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TIMES OF
KARACHI

INFORMATION GATEWAY TO KARACHI

Media Kit 2025

TABLE OF CONTENT

01

About us

02

Vision / Mission

03

Consumer Profile

04

Social Media Insights

Website Insights	05
Facebook Insights	06
TikTok Insights	09
Instagram Insights	10
YouTube Insights	11
Twitter / X Insights	12
Threads Insights	13
LinkedIn Insights	14
WhatsApp Insights	15
Social Buzz	16
Video Production	17
Digital Outreach	18
Footer Ads	19
Online Survey	20
Patrons	21
Media Agencies	22
Contact Info	23

About US

Times of Karachi (TOK) is a credible, independent digital publisher dedicated to informing and empowering Karachiites. We deliver unbiased stories across diverse topics, free from political or religious influence, with a strong focus on factual, objective reporting.

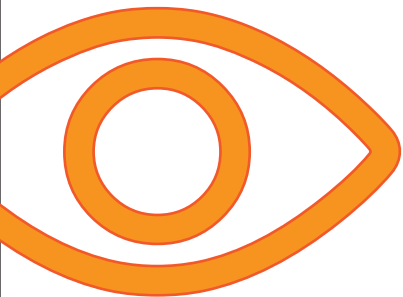
Responsive to digital trends and community needs, we spotlight issues in neglected neighborhoods, aiming to amplify local voices and drive positive change. Our mission is to become Karachi's go-to source for trusted, impactful local news.



TIMES OF KARACHI

Vision / Mission

Times of Karachi is dedicated to being the most trusted digital publisher in the city, delivering credible, timely, and engaging content. Our mission is to inform and connect the people of Pakistan through responsible journalism, while our vision is to shape a well-informed, empowered community by highlighting the stories that matter most.



OUR VISION

To be a trusted source for our audience by delivering reliable news and engaging stories that inform and entertain.

OUR MISSION

We aim to establish Times of Karachi as the most trusted digital news source by delivering credible coverage of the city's events and stories.



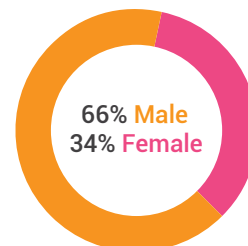
TIMES OF KARACHI

Consumer Profile

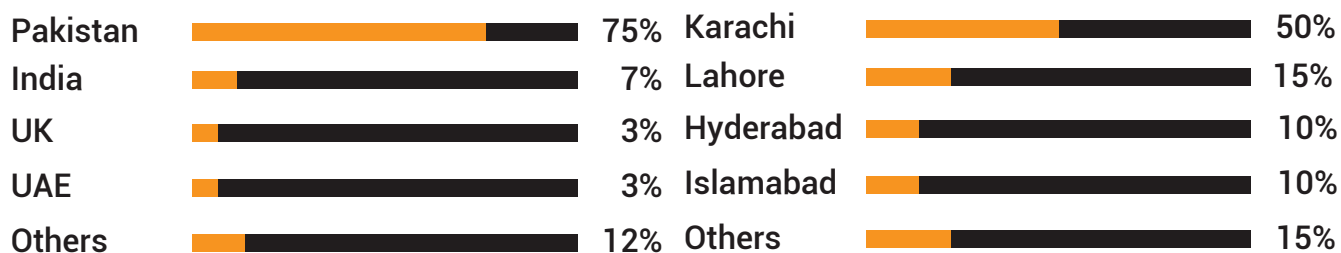
Age Group



Gender Group



Demographic Group



TIMES OF KARACHI

Social Media Insights

Cumulative **2025** viewership for
Times of Karachi platforms.

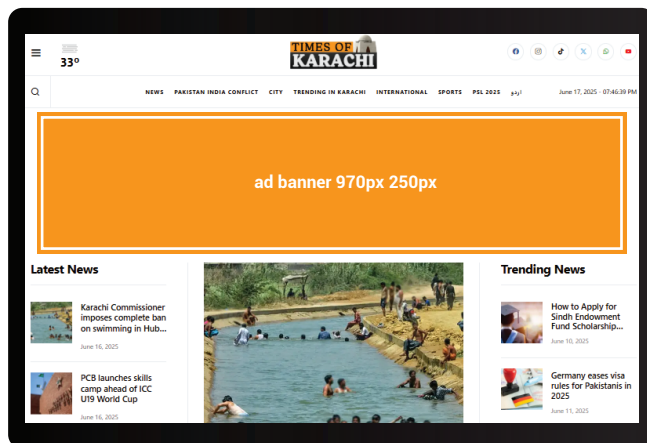
BILLION

Times of KARACHI's
collective Annual Views on all
SOCIAL MEDIA PLATFORMS



TIMES OF KARACHI

Website Insights and Advertising Tariff



WWW.TIMESOFKARACHI.PK

6.3 Million*
Annual Views 2025

Service	Description	Price (PKR)
Press Release (No Social Sharing)	Publishing a press release on the website only	50,000
Press Release (With Social Sharing)	Publishing a press release + sharing on social media	100,000
Pre-Written Article (No Social Sharing)	Publishing a client-provided article on the website only	50,000
Custom Article (No Social Sharing)	Times of Karachi writes & publishes an article (no social sharing)	60,000
Custom Article (With Social Sharing)	Times of Karachi writes & publishes an article + social media promotion	110,000
Guaranteed Page Views	1 PKR per page view (minimum 200,000 views)	200,000 (minimum)

**All rates are exclusive of all taxes

***These rates are not applicable for Government, Semi-Government & Political Parties



TIMES OF KARACHI

Facebook Insights and Advertising Tariff



TIMES OF KARACHI

944,000*
Followers

1.65 Billion*
Annual Views / Impressions
(2025)

Times of Karachi

This page primarily publishes all of our stories, including alerts, news, local issues, events, business, education, weather, transportation, and all the branded content.



THE TIMES OF KARACHI

695,000*
Followers

1.42 Billion*
Annual Views / Impressions
(2025)

The Times of Karachi

This page primarily publishes website links to give extra push to our stories and marketing videos.

Annual Views 2025

*All rates are exclusive of all taxes

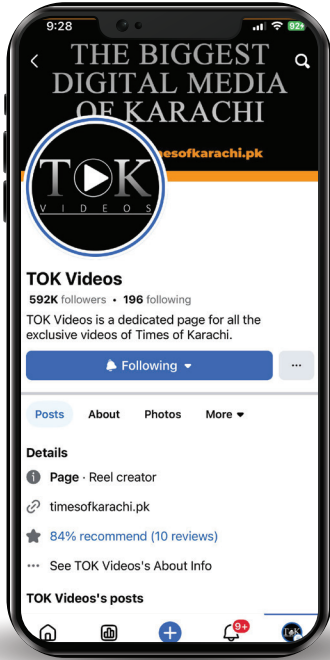
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TIMES OF KARACHI

Facebook Insights and Advertising Tariff



Annual Views 2025



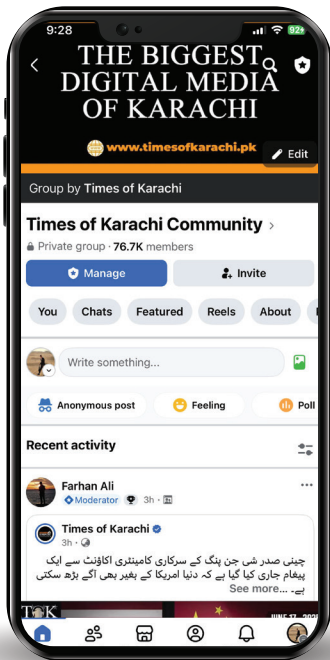
TOK VIDEOS

968,000*
Followers

760 Million*
Annual Views / Impressions
(2025)

Tok Videos

A specialized asset for video content, this page primarily publishes our own created video stories and our own edited media coverage of different events.



TIMES OF KARACHI COMMUNITY

82,000*
Followers

Annual Views 2025

Times of Karachi Community

The Community is being built to give space to discussion, take public feedback and enable them to highlight their issues and find solutions.

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TIMES OF KARACHI

Facebook Insights and Advertising Tariff



Service	Description	Price (PKR)
Static Post	Single image post provided by the client.	40,000
Carousel Post	Multi-image/card post (scrollable).	50,000
Video Post	Video content provided by the client.	40,000
Collaborative Post	Post published in collaboration with another page/profile.	50,000
Story	Single Facebook Story.	8,000
Set of 4-5 Stories	Package of 4-5 Stories.	25,000
Cover Photo (3 days)	Custom cover photo displayed for 3 days.	75,000
Cover Photo (7 days)	Custom cover photo displayed for 7 days.	150,000
Pinned Post (1 day)	Paid post pinned to the top of the page for 1 day (additional cost).	30,000
Pinned Post (3 days)	Paid post pinned to the top of the page for 3 days (additional cost).	60,000

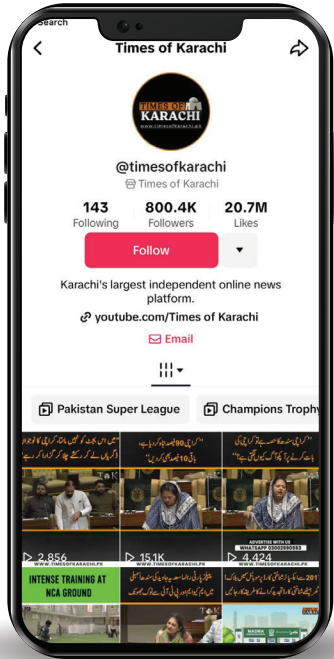
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TikTok Insights and Advertising Tariff



TIMES OF KARACHI

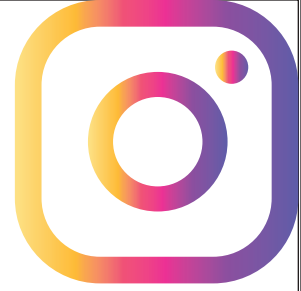
1,400,000*
Followers

1.4 Billion*
Annual Views / Impressions
(2025)

Service	Description	Price (PKR)
Static Post	Single image post on TikTok	25,000
Carousel Post	Series of images/slideshow (non-standard TikTok format)	30,000
Video Post	Standard video content posted on TikTok	30,000
Collaborative Post	Post created with another TikTok creator/account	30,000
Story	TikTok Story (disappears after 24 hours)	5,000
Set of 5 Stories	Package of 5 TikTok Stories (bulk discount)	20,000

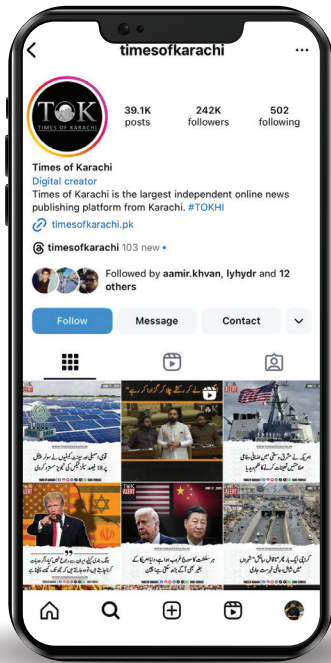
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TIMES OF KARACHI

Instagram Insights and Advertising Tariff



TIMES OF KARACHI

389,000*
Followers

1.4 Billion*
Annual Views / Impressions
(2025)

Service	Description	Price (PKR)
Static Post	Single image post provided by the client.	25,000
Carousel Post	Multi-image/card post (scrollable).	30,000
Video Post	Video content provided by the client.	25,000
Collaborative Post	Post created in collaboration with another Instagram account.	30,000
Story	Single Instagram Story (disappears after 24 hours).	5,000
Set of 4-5 Stories	Package of 4-5 Stories (cost-effective bundle).	20,000
Pinned Post (1 day)	Paid post pinned to the top of the profile for 1 day (additional cost).	15,000
Pinned Post (3 days)	Paid post pinned to the top of the profile for 3 days (additional cost).	30,000

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TIMES OF KARACHI

YouTube Insights and Advertising Tariff



TIMES OF KARACHI

160,000*
Subscribers

20 Million*
Annual Views / Impressions
(2025)

Service	Description	Price (PKR)
Static Post	Single image post on YouTube	15,000
Video Post	Standard video upload (client-provided)	40,000
YouTube Short	Short-form vertical video (client-provided)	30,000
Event Feed Camera Live Stream	Custom live streaming service	Custom Quote

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TIMES OF KARACHI

Twitter / X Insights and Advertising Tariff



TIMES OF KARACHI

94,000*
Followers

30 Million*
Annual Views / Impressions
(2025)

Service	Description	Price (PKR)
Static Post	Single tweet with text/image	20,000
Carousel Post	Tweet with multiple scrollable images	30,000
Video Post	Video content shared on Twitter/X	25,000
Cover Photo (3 days)	Profile cover photo displayed for 3 days	30,000
Cover Photo (7 days)	Profile cover photo displayed for 7 days	60,000

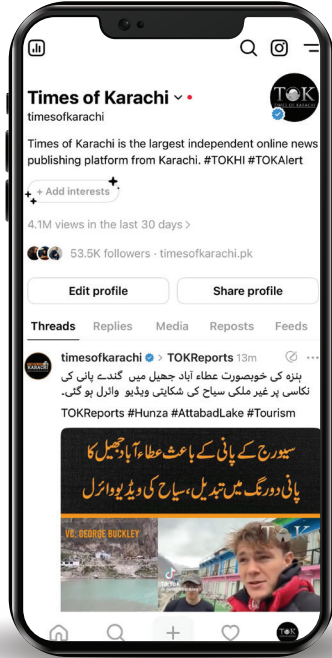
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TIMES OF KARACHI

Threads Insights and Advertising Tariff



TIMES OF KARACHI

112,000*
Followers

32 Million*
Annual Views / Impressions
(2025)

Service	Description	Price (PKR)
Static Post	Single tweet with text/image	20,000
Carousel Post	Tweet with multiple scrollable images	30,000
Video Post	Video content shared on Twitter/X	25,000
Cover Photo (3 days)	Profile cover photo displayed for 3 days	30,000
Cover Photo (7 days)	Profile cover photo displayed for 7 days	60,000

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LinkedIn Insights and Advertising Tariff



44,000*
Followers

67 Million*
Annual Views / Impressions
(2025)

Service	Description	Price (PKR)
Static Post	Single image post provided by the client.	25,000
Carousel Post	Multi-image/card post (scrollable).	30,000
Video Post	Video content provided by the client.	25,000

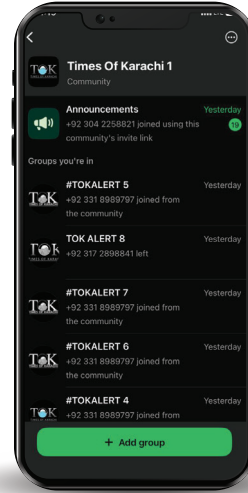
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WhatsApp Insights and Advertising Tariff



38,000*
Followers



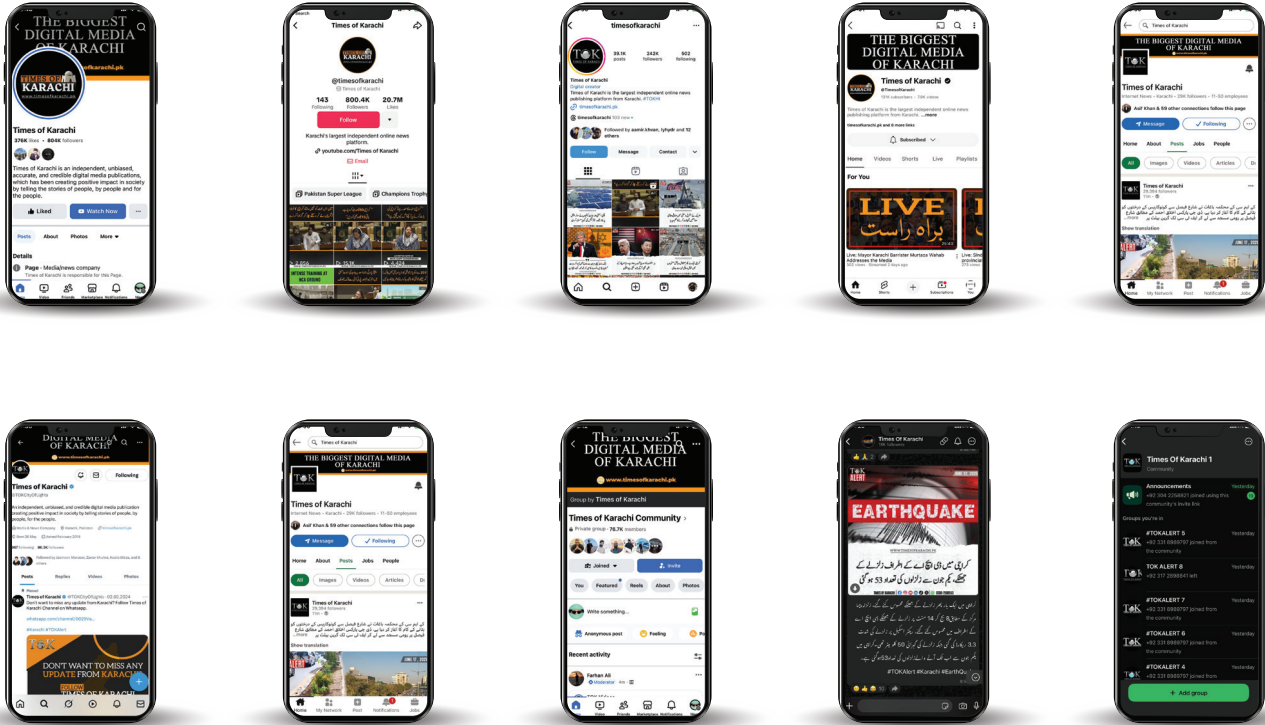
20,000*
Community Members

Service	Description	Price (PKR)
Static Post	Single image post on WhatsApp.	10,000
Video Post	Standard video content posted on WhatsApp.	15,000

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Social Buzz Advertising Tariff



Social Buzz is Times of Karachi's advertising package, offering promotional static or video posts on 10 platforms: Facebook, YouTube, Instagram, TikTok, Twitter, LinkedIn, Facebook Group, WhatsApp Group, WhatsApp Channel, YouTube Community, and Threads. Boost brand awareness, drive traffic, and engage your target audience with our targeted advertising

Package Tier	Included Platforms	Content Type	Price (PKR)
Social Buzz	Facebook, Instagram, TikTok, Twitter, LinkedIn, YouTube, Facebook Community, WhatsApp Channel/Groups, Threads	Static or Video post (client-provided)	90,000

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Video Production and DVC Packages

Feature	Standard (250K Price (PKR))	Premium Package (400K Price (PKR))	Add-On Options
CAMERA & EQUIPMENT	• 1 DSLR (4K) • Basic mic	• 2 DSLRs (4K) • Drone (aerial shots) • Gimbal stabilization • Lapel mics	• Extra shoot day (+80K)
PRODUCTION SUPPORT	• 2 crew members • 4-hour shoot	• 5 crew members • 8-hour shoot	• Professional scriptwriting (+30K)
PRE-PRODUCTION	• Verbal Concept review	• Creative storyboard • Verbal storyboard meeting • Location scouting	• 3D animations 30-45 seconds (+90K) • 24-hour rush delivery (+50K)
EDITING & POST-PROD	• Color correction • Basic transitions • 1 revision	• Advanced color grading • Motion graphics • Sound design • 3 revisions	• Behind-the-scenes reel (+75K)
DELIVERABLES	• 3-5 min video • 1 aspect ratio	• 5-7 min • Multiple formats (square, vertical, horizontal)	Feature-length content
IDEAL FOR	Social ads, interviews, simple promos	Corporate films, product launches, event highlights	

DVC Shoot

Package Tier	Description	Content Type	Price (PKR)
Video Shoot	A DVC Shoot on client's request	Video	Quotation on demand

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Digital Outreach Packages

Phase	Standard Package (PKR 850K)	Custom Package Add-Ons
Pre-Event	• Social banners for 3 days on all social Media platforms. • 1 Urdu/English Web Article with Social Sharing • 10 footer ads on TOK Alerts • Multiple Facebook and Instagram Stories	+ Twitter Space + Press conferences Live Stream + Pinned Posts on Multiple Social Platforms. + Poll + Pre-Event Video
On-Event	• 1-camera shoot • Client Social Media Collab	+ Multi-camera Live Stream + Live polling + Live Event Postings
Post-Event	• Post Event Urdu English Web Article with Social Sharing	+ 5 Plus Video Stories

Digital PR Services

Service	Description	Price (PKR)
Press Conference Arrangements	Full event management (venue, media invites, live streaming, coverage)	Custom Quote
Press Release (Basic)	Publishing on website only (no social sharing)	Custom Quote
Press Release (Premium)	Publishing + social media amplification (FB, IG, Twitter, etc.)	Custom Quote
Pre-Written Article	Client-provided content published on website (no social sharing)	Custom Quote
Custom Article (Basic)	Writes & publishes an article on the website	Custom Quote
Custom Article (Premium)	Writes & publishes + social media promotion	Custom Quote
Social Media Postings	Static posts on different outlets	Custom Quote
Content Creator Engagement	Influencer collaborations (per campaign)	Custom Quote
Crisis Management	Real-time monitoring & response strategy	Custom Quote
Media Training	Spokesperson training for press interactions	Custom Quote

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TIMES OF KARACHI

Footer Ads Advertisement Rates



TOK ALERT MAY 28, 2025

WWW.TIMESOFKARACHI.PK

HOW TO APPLY FOR SKILLED JOBS IN UAE FROM PAKISTAN

Space for advertisement on static post footer



رواں برس 49 لاکھ سے زائد سمر کی بندش ہوگی!
کونسی سم کب بند ہوگی، بندش کی وجہ کیا ہے؟

TIMES OF KARACHI

Space for advertisement on video footer

Feature

Footer Ads (Static)

Footer Video Ads Animation

Ad Format	Static image banner	5-10 second animated video
Placement	Footer of TOK Alert posts	Footer of website/social content
Minimum Order	20 posts	20 videos
Base Price	PKR 20,000 per post	PKR 25,000 per video (Basic)
Minimum Investment	PKR 400,000	PKR 500,000
Production	The client provides the content	Client Provide the Animation.
Technical Specs	JPG/PNG <1MB	MP4 1080p

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Online Survey/Poll Services & Social Media Polling

Service Overview

A complete solution for organizations needing reliable public opinion data, market research, or policy feedback. We handle every step from survey creation to results publication across our media platforms.

Survey & Poll Services

Methodology	- In-depth digital questionnaires
Platforms/Tools	- Surveys: Qualtrics, SurveyMonkey, Google Forms - Polls: Facebook, Instagram, Twitter, WhatsApp Channel, YouTube, LinkedIn, Threads
Response Guarantee	- 2,000+ verified survey responses - 3000+ poll engagements
Deliverables	Reporting: • Bilingual report in Urdu and English.
	Visual Content: • Infographics • Data visualizations • Video Report
	Publication: • Website articles (1 Urdu and 1 English) • Coordinated social campaign
Pricing (PKR)	1,200,000

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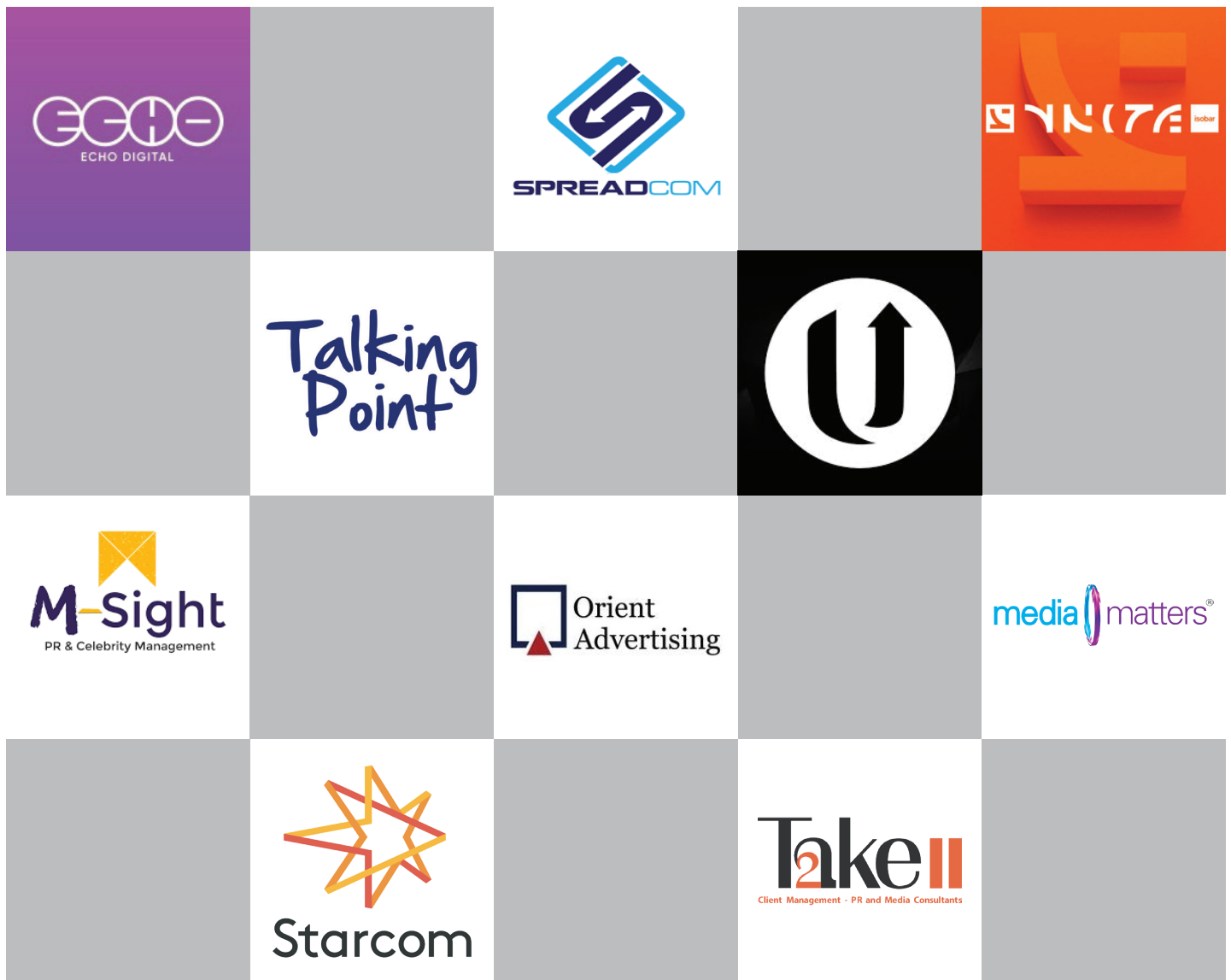
TIMES OF KARACHI

Patrons



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Media Agencies



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Founder

