

## Vicinity Media extends African footprint

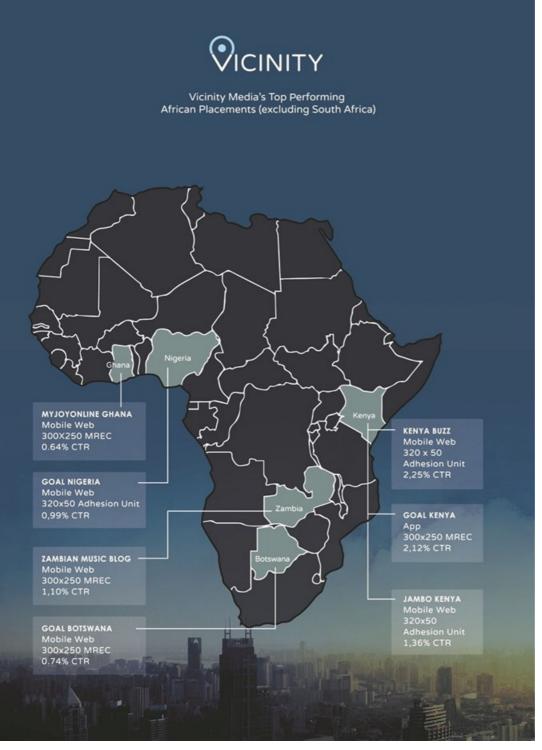
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Not content with monetising the biggest mobile network in South Africa, Vicinity Media has been building a comprehensive network of publishers north of the border. The network has been established as clients, in both SA and further afield, looking to reach consumers with true location targeting within a premium publisher environment.

Vicinity Media Founder Neil Clarence comments, "We're seeing increasing spend from brands targeting the SADC region from budgets held in SA as well as in-country budgets in East and West Africa. Our approach to meet this demand is to combine global and curated local publishers - giving us the reach our clients need as well as the local relevance and performance we pride ourselves on delivering."

Vicinity Media's winning formula of premium placements combined with hyper relevance created by true location delivers industry leading performance. Here's a snapshot of Vicinity Media's top performing premium placements across the continent (excluding South Africa).



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## Vicinity Media



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