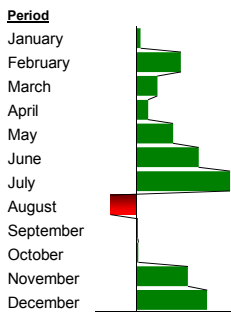


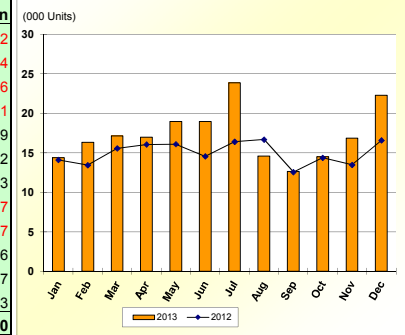
TOTAL MARKET ADVERTISING SPACE ALLOCATION

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
14395	14100	2	10706	15	368	-36	42	-92
16324	13433	22	11425	10	833	27	335	-24
17139	15557	10	11787	5	601	-28	411	-36
16969	16051	6	11581	7	590	-22	307	-41
18944	16082	18	11654	-2	656	-15	419	39
18934	14550	30	13999	31	781	24	464	32
23830	16400	45	12645	19	632	29	5740	123
14591	16671	-12	8430	-7	456	-37	2114	-47
12648	12558	1	10417	10	524	-28	342	-17
14513	14366	1	11162	3	751	-14	414	66
16840	13473	25	10810	5	495	-29	407	177
22251	16573	34	13846	10	630	11	395	113
207379	179815	15	138463	9	7317	-12	11391	10

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	76	15	55	15	39
Page 2/3	0	0	0	0	90
Inside	428	83	299	83	43
Supplement	14	3	7	2	94
	517	100	361	100	43

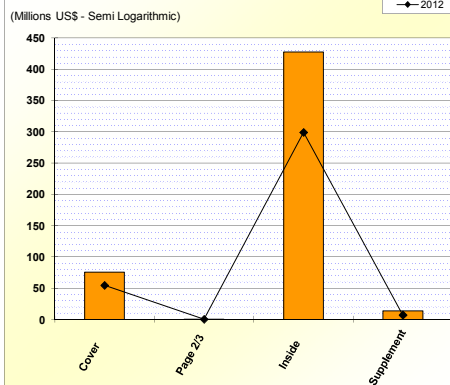
MAGAZINES

Spend by Position (Millions US \$)	2013		2012		Var'n %
	Value	%	Value	%	
Back Cover	3	12	4	12	-7
Front Page	1	5	2	6	-16
Inter Page	23	83	24	82	-4
	28	100	29	100	-5

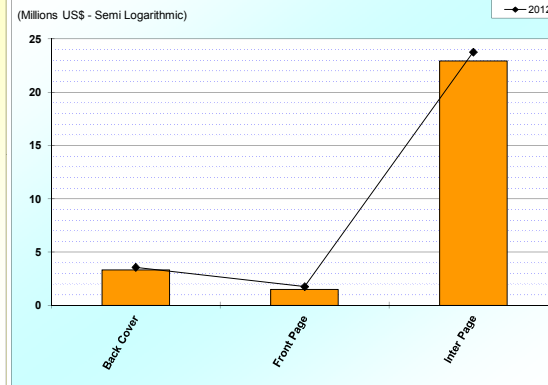
TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2013		2012		Var'n %
	Value	%	Value	%	
Morning	2	9	1	7	77
Midday	1	5	1	7	-11
Afternoon	4	18	3	20	24
Early Evng	5	23	4	28	12
Evng News	4	18	2	16	54
Prime Evng	3	13	1	6	221
Overnight	3	15	3	17	23
	21	100	15	100	37

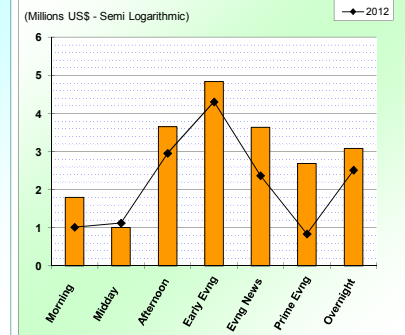
Spend by Position



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 Ooredoo	9,392	0	9,392	4,696	10.15	41.86	1.45	46.54
2 Qatar Nat'l Bank	8,138	6,419	14,557	7,279	3.15	82.21	3.03	11.62
3 Vodafone	5,371	5,140	10,511	5,255	38.16	22.74	1.09	38.01
4 Qatar Foundation	4,671	3,371	8,042	4,021	0.67	21.71	2.19	75.44
5 Nissan	4,271	1,878	6,149	3,075	0.00	71.62	8.39	20.00
6 Qatar Elect. W.	3,853	2,331	6,184	3,092	11.63	81.64	1.12	5.61
7 Doctors Clinic	3,837	2,090	5,927	2,963	0.00	98.54	1.46	0.00
8 Comm.b. of Qatar	3,706	2,392	6,098	3,049	11.77	54.87	2.21	31.15
9 Doha Bank	3,308	2,650	5,958	2,979	3.13	48.04	7.20	41.65
10 Exxonmobil	3,087	2,469	5,556	2,778	32.71	23.21	0.20	43.89
11 Raf	3,049	2,955	6,004	3,002	10.49	84.21	0.00	5.31
12 Int'l Islamic	2,635	1,530	4,165	2,082	8.79	88.92	2.28	0.00
13 Katara	2,618	53	2,671	1,335	1.50	77.24	6.80	14.44
14 Lulu	2,538	2,453	4,991	2,495	0.00	99.87	0.11	0.00
15 Royal Medical C.	2,387	525	2,912	1,456	0.00	98.68	1.03	0.29
16 Qatar Airways	2,271	1,588	3,859	1,929	0.00	56.42	23.21	20.36
17 Samsung	2,255	1,242	3,497	1,748	0.00	67.96	3.96	28.07
18 Qatar Charity Co	2,223	1,648	3,871	1,935	12.81	77.29	0.00	9.89
19 Ali Bin Ali	2,178	1,757	3,935	1,967	76.13	22.70	1.01	0.14
20 Chevrolet	2,113	1,564	3,677	1,839	0.00	90.58	5.23	4.20
21 Tarsheed	2,098	708	2,806	1,403	62.43	34.76	2.83	0.00
22 Safari Mall	2,093	1,422	3,515	1,758	0.00	100.00	0.00	0.00
23 Porsche	2,086	1,183	3,269	1,635	0.14	85.25	14.63	0.00
24 Victoria	2,072	1,500	3,572	1,786	0.00	99.99	0.00	0.00
25 Toyota	2,069	1,058	3,127	1,564	32.19	58.94	4.10	4.78
26 Qatar Olympic	2,024	1,618	3,642	1,821	0.00	8.91	2.25	88.83
27 Qatar Develop.b.	2,004	2,462	4,466	2,233	0.00	42.21	12.67	45.10
28 Al Shefa Polycl.	1,948	1,141	3,089	1,544	0.00	98.75	0.00	1.23
29 Ikea	1,889	0	1,889	945	0.00	66.53	3.64	29.84
30 Q-tel	1,873	9,531	11,404	5,702	4.32	53.12	0.38	42.17

*OT=Radio+Outdoor+Cinema