

Dash of Lime to represent IPC Media

The IPC media suite of sites, reportedly known to be some of the most content rich and engaging lifestyle channels in the UK, has appointed Dash of Lime, part of Primedia Online, to handle all its South African digital advertising.



With sites focused on fashion and beauty, such as marieclaire.co.uk and instyle.co.uk, to music and entertainment, such as nme.com, advertising to these sites reaches quality consumer segments in an engaged environment.

Nick Bradley, commercial development director of IPC Media said, "Having done a more than commendable job handling the digital ad sales of the major online assets within Primedia, along with its ability to reach over five million unique users, makes it a leader when it comes to providing ad sales in South Africa. For us, the decision was both easy and obvious."

Tanja Lategan, CEO of Primedia Online added, "With the increased globalisation of where eyes are found on the web, the ability to ensure that your advertising is fully represented across not just '.co.za', but the web in its entirety, is key. With IPC Media reaching over 27 million users globally and almost one million ad impressions available to advertisers in South Africa, this deal represents significant value and reach for South African advertisers. "

IPC Media titles represented

Fashion/Beauty/Lifestyle/Entertainment/Female:

- www.nowmagazine.com
- www.instyle.co.uk
- www.marieclaire.co.uk
- www.look.co.uk
- www.housetohome.co.uk

Music/Entertainment/Games/Tech:

- www.nme.com
- www.mousebreaker.com
- www.trustedreviews.com

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