

# INTERNATIONAL THE NEWS

## MARKET

Everyday 11.6 million\* Pakistanis read a newspaper. This represents 54% of the urban population. The newspaper market is essentially an Urdu readership market with 94% reading an Urdu newspaper and 6% reading an English newspaper. Yet this 6% is an influential market of opinion makers and The News thus caters to significant readership.

## ACHIEVEMENTS

In a relatively short span, The News has captured a significant share of the Pakistani English newspaper market, now boasting a 35% share of English readership. The News is the first choice newspaper in the north of the country and a close second in the south.

Few newspapers in Pakistan can claim to have as modern an approach as The News, and even fewer can claim to strive as hard to keep their readers ahead of the times. Backed by the largest and oldest media group in Pakistan, The Jang Group, The News has been a trend setter in the newspaper industry. From colour printing and reader-friendly layouts to comprehensive sports coverage and investigative reporting, and from news analysis to thought provoking articles, The News has set so many trends that have been followed by all other English newspapers in Pakistan. In fact, today most English newspapers strive to look like The News.

## Read The Real Thing!

Few newspapers can claim to have as futuristic an approach as The News. And even fewer can claim to strive as hard to keep their readers ahead of the times.

Backed by the largest and the oldest publication group in Pakistan, The News has been a trendsetter in the newspaper industry in more ways than one. From colour printing and reader-friendly layouts to comprehensive sports coverage and investigative reporting, and from news analysis to informative articles, The News has set so many trends that have been followed by all other English newspapers in the country.

And yes, we take pride in the fact that all English newspapers today strive to look like The News. But then don't we all know... who needs a clone when you can read the real thing!

INTERNATIONAL THE NEWS  
We give you the whole picture!

Wednesday  
February 25, 2009

Shkr 10, 1407 AH



### Man, three sons gunned down in Quetta

QUETTA: Four members of a family were shot dead in a shooting spree in the city of Quetta on Tuesday night. Three other men were injured in a similar attack in the same area.

### Karachi meets CIA, NIH chiefs

COMMISSIONER: Chief of the Army Staff (CAS) Gen. Musharraf met with CIA and NIH officials in Karachi on Tuesday. The meeting was held at the residence of the CAS.

### Haqqani attracts top US leaders for Qureshi, Karzai

WASHINGTON: Chief of the Army Staff (CAS) Gen. Musharraf met with CIA and NIH officials in Karachi on Tuesday. The meeting was held at the residence of the CAS.

## HISTORY

The News was launched in 1991 to cater to the niche market of English readers who are influential opinion makers in all segments of the country, from politics to policy making. These readers are trend setters in fashion, entertainment and brand purchase decisions. The News was launched to make a difference, with an emphasis on investigative reporting, colourful layouts, special interest pull out sections and a vibrant younger looking format. The News caught the imagination of all, especially the youth of the nation.

## THE PRODUCT

The News has a liberal and neutral editorial policy. From the time of its inception, The News has been a trend-setter in more ways than one. From 4-colour printing to investigative reporting and from comprehensive sports coverage to weekly special interest sections, it has changed the face of English journalism in the country.

The News was the first to introduce the concept of investigative reporting in Pakistani journalism. Its editorial team firmly believes that simply conveying the news is not what their job is all

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Karachi Edition

Printed at the Presses of the Jang Group, Karachi

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### Younis third Pakistani to score triple ton

ISLAMABAD: Younis Khan became the third Pakistani to score a triple century in Test cricket on Tuesday. He scored 300 runs in the first innings of the first Test against Sri Lanka at the Galle International Stadium.

### No more demands if judges restored, says Nawaz

ISLAMABAD: Prime Minister Nawaz Sharif said on Tuesday that he would not demand the restoration of judges if they were restored to their positions.

### Pakistan urgently needs \$4-5 bn: Kerry

WASHINGTON: US Secretary of State Hillary Clinton said on Tuesday that Pakistan urgently needs \$4-5 billion in aid to help it deal with the economic crisis.

## Swat Taliban declare permanent ceasefire

Seven security men freed; 500 cops rein duty; security forces announce four-day ceasefire in Bajaur

ISLAMABAD: Prospects for a permanent ceasefire between the Swat Taliban and the Pakistani security forces were boosted on Tuesday when the Taliban announced a permanent ceasefire in the region. The ceasefire was announced after a four-day truce in Bajaur.

### PM, cabinet members for resolving judges issue

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Have you read The News today?



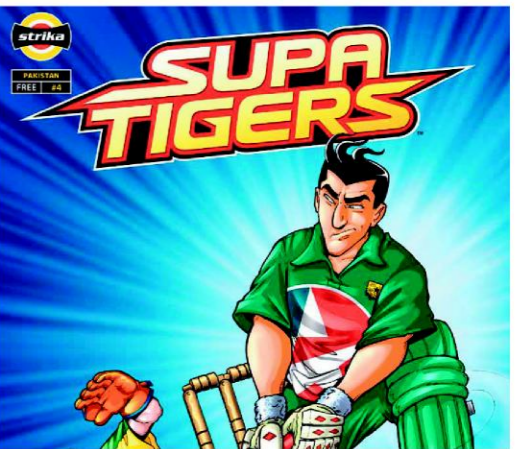
interest weekend magazines: “Encore” and “Instep”. These magazines cover a diverse range of topics. The special pages on music, fashion, entertainment, a weekly satellite-TV guide as well as special pages on leisure and pastimes give these magazines higher retention value and readership than that of any other newspaper in the country.

“Kolachi” in Karachi, “Shehr” in Lahore and “Metro” in Rawalpindi/Islamabad arrives as part of The News on Sunday. These colourful and informative city specific magazines capture the essence of the three cities. For the more serious minded reader, The News on Sunday offers the “Political Economy Section”. Political Economy grasps the common thread running through politics and economics – an unconventional approach, but one that immediately caught the imagination of readers.

## PROMOTION

The News was the first newspaper in the country that was launched with full fledged advertising campaigns on TV, print and outdoor. Since then, The News has been at the forefront of innovative ways of interacting with its readers and business partners. The News Fantasy World Cup has caught the imagination of this cricket crazy nation and the last world cup saw over 150,000 entries to The News Fantasy World Cup. 1998 The News gave away a Toyota Corolla to the winners of Fantasy World Cup. The classified promotion of the ‘Dial a Sentence’ scheme caught the imagination of its readers, resulting in an 18% increase in classified ads and a 32% increase in the response to classified ads. Picking up on Lahore’s popular kite flying festival in spring, The News took Basant to a new level. Today it stands as one of the biggest festivals of the country and The News Basant stands as a benchmark for any successful event. In 1999 The News launched its Accident Insurance Scheme called The News Beemah. In the same year The News initiated its Leadership Seminar Series, bringing Jack Trout to Pakistan. Since then it has organised a number of conferences and seminars and exhibitions, including the Global Marketing Conference, the Creating the Future Conference and Pakistan’s first ever Education Exhibition and Conference titled “Re-engineering Education”. The News Education Expo in 2008 drew more than 40,000 visitors in both Lahore and Islamabad and was considered as the most successful education exhibition in the north of Pakistan.

sports and business. It endeavours to be a reflection of its people, a watchdog for the government and an inspiration and guiding force for the youth.



www.thenews.com.pk

## THINGS YOU DIDN'T KNOW ABOUT THE NEWS

- The News is Pakistan’s premier English daily.
- The News is one of Pakistan’s major English language newspapers. It has an ABC certified circulation of 140,000 copies per day.
- It is published from Karachi, Lahore, and Rawalpindi/Islamabad. An overseas edition is published from London that caters to the Pakistan community in the United Kingdom.
- The News’ website was Pakistan’s first newspaper website and has been appreciated by Her Majesty Queen Elizabeth II of United Kingdom in 1997.
- Launched in 1991, The News was Pakistan’s first full colour newspaper.
- The News was also the first English newspaper to go national when it simultaneously launched three editions from Karachi, Lahore, and Rawalpindi/Islamabad.



### General Pervez Musharraf

General Pervez Musharraf, Chief of the Army Staff, is seen in a meeting with other officials.

### Shaukat Aziz

Shaukat Aziz, former Prime Minister, is seen in a meeting with other officials.

### Journey of a Thousand Dreams

The News on its search for 15 years of its existence, from its humble beginnings to its current status as a leading English newspaper in Pakistan.

## RECENT DEVELOPMENTS

Currently, The News is published from three cities in Pakistan: Karachi, Lahore, and Rawalpindi/Islamabad. An overseas edition is published from London for 2nd and 3rd generation Pakistanis in the UK. The News’ internet edition (www.thenews.com.pk) was Pakistan’s first newspaper website launched in 1996 and is today one of the most popular Pakistani newspaper websites, which is regularly visited by readers from across the world with almost half a million page views a day.

## BRAND VALUES

The News stands for incisive, investigative reporting and a passion to speak out on behalf of its readers about life in Pakistan – about its politics and policy, government and its pitfalls, about art and culture, about fashion and entertainment, about

\*Newspapers Readerships Survey: Aftab Associates for M.Consulting, 2008.