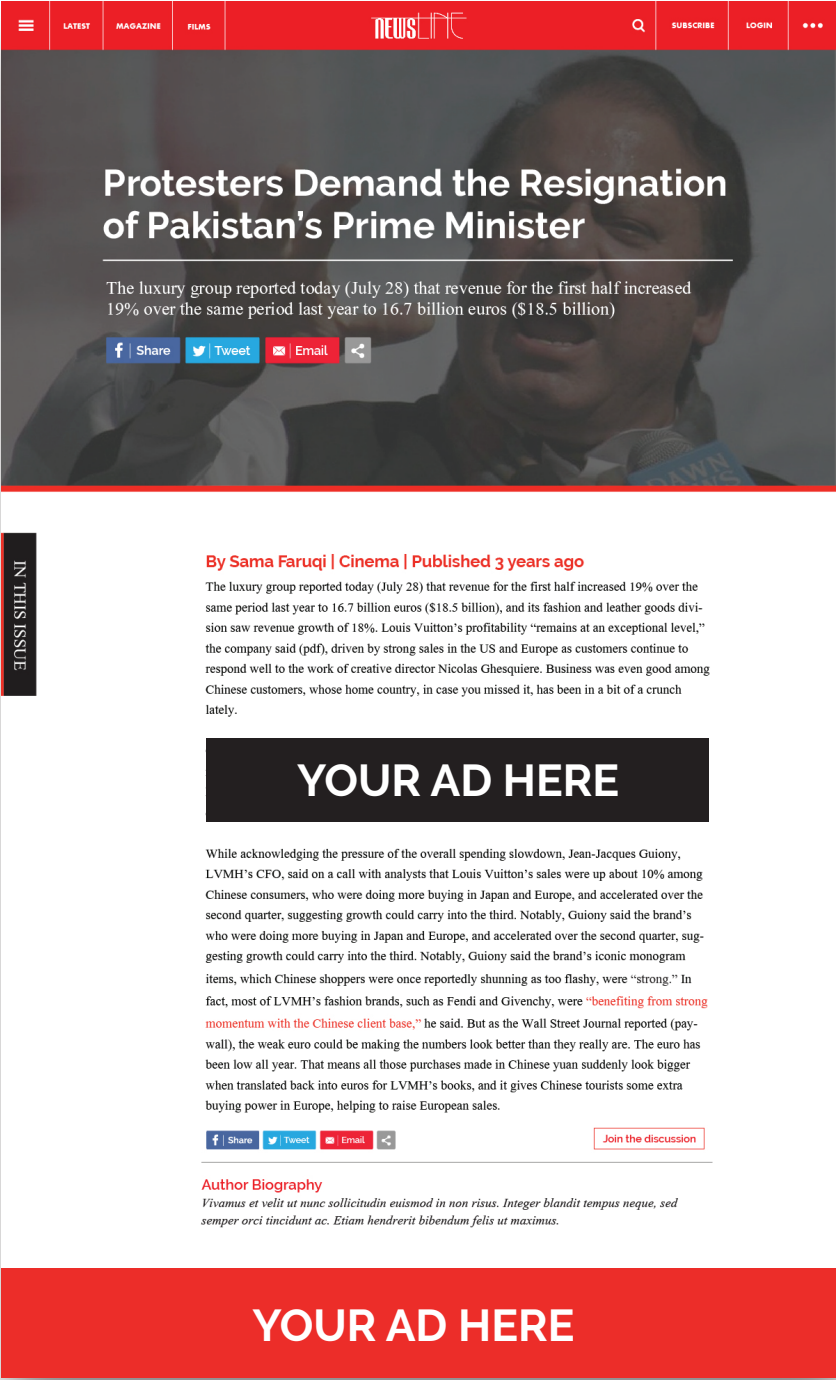
Read More

SEPTEMBER 2016 CONTRIBUTORS



# Detail Story Page Options:

Detail story pages are amongst the most highly trafficked and promoted pages. With this option you get the opportunity to showcase your brand in multiple positions on detail story pages.



## Video Advertising:

Get your brand featured in Newsline Magazine's monthly video promotions on digital media.

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NEWSLINE FILMS

## A Pakistani Doctor in Nepal

This old woman and her family have lost just about everything.

...

### About Newsline Films

Founded in July 1989, Newsline was born of the refusal of a dedicated band of journalists to toe the line. And that is the commitment Newsline still makes to its readers today: to present the truth of Pakistan.

Learn More

Dishonour Among Thieves

...

The Enforcers

...

A Pakistani Doctor in Nepal

...

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Dishonour Among Thieves

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The Enforcers

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# Digital Advertising Rate Sheet

- **Ad-on Full Digital: PKR 50,000 for 1 Month**

Home Page Featured Banner + Big Banner + Detail Story + Monthly Promo + Video

- **Ad-on Digital Bundle: PKR 30,000**

Home Page Featured Banner + Monthly Promo Page + Detail Story

- **Ad-on Home Page: PKR 15,000**

Home Page Featured Banner + Home Page Big Banner

- **Ad-on Single Banner Slots: PKR 5000**

Any featured spot on the site subject to available. Not applicable to videos.

For booking orders and more information

**contact: [advertise@newslinemagazine.com](mailto:advertise@newslinemagazine.com)**