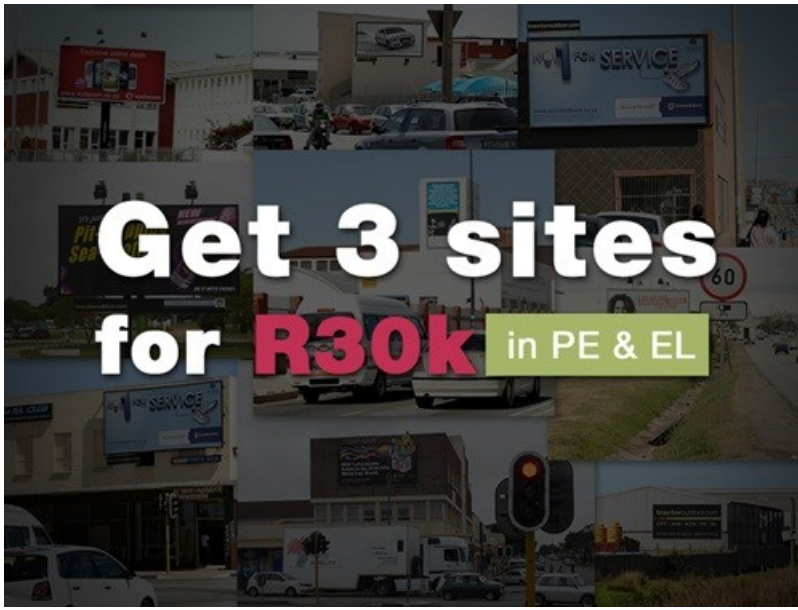


# Why advertisers should be advertising in the Eastern Cape

Issued by [Tractor Outdoor](#)

2 Aug 2016

Tractor Outdoor's office, situated in Port Elizabeth, has been in existence since 2007 and is run by Bruce Jefferies, Eastern Cape Director.



“The Eastern Cape is the next frontier for brand loyalty and growth. The opportunity to establish brand loyalty and gain market share is ripe for companies willing to exit the rut of complacency. For example, why doesn’t Colgate advertise in Port Elizabeth when there are 1.2 million people who brush their teeth twice a day every day? The same can be said for many other consumer products and services that dedicate a disproportional advertising spend to the larger cities without taking cognisance of the large untapped consumers of the Eastern Cape,” says Bruce Jefferies.

Tractor Outdoor has an immense portfolio of billboard sites in East London and Port Elizabeth, targeting industrial areas, major highways and main roads, shopping centres and schools.

Here are some interesting facts about East London and Port Elizabeth:

- Port Elizabeth is one of the largest cities in South Africa and in terms of population, it's the 5th largest whereas East London is the 6th largest city in South Africa.
- Port Elizabeth has a subtropical climate making it ideal for holidaymakers especially during summer periods
- The metropolitan economies of Port Elizabeth and East London are based primarily on manufacturing, the most important being automotive manufacturing. The province is the hub of South Africa’s motor industry.
- Other important sectors include renewables and green industries, forestry and timber processing, pharmaceuticals, plastics and chemicals, capital goods and tourism.
- The Eastern Cape contributes 7.8% of South Africa’s GDP.
- Tractor Outdoor has a total of 45 billboards in Port Elizabeth and East London.

We are now offering advertisers our [3x6 package deal](#), an opportunity to advertise on popular 3x6 sites spread across Port Elizabeth and East London, giving you maximum exposure at a fraction of the cost.

Email [info@tractoroutdoor.com](mailto:info@tractoroutdoor.com) for rate card and more info or call us on 086 999 0226.

*Resources:* [www.gov.za](http://www.gov.za), [www.property24.com](http://www.property24.com), [www.southafrica.net](http://www.southafrica.net)

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#### **Tractor Outdoor**



Tractor Outdoor was founded in 2001 by international industry veterans and is managed by a team who has a comprehensive grounding in the outdoor media industry.

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