

TOTAL MARKET ADVERTISING SPACE ALLOCATION

Period	ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)	
	2013	2012	% Var'n	2013	% Var'n	2013	% Var'n	2013	% Var'n
January	316629	335599	-6	33	-71	3162	-4	313433	-6
February	326457	320890	2	85	-15	3492	-1	322881	2
March	438285	357158	23	151	20	4416	-9	433719	23
April	450874	362053	25	122	24	3858	1	446895	25
May	459784	392635	17	136	46	4051	-8	455597	17
June	465591	404027	15	123	33	2827	-31	462641	16
July	398592	417849	-5	161	-4	2917	-11	395514	-5
August	339949	413071	-18	93	15	2252	1	337604	-18
September	400572	321581	25	151	62	3949	-1	396471	25
October	414911	388781	7	147	70	4284	-6	410480	7
November	423456	396006	7	56	-61	4340	-9	419060	7
December	478739	396699	21	156	85	3326	-25	475257	21
	4913839	4506350	9	1413	10	42873	-9	4869553	9

Definition of SESU

Newspaper - Half a Page

Magazine - One page

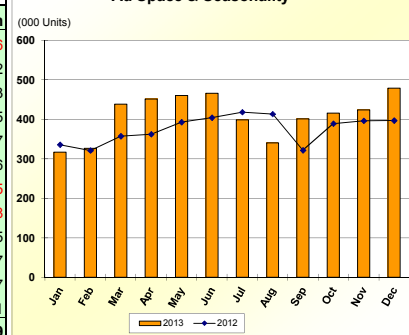
Television, Cinema & Video - 30 seconds

Radio - 60 seconds

Outdoor - 40 faces

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

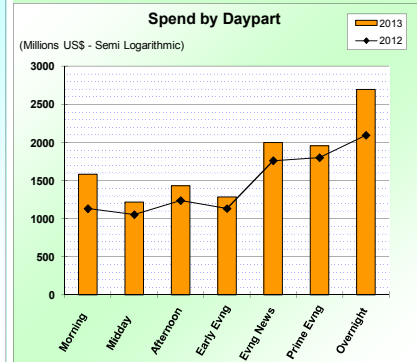
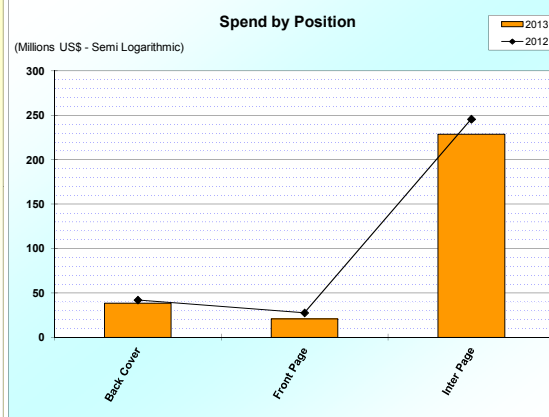
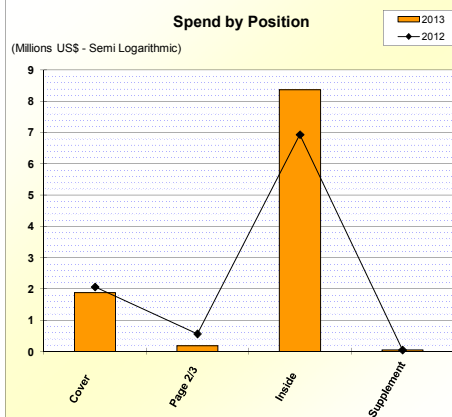
Ad Space & Seasonality



NEWSPAPERS				
Spend by Position (Millions US \$)	2013		2012	
	Value	%	Value	%
Cover	2	18	2	21
Page 2/3	0	2	1	6
Inside	8	80	7	72
Supplement	0	0	0	0
	10	100	10	100

MAGAZINES				
Spend by Position (Millions US \$)	2013		2012	
	Value	%	Value	%
Back Cover	39	13	42	13
Front Page	21	7	28	9
Inter Page	229	79	246	78
	288	100	315	100

TELEVISION - KSA Time				
Spend by Daypart (Millions US \$)	2013		2012	
	Value	%	Value	%
Morning	1580	13	1130	11
Midday	1215	10	1052	10
Afternoon	1432	12	1236	12
Early Evng	1284	11	1132	11
Evng News	1998	16	1760	17
Prime Evng	1955	16	1801	18
Overnight	2695	22	2094	21
	12160	100	10205	100



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 Honest	293,501	116,471	409,972	204,986	100.00	0.00	0.00	0.00
2 Coca Cola	246,710	165,539	412,249	206,124	99.99	0.00	0.01	0.00
3 Pepsi	236,381	261,449	497,830	248,915	100.00	0.00	0.00	0.00
4 57357 Hospital	200,148	67,648	267,796	133,898	100.00	0.00	0.00	0.00
5 Chipsy	137,082	100,601	237,683	118,841	100.00	0.00	0.00	0.00
6 Dettol	117,443	88,968	206,411	103,206	99.97	0.00	0.03	0.00
7 Vodafone	112,387	116,041	228,428	114,214	100.00	0.00	0.00	0.00
8 Mirinda	104,789	64,076	168,865	84,432	100.00	0.00	0.00	0.00
9 Mobily	99,072	113,239	212,311	106,155	99.77	0.00	0.23	0.00
10 Etisalat Egypt	96,368	113,512	209,880	104,940	100.00	0.00	0.00	0.00
11 Galaxy	94,103	87,864	181,967	90,983	100.00	0.00	0.00	0.00
12 Zanussi	90,243	40,690	130,933	65,467	100.00	0.00	0.00	0.00
13 Doritos	89,352	65,796	155,148	77,574	100.00	0.00	0.00	0.00
14 Sedar	89,180	92,170	181,350	90,675	99.69	0.00	0.31	0.00
15 7-up	88,546	60,369	148,915	74,458	100.00	0.00	0.00	0.00
16 Dabur	84,969	94,556	179,525	89,762	100.00	0.00	0.00	0.00
17 Mobinil	84,576	69,858	154,434	77,217	100.00	0.00	0.00	0.00
18 Head & Shoulders	83,265	89,324	172,589	86,294	99.76	0.00	0.24	0.00
19 Hassan _ Hussein	82,538	36,908	119,446	59,723	100.00	0.00	0.00	0.00
20 Juhayna	79,768	56,405	136,173	68,086	100.00	0.00	0.00	0.00
21 Dove	75,535	70,850	146,385	73,192	100.00	0.00	0.00	0.00
22 Cheetos	73,614	67,023	140,637	70,319	100.00	0.00	0.00	0.00
23 Pepsi_chipsy	72,775	0	72,775	36,388	100.00	0.00	0.00	0.00
24 Sun Bites	71,931	66,551	138,482	69,241	100.00	0.00	0.00	0.00
25 Persil	71,009	38,574	109,583	54,792	99.80	0.00	0.20	0.00
26 Saudi Telecomm.	70,797	57,865	128,662	64,331	99.54	0.00	0.46	0.00
27 Sukar.com	67,449	0	67,449	33,725	100.00	0.00	0.00	0.00
28 Sina Cola	66,009	1	66,010	33,005	100.00	0.00	0.00	0.00
29 Magdi Yacoub H.f	64,809	39,471	104,280	52,140	100.00	0.00	0.00	0.00
30 Pantene	64,464	67,371	131,835	65,918	98.83	0.00	1.17	0.00

*OT=Radio+OutDoor+Cinema