Reach Pakistan's Professionals, Businesses, and Patients

Six vertical properties. Over 80% Pakistani audience. Owned inventory — no Google or Meta auction.

6	80%+	5	1/wk
PROPERTIES	LOCAL AUDIENCE	PLACEMENT FORMATS	INBOX CAP

Our Ecosystem

PROPERTY	AUDIENCE
PakMedics.com	Doctors, specialists, and healthcare professionals
PakMedicalCare.com	Patients, caregivers, and healthcare consumers
PakMade.com / PakMade.net	Manufacturers, exporters, wholesalers, and retail suppliers
MentorInn.com	Professionals, students, and career-seekers
AddyBuddy.com	Local services and consumer audiences
WinTuple.com	Businesses evaluating cloud, SaaS, and managed IT

WinTuple (SMC-Private) Limited
Sector J, DHA Phase 5, Islamabad, Pakistan

ads@wintuple.com
wintuple.com/advertise

Placement Types

1. **Display Advertising**
   Standard banner placements on high-traffic pages across the six properties.
2. **Native Sponsored Content**
   Articles and guides written for the host property's audience, clearly labelled as sponsored.
3. **Newsletter Sponsorships**
   Insertions in the host property's email list, sent through WinTuple mail infrastructure.
4. **Inbox Sponsored Placement**
   Clearly labelled sponsored slot in the user's inbox, frequency-capped to once per week.
5. **Sponsored Listings & Co-Branded Campaigns**
   Featured directory placement, or joint campaigns with dedicated landing pages.

Rate Card (Starting Points)

PLACEMENT	RATE	UNIT
Display	PKR 500	CPM (per 1,000 impressions)
Sponsored Content	PKR 60,000	Per article
Newsletter + Inbox	PKR 25,000	Per send
Category Exclusivity	+40%	On base rate
Vertical Bundles	On request	Monthly retainer

Brand Safety & Guardrails

- ✓ Every placement is clearly labelled "**Sponsored**"
- ✓ No gambling, tobacco, political campaigns, or unverified medical claims
- ✓ Maximum **1 sponsored inbox placement per user per week**
- ✓ Vertical and property targeting only — **no reading of private message content**
- ✓ Category exclusivity available — one advertiser per vertical per week

How to Get Started

01
Brief
Tell us your objective, target audience, budget, and timeline.

02
Proposal
We recommend the right properties and placements within 2 business days.

03
Launch & Report
Campaign goes live, with monthly impressions, clicks, and cost-per-lead reporting.

Ready to reach Pakistan's professionals?

Request the full media kit and rate card, or book a 15-minute media planning call.

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