

Airport ads partners with Kruger Mpumalanga International Airport

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Airport ads, a division of Provantage Media Group, has partnered with Kruger Mpumalanga International Airport (KMIA). The mutually beneficial partnership means that Airport ads has the exclusive rights to sell all advertising space in this iconic, privately owned airport.



Advertisers can take advantage of the various platforms on offer at KMIA, including a selection of billboards and activations spaces available immediately and the highly effective airport.tv™, which goes live at the end of July.

With nine other airports already part of the Provantage Media Group portfolio, KMIA will bring the number to ten, allowing brands to effectively, strategically and cohesively converse with this highly desirable, upper LSM, travelling market.

Hailed as the gateway to the Kruger National Park, KMIA enjoys a larger leisure passenger profile compared to South Africa's other airports, with 70% of passengers being tourists. For this reason it offers advertisers an audience that is well-heeled, educated and has the kind of disposable income that luxury brands are after.

"The new partnership gives us the means to offer clients the ability to reach high profile leisure travellers in an airport that is a pure reflection of the surrounding environment. When you land at KMIA, with its thatched roof, you know you are in Big Five country," says Mzukisi Deliwe, Director of Airport ads, a division of Provantage Media Group.

"The acquisition of the exclusive advertising rights at KMIA bolsters our Airport ads offering ; creating an airport hub that will revolutionise how advertisers connect with air travellers," continues Deliwe.

KMIA has more than 264,000 passengers per annum travelling through the airport and it is estimated that for each passenger there is an average of 2,5 meet and greeters, taking the total foot count to approximately 660,000 per annum.

On offer at KMIA are a number of strategically located static sites in high dwell time areas including waiting areas, departure and arrival areas, luggage carousels and parking zones. The offering is further enhanced by high definition airport.tv™ screens strategically placed in various key zones.

Marius Nel, MD of KMIA comments: "KMI Airport is looking forward to working with Airport ads to unlock the potential revenue stream that Provantage Media Group's vast network of clients and obvious experience in the airport advertising arena can offer."

For more information contact Mzi Deliwe on 0861 776 826, email him at mzi@provantage.co.za or go to www.provantage.co.za or www.airporttv.co.za

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