

# Outdoor Network unveils rotating digital site in Pietermaritzburg

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Digital is a key focus area in the Outdoor Network development strategy, and the OOH market leader has taken the next step in the continued growth of its national footprint with the unveiling of its latest digital site in Pietermaritzburg.

The new state-of-the-art 3m x 6m rotating digital billboard is situated in a key high traffic location on a busy four-lane arterial road - Chief Albert Luthuli Street - facing traffic to the N3 freeway, which connects Pietermaritzburg with Durban. The desirable high-frequency site provides brands and advertisers with an average reach of just under 220,000 consumers monthly, which represents approximately 6.5% of the KZN adult population.

“This is the next step in the growth of our digital network,” says Dumisani Malembe, Development Director at Outdoor Network. “Outdoor Network’s broader strategy is to provide brands and advertisers with a highly desirable national footprint in key, high-demand metropolitan areas, such as Pietermaritzburg.”



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Pietermaritzburg - the second-largest city in the province of KwaZulu-Natal- is an important regional industrial hub, producing aluminium, timber and dairy products, along with being the main economic hub of Umgungundlovu District Municipality. Centrally situated between Durban and Johannesburg, near the Drakensberg and several game reserves, Pietermaritzburg is a convenient stop-over and base from which to explore the KZN province, and a city that hosts some of the country's top sporting events, including the Comrades and Dusi Canoe marathons.



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Pietermaritzburg is also well-populated with hotels, conference venues and tourist attractions, and is home to the area's premier shopping destination – the large Liberty Midlands Mall.

The inclusion of the Pietermaritzburg site in Outdoor Network's expanding digital network is significant for brands seeking a cutting-edge platform delivering regional and national coverage.

To find out how Outdoor Network's roadside LED can help your brand deliver flexible, immediate and effective out-of-home campaigns nationally, contact [info@on.co.za](mailto:info@on.co.za).

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## About Outdoor Network:

Outdoor Network, a division of PMG, is one of the largest South African Out-of-Home media owners, offering national reach with a host of billboards and street furniture platforms.

Established in 1999, the company's advertising platforms reach diverse consumers in iconic high-density locations. It's reputable and customer centric staff service South Africa's leading media and creative agencies, as well as corporates and SME's. At Outdoor Network we are passionate about Out of Home media; we like to maximise advertising opportunities through creative and unique execution. For more information, please visit: [www.on.co.za](http://www.on.co.za)

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