

# Targeted advertising in upmarket parking garages

According to [Primedia Unlimited](#)'s shopping mall advertising specialist, [Primall Media](#), affluent women absorb relevant advertising messages in the shopping mall environment, where they spend significant amounts of leisure time.



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"ABSA Vehicle Finance recently signed on for five Parkade Packages, each consisting of an average of eight light boxes at Brooklyn, Cavendish Square, Gateway, Hyde Park and Sandton City shopping centres," says Primall Media's Lee Curtis. "Not only do the parkade solutions provide client with dominance, they are the most suitable media to meet the objective of targeting specific consumers whilst within close proximity to their vehicles."

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