

Airport Ads awarded advertising rights at Lusaka Airport

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Airport Ads®, a division of Provantage Media Group, has won the rights to the digital advertising platforms at the Kenneth Kaunda International Airport in the Zambian capital, Lusaka. This exciting acquisition marks the successful start of the out-of-home media group's strategic move into the travel and transit sector on the continent.



The concession gives Airport Ads® the rights to sell advertising space at the airport on digital platforms in the form of screens flighting the airport.tv™ africa channel.

Kenneth Kaunda International Airport has an average of 90,000 international and 30,000 domestic passengers arriving and leaving every month, with more than 50% of these consisting of business travellers.

Airport Ads® Director, Mzukisi Deliwe, says: "We are excited about this latest acquisition in Zambia as it is a first step in the rollout of airport.tv™ outside of our borders. It is another milestone in our journey to create hubs of excellence for advertisers and consumers at airports across the continent and demonstrates further our steadily growing leadership position in this market."

Airport Ads® already provides advertising opportunities in 10 airports in South Africa, including Port Elizabeth, East London, Upington, Bloemfontein, Cape Town, Durban's King Shaka International, OR Tambo International, George, Kimberley and Kruger Mpumalanga.

"We continue to provide advertisers with exposure to the high profile and quality audiences that travel through the airports where we have a presence. While the out of home market as a whole can appear to advertisers to be fragmented, Airport Ads® can offer a consolidated route to getting the attention of travellers through our growing 360-degree portfolio," says Deliwe.

Of equal importance, he says, is that Airport Ads® delivers genuine value to both advertisers and owners. Owners of transport hubs, such as airports, expect certainty that the space they make available for advertising is used effectively and efficiently to ensure sustainable revenue generation.

"Advertising at airports is effective because people experience 'high dwell times' within the airport environment. This makes airports ideal for delivering product information and messaging as passengers have more time and the money to spend with brands."

Airport Ads® includes in its product portfolio the airport.tv™ offering as well as a selection of static platforms and activation opportunities. Deliwe describes Airport Ads® as a new generation media offering developed by Provantage Media Group to provide brands with the opportunity to get closer to high LSM purchase decision-makers.

For more information contact Mzukisi Deliwe mzi@provantage.co.za.
Go to www.provantage.co.za or follow us [@ProvantageSA](https://twitter.com/ProvantageSA).

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