

Vicinity Media extends African footprint

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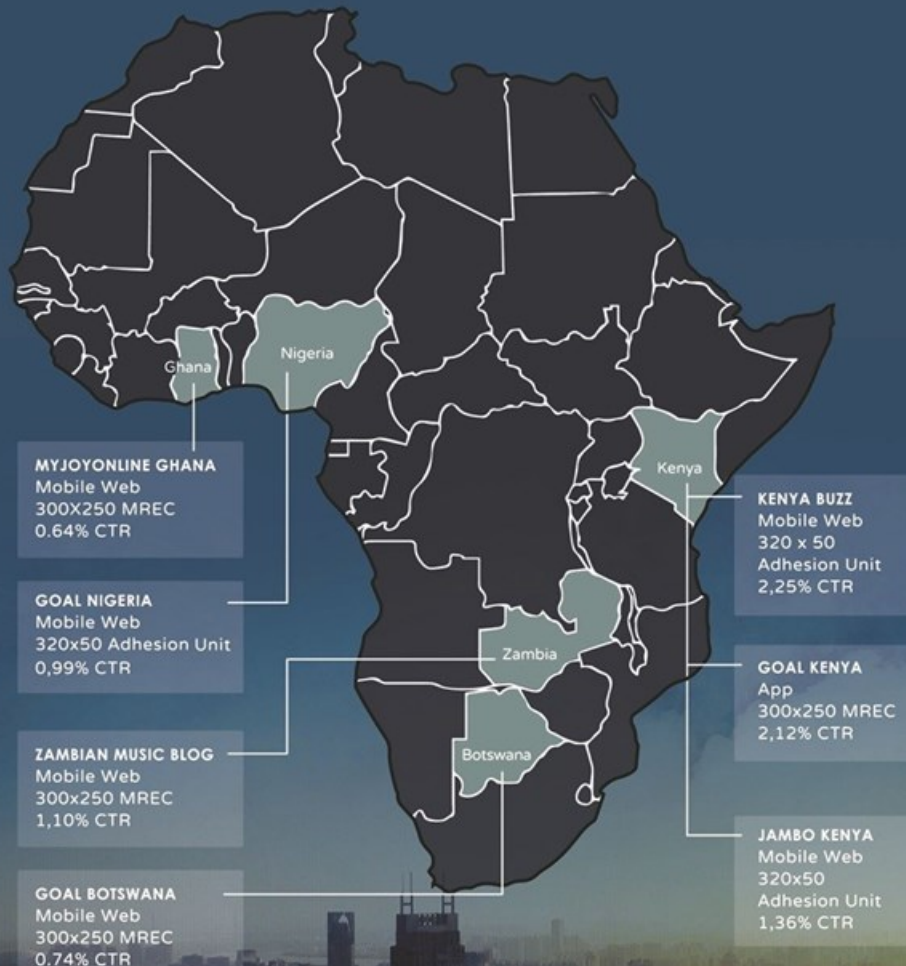
Not content with monetising the biggest mobile network in South Africa, Vicinity Media has been building a comprehensive network of publishers north of the border. The network has been established as clients, in both SA and further afield, looking to reach consumers with true location targeting within a premium publisher environment.

Vicinity Media Founder Neil Clarence comments, *"We're seeing increasing spend from brands targeting the SADC region from budgets held in SA as well as in-country budgets in East and West Africa. Our approach to meet this demand is to combine global and curated local publishers - giving us the reach our clients need as well as the local relevance and performance we pride ourselves on delivering."*

Vicinity Media's winning formula of premium placements combined with hyper relevance created by true location delivers industry leading performance. Here's a snapshot of Vicinity Media's top performing premium placements across the continent (excluding South Africa).



Vicinity Media's Top Performing
African Placements (excluding South Africa)



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Vicinity Media

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