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Alliance Media purchases Monier Outdoor

Alliance Media, a multinational outdoor advertising company, has announced the acquisition of Israeli group Monier Outdoor Advertising, East Africa. Monier have become the leading outdoor advertising company in the East African region over the past decade, having established dominance in Uganda, Tanzania and Ethiopia.

This acquisition further strengthens the Alliance Media position in the East African market, entrenching Alliance Media as the market leader in these countries. The sale was concluded for an undisclosed sum, and includes over 1000 billboard faces across the region. Monier Outdoor Advertising will cease to exist, whilst Monier will continue as a supplier of printed material to the Central African advertising and media industry.

Alliance Media Group Sales and Marketing Director, Greg Benatar says that the group was ecstatic about the purchase, as it ends a five year long competitive battle in East Africa between the two leading outdoor advertising companies. "We are now able to focus on providing greater client service and new innovation in this highly economically active strategic centre of our continent. Monier's site locations will provide great value across the LSM spectrum in order to ensure an all encompassing service to both our existing and new client base".

Alliance Media remains the largest airport advertising company on the continent, and is now seen as the leading African Outdoor Media supplier. Included in Alliance Media's client portfolio are multinational brand leaders such as Vodacom, Standard Chartered, Coca-Cola, DHL and Daimler Chrysler.

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