

Primedia Outdoor launches new LED in Tembisa

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Primedia Outdoor has recently launched a new 4m x 8m high-resolution LED screen in Tembisa, Ekurhuleni.



“The new Tembisa LED is excellently placed to reach a large number of people, particularly within the middle market,” says Peter Lindstrom, Sales and Marketing Executive for Primedia Outdoor.

Tembisa is home to 178,228 households and a population of around 496,271 people, predominantly within the LSM 6-7 market (TGI 2015C). With over 500 key points of interest, it is the second largest township in Gauteng.

The new LED is located on the main road through Tembisa, Andrew Mapheto Drive. The destination of the traffic is travelling east towards the suburbs of Tembisa and Ivory Park, with people travelling from Birch Acres Mall and Tembisa Plaza.

“The 4m x 8m LED offers high-resolution impactful displays, and allows for creative flexibility. As such, it offers myriad opportunities to our clients, so we’re really pleased with this new addition to our holdings,” says Lindstrom.

Primedia Outdoor already has a similar 4m x 8m LED in the highly sought-after main node and entrance of Soweto, reaching monthly traffic volumes of 693,792 vehicles. This is situated on Chris Hani Road, adjacent to Bara Mall, with traffic travelling west after Baragwanath Taxi Rank towards the famous Maponya Mall and surrounding suburbs of Soweto. Soweto has a population of 1,356,094 and 375,176 households, also mostly within the LSM 6-8 market (TGISA 2015C).

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