INTRODUCTION

The Jang Media Group launched its first newspaper, Daily Jang from Delhi in 1939. The group is now the largest and the fastest growing media group in Pakistan with a diversified portfolio of media properties employing over 6,000 people across Pakistan.

In the course of 24 hours, nearly 30 million Pakistani consumers read, watch, listen or browse a brand owned by the Jang Group. With eight dailies and two weekly magazines, the group enjoys over 65% of the total newspaper readership in Pakistan. In the broadcast sector, Group’s bouquet includes the largest and most popular satellite television network and soon to be launched FM radio channel. The Group’s web portfolio includes two of Pakistan’s top news websites, a matrimonial portal, sports portal, web TV & web radio.


The Group's advertising revenues account for 33% of Pakistan's total ad spend.
Jang

Daily Circulation: 700,000
Sunday Circulation: 875,000
No. of Pages: Weekdays 16-20. Sundays 52

Daily Jang is Group's flagship brand & Pakistan's largest newspaper. It is published from Karachi, Lahore, Islamabad/Rawalpindi, Quetta and Multan. An overseas edition is published from London. Jang has an average daily circulation of 850,000 and according to research a readership of over 8 million across all socio-economic classes. According to the Consumer Multimedia Index 2010, Jang has over 47% share of the newspaper readership market in Pakistan.

Today, Daily Jang is the largest media brand in Pakistan with advertising revenues exceeding those of all print and electronic players.

'No other Publication in Pakistan is quite like Jang'

Jang enables advertisers to reach consumers across all SECs in Pakistan with maximum effect and efficiency. It has 57% readership in Urban Pakistan and 69% in top 10 Urban markets.
'Why the Jang Readers subscribe to our News and Views'

No other newspaper has had such a significant impact on Pakistan's market as Jang. Since 1947, Jang's evaluation of international, economic, political and technological changes in a rapidly changing world has made it indispensable reading for Pakistanis. In the 64 years since it arrived on the publishing scene in Pakistan, Jang has been a witness to history.

With the passage of time, its bond with readers has only strengthened. It has wept at their tragedies, rejoiced at their victories, warned them of impending disasters and reinforced their sense of national pride. This total identification with the aspirations of the people has been a major factor in making Jang the success that it is today.

According to World Press Trends published by the World Association of Newspapers, Jang is one of the top 100 newspapers of the world.

**Editorial Portfolio:**

Jang is a modern national newspaper, offering a combination of main news and special interest sections. Throughout the week, the main pages offer national and international news, business and finance, comment and analysis and daily sports coverage.

In addition to the main news sections, there are a number of special weekly sections devoted to sports, entertainment, lifestyle, women, youth and children including a tabloid size Midweek in-paper magazine on Wednesdays and the weekend Sunday in-paper magazine.
Launched in 1991, The News was the country’s first 4-color newspaper. Today, it is one of Pakistan’s leading English dailies. Three simultaneous editions are published from Karachi, Lahore and Rawalpindi/Islamabad. An overseas edition is also published from London catering to the second and third generation Pakistanis living in the UK.

The News was the first to introduce the concept of Investigative Reporting in Pakistani journalism. Its editorial team firmly believes that conveying the news is not what their job is all about. They analyze and investigate the matter and then convey it to the reader in a form, that is unbiased and helps form opinions.
Editorial Portfolio:

The News is a consistently innovative and progressive newspaper. Everyday in addition to its main news section, there are various special interest supplements catering to its varied readership.

The News pioneered a special daily three-page Sports Supplement. The Section lays emphasis on giving prominence to all sporting events. Everyday coverage of major issues and controversies in the sporting world makes The News Sports Section a must read for sports enthusiasts.

The four page daily City Supplement covers the happenings in the three metropolitan cities of Pakistan.

The daily Business Supplement covers the news on the economy, financial world, industry and the business community while keeping tab on the current market trends and significant world economic events.

Besides this, there are weekly special interest supplements catering to women (You), teenagers (Us), kids (Disney Discoverer) and the weekend lifestyle, entertainment and fashion in paper-magazine (Instep).
**Waqt**

**Daily Circulation:** 40,000  
**No. of Pages:** 16

The latest addition to the print portfolio of the Jang Group is Daily Waqt, an Urdu morning paper being published from Lahore.

A crisp, all colour 16 page morning newspaper with a contemporary layout, Waqt targets the younger newspaper readers.

Interesting sports and entertainment sections of the newspaper particularly make it a popular read.

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**Awaz**

**Daily Circulation:** 120,000  
**No. of Pages:** 8

Awaz is a low-priced leading Urdu Daily published from Lahore. With a readership of over a million, it is one of the largest selling newspapers in the region. Awaz has a distinct flavor, reflecting the social and cultural outlook of the provincial capital.
Pakistan Times

Daily Circulation: 10,000
No. of Pages: 12

Founded in 1946 by the Father of the Nation Mohammed Ali Jinnah with Faiz Ahmed Faiz as its first Editor, the Pakistan Times is the oldest English newspaper in Pakistan. It is published from Lahore and Islamabad.

Daily News

Daily Circulation: 10,000
No. of Pages: 8

Established in 1962, Daily News is a leading English evening paper published from Karachi. It is the largest selling English Evening in Karachi and is distributed to a cross-section of the local newspaper reading population.
INQILAB is a daily Urdu afternoon newspaper published from Lahore. Launched in 2002, Inqilab has gained substantial circulation and is now one of the leading afternoon newspapers of Lahore.

Awam is a daily Urdu afternoon newspaper published from Karachi. It is Karachi’s leading afternoon paper and has an 18% share of Karachi’s total newspaper readership. With its hard-hitting style of reporting, Awam is one of the most popular newspaper brands in the metropolis.
Akhbar-e-Jahan

Weekly Circulation: 250,000
No. of Pages: 72

Urdu weekly Akhbar-e-Jehan is the country's largest magazine, read by almost 50% of all magazine readers in the country.

Akhbar-e-Jehan is a color, family-oriented weekly magazine, offering something for everyone in the family.

MAG

Weekly Circulation: 35,000
No. of Pages: 56

English weekly MAG is the country's most widely read English magazine. MAG has become a trendsetter in the world of fashion and lifestyle.
Geo Television Network

GEO is a brand synonymous with unique and innovative television content that speaks to and has caught the imagination of Pakistanis and South Asians across the world. Geo brings content that informs and entertains, celebrating cultures and prompting dialogue in the spirit of live and let live. Geo has broken new ground in innovative programming and overall coverage by going into areas of discourse that were once considered taboo. Over the last eight years, Geo has won accolades from the international media that has noted its impact on the Pakistani Society. During the course of its journey it has won the prestigious National Association of Broadcasters (USA) Awards for international excellence, Pakistan Advertising Associations Mass Media of the year Award (2004) and a host of other awards.

The New York Times put in aptly, “Geo has changed the media landscape of Pakistan”.

Geo is available across the Middle East, in the USA, UK and Europe. Presently the network comprises four channels: Geo Entertainment, Geo News, Geo Super and Aag.
Geo News

Geo News has become a national habit. It prides itself as one of the most credible source of news in Pakistan and its instantaneous coverage of fast moving events, incisive analysis and in-depth investigation has positively impacted the mind-set of the Pakistani people, policy makers and the international community. Whether it is the national political scene, the global political scenario or the devastating natural disasters, Geo has been first with the news and the most thought provoking views.

With its segmented news format, from politics to economy, sports, business, social issues, health and education, technology, and development Geo News has set the agenda for an informed discourse as well as what’s in and what’s out.
Geo Entertainment

Geo is the flagship entertainment brand bringing viewers live in all its manifestations. Geo is a hybrid channel with a slice of life approach to its infotainment and entertainment programming.

Drawing on a vast reservoir of talent, Geo’s programming features the very best serials, soaps, sit-coms, magazines, lifestyle, music, religion, events, and reality shows purposefully aligned to maximize viewership. No genre of the entertainment and infotainment spectrum is ignored by Geo.
Geo Super

Geo Super is a sports channel and a part of the Geo TV Network. It is Pakistan’s first and only 24 hours sports channel. Geo Super has gained popularity with international sports event like Cricket World Cup 2011, Twenty 20 Cricket World Cup, ICC Champions Trophy, Hockey World Cup and many other international events.

It has also encouraged the development of local sports by organizing Pakistan Super Football League, and the first of its kind, Pakistan Boxing League.
GEO KAHANI

The easiest thing in the world is to tell a story and the hardest is to be a fine story teller. Geo Kahani is all about the art of telling visual stories with an unparallel finesse.

Geo Kahani is female scented but the overall fragrance is without any gender bias. The visualization of dreams and reality on every Kahani is meted out with finest technical treatment. The high production values, quality graphics and themes that virtually have a Life like effect, the channel is just more than a story: a completely visual picturesque reality.

On Geo Kahani the viewer’s not only get to experience stories, they also get an experience of sights and sounds of other countries and cultures. There are different settings and backgrounds and the different way that people dress, talk and eat. And through all those differences, the most amazing thing is that the viewer still relates to the similarities of relationship in all these cultures. Be it in Turkey, India, and Pakistan or anywhere in the world, we can all relate to the values between families and relations. And this is what the viewer will enjoy the most watching Geo Kahani.
Geo Tez

Another first from the geo network – Pakistan's first Headline news channel. While other news channels focus more on analysis and programming, Geo Tez focuses on the need of the audience to receive news in a simple, clear and precise manner.

Geo Tez's essence 'ghuntay mein chaar baar, tez dekho baar baar' carries, 96 headlines in 24 hours, offers news updates every 15 mins with the aim to disseminate news that can actualize the aspirations of Pakistani’s and enable to use it to their benefit, 24 / 7.

In today's fast paced life of the 21st century, People do not have much time... They want a simple news summary that makes them feel informed and empowered. Consuming news is a need and Tez fulfills that, in a continuous momentum.

From long format news bulletins to flavoured bulletins of 15 minutes, from reality based re-enactment to pure entertainment news, political to social issues, sports to crime, Tez covers it all.
This site is Pakistan's most visited online site.

The Jang website was launched in 1996 and is widely considered to be the one of the most reliable and authentic source of news, breaking news & information for Pakistanis here and abroad.

The site attracts nearly 2.6 million unique visitors per month with 40 million page views making it the most popular website of Pakistan.

e-Jang makes it possible for readers who may not have access to the actual paper, to read it online. A blogging feature also allows for interactivity between site visitors.

The website, www.allyoucanread.com, ranks the Jang website at 13 amongst the top 100 global newspaper websites.

A WAP version is also available.
The online version of *The News* was launched in February 1997. Since then it has upheld its commitment to all its visitors to consistently provide them with the latest news, coverage of all current affairs of the world, expert's opinions and lot more.

It has been appreciated by Queen Elizabeth II as a link to the UK Pakistani community. On an average it attracts 700,000 unique visitors with over 4 million page views per month.

The News site updates its viewers constantly by providing them with all the news from Pakistan and across the world.

A WAP version is also available.
www.geo.tv

The Geo website was launched on 14 August, 2004 and is globally considered to be one of the most credible sources of news, breaking news and other information for those interested in Pakistan including the large Pakistani diaspora.

Visitors can also enjoy live streaming of GEO News and watch the news as it happens.

geo.tv gets 2 million unique visitors in a month with over 20 million page views.

Live chat and blogging are two features that are frequently used by visitors. The website is bilingual and provides content in English & Urdu. A visitor can also subscribe to news alerts and be updated on the go, as soon as the news breaks.

A WAP version is also available.
This sports website is a first and the only one of its kind in Pakistan.

From super players to super performances, from super tournaments to super thrill, the website offers the sports enthusiasts everything they may wish for. Geosuper.tv provides its visitors unlimited coverage and information to enjoy sports to the maximum, as well as current wallpapers and blogs.

Geosuper.tv has pioneered live streaming of cricket events and is in fact the only website in Pakistan offering this feature.

Visitors from 132 countries visit this website. It has over a million unique visitors per month.
www.aag.tv

A youth portal that complements the Group’s youth TV channel AAG and the print offering, AAGAAHI.

The site provides a platform where the youth can voice their opinions and speak their minds.

Its distinctive feature is that it offers a wide range of genre including, music, sitcoms, VJ shows, talk shows & debate shows to name just a few. Visitors can listen to an online radio as well as read latest music news. It features a live chat as well as a popular blog.
www.shaadionline.tv

This is the Group’s matrimonial portal. It providers young men and women a platform to come together and explore their marriage prospects.

The portal has more than 200,000 registered users and has 3.5 million page views per month.
JANG OOH covers CCTV networks at all airports in the country, major railway stations and premium intercity bus network.

CCTV Airports Network is a localized entertainment platform for passengers, airline & airport employees as well as traditional visitors ie the meeters and greeters. 450 television sets are placed at strategic locations for optimum viewership at Karachi, Lahore, Islamabad, Peshawar, Multan, Faisalabad, Quetta and a host of other airports. It is estimated that almost 70 million people visit these airports annually.

Pakistan Railways carry 90 million passengers annually and daily operate 228 Passenger, Mail and Express Trains. The Jang OOH network covers 18 major railway stations including those at Karachi and Lahore. 15-20 TV sets are placed at each of these railway stations.

Daewoo Intercity is one of the most popular intercity bus service in the country and is a widely used medium of transportation across Pakistan. Approximately 900,000 passengers travel monthly on this bus service and another 300,000 people visit the bus terminal every month. The Daewoo Intercity network has more than 230 buses in operation and these buses undertake more than 1060 journeys a day. The Network is equipped with over 100 television sets and 250 color LCD Monitors in Daewoo buses and terminals.
Book Publishing: Jang Publishers

One of Pakistan's leading book publishers.

It has published works of literature, fiction, autobiographies & biographies, politics, economy and travelogues including books by the Late Benazir Bhutto, Imran Khan, QudrutullahShahab and Josh Maleehabadi.
“The World in...” is The Economist’s annual forecast of the events and trends that will shape the year ahead. First published 28 years ago, it is written by The Economist’s journalists, senior editors from prestigious global publications and acclaimed world leaders and personalities.

“The World in...” is licensed in 34 countries including Pakistan with 36 editions in 31 languages.

“The World in ...” was licensed to the Jang Group in 2010 to be published in Urdu with a special 35 page Pakistan section.
Music Publishing: Fire Records

This record label has been behind the promotion of some of Pakistan’s most popular talent of our time. The label is continuously on the lookout for promising new bands or solo artists and then leverages them across various platforms including Television, Radio and Mobile. Some of the talent associated with the label are AtifAslam, Ali Zafar, AbrarulHaq, Strings, Laal Band and Azal among many others.

http://www.firerecords.com.pk
Brand Activation: Events Unlimited

A one-window event management and brand activation company, Events Unlimited has conceptualized, managed and executed some of the most prestigious events and brand activation activities in the country.

From seminars, exhibitions and conferences to sporting events and lifestyle shows including fashion, music and theme events, Events Unlimited has managed events on local, regional, national and International level.