

Airport Ads secures exclusive media rights at Polokwane International Airport

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Airport Ads®, a division of leading out-of-home company Provantage Media Group, has been awarded the exclusive media rights for advertising opportunities within the Polokwane International Airport precinct.



The addition of Polokwane International Airport brings to 13 the total number of airports in the Airport Ads® portfolio. Deputy CEO of Provantage Media Group, Mzukisi Deliwe, says: "We are excited to announce the addition of Polokwane and the resultant increase in opportunities available to existing and new clients. In addition, the awarding of exclusive media rights bears testament to our extensive knowledge, superior service delivery and leadership position within the airport

advertising environment."

Polokwane International Airport offers scheduled flights to Johannesburg and several other non-scheduled and chartered flights to local and international destinations. With its close proximity to the SADC region, modern infrastructure, superb facilities and professional service offerings, it is recognised as the "Gateway to Africa". In fact, Domestic airline Skywise has announced route extensions to Limpopo from Johannesburg and Cape Town, with the first flight scheduled for early December.



Glenda Sengoara, Acting CEO of Gateway Airports Authority Limited (GAAL), says: "We are thrilled to have Airport Ads® on board as a partner so that our quest to be seen as an equally competitive international airport can be realised. We are confident that we shall derive the desired value out of this initiative, but moreover provide a viable advertising space for both aspiring and big businesses in the province and the region. We are indeed more than just a taxi rank for aircrafts, we pioneer convenience in air travel for the ordinary passenger and business people."

Oupa Mamabolo, Executive Manager: Marketing and Business Development of GAAL, is also excited about the potential around the partnership: "It is such a refreshing privilege to collaborate with a renowned company like Provantage Media Group. It makes sense of an old African proverb which says: if you want to go fast, walk alone; but if you want to go far, walk with others."

Situated just outside of Polokwane, the airport is expected to grow steadily with current estimates reflecting the processing of close onto 80,000 passengers in the coming year. For advertisers looking to deliver brand messaging to upper income business travellers, Polokwane International Airport offers the ideal environment. This highly sought-after market segment constitutes the bulk of the passengers passing through the airport allowing for targeted and influential brand engagement.

Airport Ads® already provides advertising opportunities in 11 airports in South Africa, including Port Elizabeth, East London, Upington, Bloemfontein, Cape Town, Durban's King Shaka International, OR Tambo International, George, Kimberley and Kruger Mpumalanga and Lanseria. Outside of South Africa, Airport Ads® also offers advertising opportunities at Kenneth Kaunda International Airport in Lusaka, Zambia.

"Airport advertising is an exciting, dynamic space. It delivers high traffic volumes of upper LSM consumers in a captive environment. These consumers are in an acquisitive frame of mind, and our integrated airport solutions across static, activations and digital provide brands with an ideal single point of reference," concludes Deliwe.

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