



The
Frontier Post
Pakistan

About Us

The Frontier Post started in 1984 from Peshawar city, the capital of Khyber Pakhtunkhwa (KPK) Province bordering Afghanistan. The launch of The Frontier Post was in particular welcomed by the majority held Pakhtun population of the province. In fact, The Frontier Post gained popularity right after its launch as it coincided with the period when the former Soviet Union had invaded Afghanistan.

The Frontier Post has become culture and tradition of the KPK Province and its educated and influential lot and in many houses it is translated for those who are not lucky enough to read it because of the of lack of education but they are aware that we at The Frontier Post write the truth and we project what is Really important and not what we get paid to highlight.



The
Frontier Post
Our Idea

To reach our readers in different parts of Pakistan early in the morning was not possible for us, so we came up with the idea to start publication from every capital city of each province.

Today, our readers in
*** Peshawar * Islamabad * Karachi**
*** Lahore * Quetta**
and all their adjoining cities can read us
in the comfort of their homes with their
early morning tea.



The
Frontier Post
Pakistan

Print Editions from

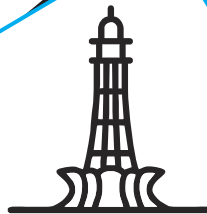
Peshawar
Khyber Pakhtunkhwa



Islamabad



Lahore



Karachi



Quetta



Washington D.C





The **Frontier Post** *Testimonials*

"The Frontier Post has been our media partner in Khyber Pakhtunkhwa since last two decades. Whenever we launch a new model, we inform our buyers and car lovers through The Frontier Post"

Toyota, Pakistan.



"English readers are mostly the ones who have the purchasing power to buy our new mobile phones and The Frontier Post helps us reach those customers"

Samsung



"We have to inform readers of The Frontier Post when new products and promotions are launched"

MCB Bank



"The Frontier Post helps us spread our messages and they don't even charge us for that service. We are thankful to them"

**Shaukat Khanum
Cancer Hospital**



"Readers of The Frontier Post are largely our consumers as well and we found that out through our research"

McDonald's



"According to our survey, The Frontier Post is mostly read by those who purchase our newly arrived designs"

Nishat Linen





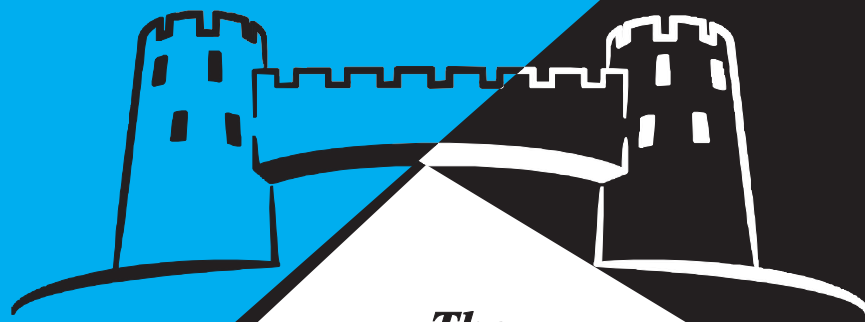
The Frontier Post

Demographics in Pakistan

- > Ages 21 to 26: 25%
- > Ages 26 to 46: 50 %
- > Ages 46 and above: 25 %
- > 70 % Male Population
- > 30 % Female Population
- > 80 % readers decision makers of household
- > 70 % earn more than 50k a month
- > 90 % are mobile users
- > 90 % have bank accounts
- > 80 % have mode of transportation
- > 80 % cast their votes

Advertisers

All major multinationals, national and government departments regularly make The Frontier Post part of their print advertising campaigns. Education institutes, Charities and Hospitals are offered discounted rates. Because reader of The Frontier Post is mostly the decision maker of the household, advertisers particularly targets those readers to become their consumers. Expensive brands, large investment and savings options are regularly purchased by the readers because of their purchasing power.



The Frontier Post

Afghanistan Readership and Influence

In 2000, the Afghanistan page was added and ever since its introduction, The Frontier Post probably has the largest readership in Afghanistan. Every day, The Frontier Post delivers more than 12,000 copies to the different cities of Afghanistan, including Jalalabad, Kabul and Kandahar. After US invasion of Afghanistan in 2001, we saw an opportunity to grow into an international news media organization. The Frontier Post started delivering its copies every morning creating its own supply chain network to all military bases, NATO bases, foreign Embassies and NGO's in Afghanistan in year 2001. Suddenly, hundreds of thousand foreigners got reconnected to the world which they had left. These foreigners who had nothing to read or to know what was happening in the rest of world were reconnected through pages of The Frontier Post. Today, millions of foreigners talk about how they use to read The Frontier Post while they were stationed in Afghanistan. And when they miss The Frontier Post, they visit digital version of The Frontier Post through its website, **www.thefrontierpost.com**



The Frontier Post

Expansion to Washington DC, USA



In 2015, The Frontier Post, started as a monthly magazine from Washington DC in America. Today all the major world Embassies, Think Tanks, NGO's and other powerful institutes read The Frontier Post to know about Pakistan, Afghanistan, South Asia and the important issues related to the rest of the world. Copies of The Frontier Post are also available at Halal Super Markets to connect the South Asian community.

Demographics of readers mostly consist of office users, government officials, policy makers and decision makers. Data collected is used in many forms which leads to decision making of project evaluation and data analysis.

The Frontier Post has always believed on principles of honest reporting, raising issues of the common man and writing in an impartial and unbiased manner. These principles continue to be the foundation for the success of The Frontier Post.



The **Frontier Post** *Tariff Card*



DISPLAY (All Types) Rate Per Standard Column Centimeter

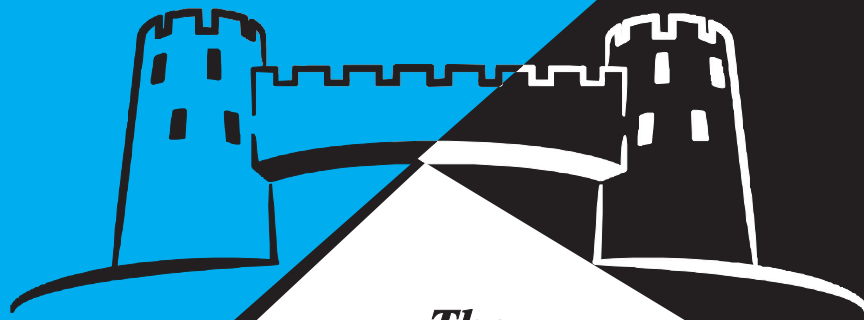
<u>Peshawar</u>	<u>Quetta</u>	<u>Islamabad</u>	<u>Karachi</u>	<u>Combined</u>
Rs. 800	Rs. 500	Rs. 500	Rs. 500	Rs. 1850
US \$ 5	US \$ 3.5	US \$ 3.5	US \$ 3.5	US \$ 9.5

100% Extra for Front Page & 50% Extra For Back Page

FRONT EAR PANEL

<u>Peshawar</u>	<u>Quetta</u>	<u>Islamabad</u>	<u>Karachi</u>	<u>Combined</u>
Rs. 3500	Rs. 3000	Rs. 2500	Rs. 3000	Rs. 7750
US \$ 25	US \$ 20	US \$ 17	US \$ 20	US \$ 52

**The Frontier Post Washington D.C Magazine Rates are
50 \$ per square centimeter
100% Extra for Front Page & 50% Extra For Back Page**



The
Frontier Post

CONTACT US

- **Peshawar Office**
Phone: 091-5700095 / 0300-9009001
email: fppeshawar@thefrontierpost.com
- **Islamabad Office**
Phone: 0333-9059075
email: fpislamabad@thefrontierpost.com
- **Karachi Office**
Phone: 0333-2235860
email: fpkarachi@thefrontierpost.com
- **Lahore Office**
Phone: 0300-4252629
email: fplahore@thefrontierpost.com
- **Quetta Office**
Phone: 0300-8340907
email: fpquetta@thefrontierpost.com
- **Washington D.C Office**
Phone: +1-415-370-4551
email: jalilafridi@thefrontierpost.com