

## ***Grazia* uses banners at three top malls**

[Grazia SA](#) has utilised hanging banners as part of its three-month strategic marketing plan in three of Primall Media's top shopping malls - Gateway, Cavendish Square and Sandton City.



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Primall Media executive head sales and marketing Lee Curtis says, "This is the first time a magazine has utilised this platform to target female readers at shopping malls. The synergy makes perfect sense, as the magazine is aimed at the woman who wants beautiful brands, the hottest shopping mall items and is fascinated by the latest world and celebrity news.

"The hanging banners within these shopping centres are a key element of the magazine's marketing plan, as it creates top of mind awareness amongst shoppers who like reading fashion magazines," he adds.

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