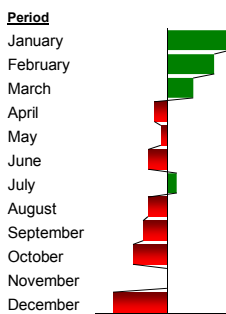


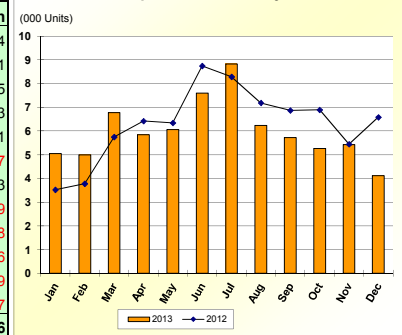
TOTAL MARKET ADVERTISING SPACE ALLOCATION

Y2013/2012Var %



ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)	
2013	2012	% Var'n	2013	% Var'n	2013	% Var'n	2013	% Var'n
5049	3526	43	1883	-14	336	-16	2417	334
5000	3779	32	2111	-13	358	-14	2118	301
6779	5751	18	3063	-9	475	-2	2828	75
5846	6419	-9	2484	-16	567	-22	2382	3
6056	6343	-5	2739	-13	538	-5	2367	11
7597	8743	-13	3659	-18	569	-10	2957	-7
8820	8284	6	3613	-12	645	1	4150	33
6229	7184	-13	2362	-21	473	-4	2981	-9
5720	6869	-17	2388	-6	474	-7	2446	-28
5257	6890	-24	2145	-16	587	-8	2112	-36
5427	5443	0	2299	9	554	3	2162	-9
4122	6579	-37	1764	-36	464	-28	1481	-47
71901	75808	-5	30508	-14	6039	-10	30400	6

Ad Space & Seasonality



Definition of SESU

Newspaper - Half a Page

Magazine - One page

Television, Cinema & Video - 30 seconds

Radio - 60 seconds

Outdoor - 40 faces

* - All Media - Newspapers, Magazines, Television, Radio, Outdoor & Cinema

NEWSPAPERS

Spend by Position (Millions US \$)	2013		2012		Var'n %
	Value	%	Value	%	
Cover	24	29	28	31	-13
Inside	58	70	62	69	-8
Supplement					
	82	100	90	100	-9

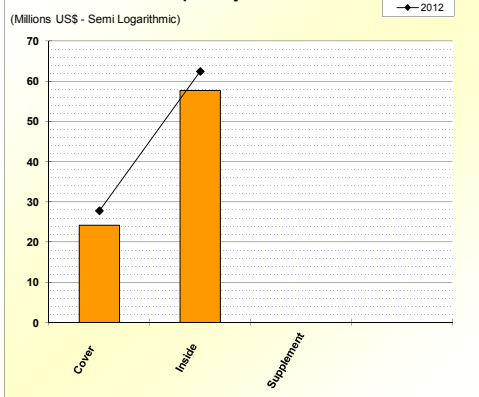
MAGAZINES

Spend by Position (Millions US \$)	2013		2012		Var'n %
	Value	%	Value	%	
Back Cover	1	11	1	12	-19
Front Page	0	4	0	5	-26
Inter Page	7	86	7	84	-8
	8	100	9	100	-10

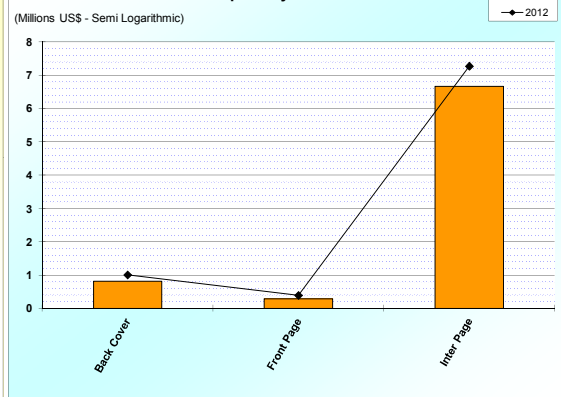
TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2013		2012		Var'n %
	Value	%	Value	%	
Morning	2	15	2	16	-11
Midday	1	9	1	7	28
Afternoon	2	14	2	12	8
Early Evng	3	17	3	18	-8
Evng News	5	32	5	35	-9
Prime Evng	2	11	2	10	5
Overnight	0	2	0	2	-3
	15	100	15	100	-3

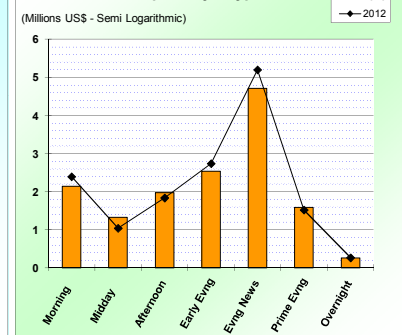
Spend by Position



Spend by Position



Spend by Daypart



TOP 30 LEAGUE OF Y2013 (000 US\$)

Rank & Brand	JANUARY - DECEMBER		2 YEARS		MEDIA SPLIT % - JAN - DEC 2013			
	2013	2012	TOTAL	AVG	TV	NP	MG	OT*
1 Samih Mall	4,856	4,486	9,342	4,671	0.32	99.33	0.00	0.35
2 Samsung	4,491	3,188	7,679	3,840	1.52	26.39	4.04	68.05
3 Orange Telecom.	3,928	4,091	8,019	4,010	2.99	78.08	3.79	15.15
4 Housing Bank	3,727	3,645	7,372	3,686	17.21	68.08	0.11	14.61
5 Zain Tel.comm.	3,315	4,159	7,474	3,737	4.06	63.27	0.42	32.25
6 Umniah	2,600	3,629	6,229	3,115	3.51	58.25	2.50	35.75
7 Pepsi	2,176	1,530	3,706	1,853	55.77	19.22	0.99	24.03
8 Election Campai.	1,770	984	2,754	1,377	3.32	96.67	0.00	0.00
9 Kfc	1,708	1,025	2,733	1,366	0.00	5.76	0.00	94.24
10 King Hussein C.f	1,497	1,329	2,826	1,413	19.29	25.43	3.58	51.72
11 Dallas Travel	1,379	2,767	4,146	2,073	8.21	81.87	0.00	9.92
12 Knorr	1,284	605	1,889	945	2.20	0.00	0.39	97.43
13 Mirinda	1,230	296	1,526	763	100.00	0.00	0.00	0.00
14 Smartbuy	1,182	759	1,941	970	0.01	75.06	0.84	24.07
15 Jordan Ahli Bank	1,157	994	2,151	1,076	5.68	90.74	3.61	0.00
16 Prime Cinemas	1,142	328	1,470	735	0.00	99.98	0.00	0.00
17 Bon Bon	1,128	470	1,598	799	0.00	0.00	0.00	100.04
18 Arab Bank	1,074	1,159	2,233	1,117	38.86	59.14	2.03	0.00
19 Tiba	1,072	1,115	2,187	1,094	0.00	0.28	0.71	99.02
20 Burger King	1,032	928	1,960	980	0.00	7.06	0.00	92.91
21 Taj Cinemas	1,031	0	1,031	516	0.00	100.02	0.00	0.00
22 Tkiyet Um Ali	948	800	1,748	874	8.26	3.96	0.51	87.29
23 Hyundai	929	598	1,527	764	10.43	86.69	2.92	0.00
24 Jordan Islamic Ba	928	1,467	2,395	1,198	46.26	53.76	0.00	0.00
25 Jordan Comm.bank	898	1,143	2,041	1,021	5.91	75.09	0.00	19.04
26 Amman Municipity	857	505	1,362	681	0.00	2.75	0.31	96.97
27 Royal Jordanian A	847	946	1,793	897	2.48	77.95	9.49	10.09
28 Al Moghamarah	822	800	1,622	811	0.00	100.06	0.00	0.00
29 Bank Of Jordan Lt	803	635	1,438	719	0.00	97.74	2.22	0.00
30 Sehetna	757	953	1,710	855	59.14	40.89	0.00	0.00

*OT=Radio+Outdoor+Cinema