

Provantage Media Group acquires Green Advertising

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Leading out of home company Provantage Media Group is proud to announce that they have acquired a controlling share in specialist media owner Green Advertising. Green Advertising has media rights at the top 170 golf courses in South Africa and will add yet another highly sought-after out of home environment to Provantage Media Group's portfolio.



From left - Johan Scholtz – Financial Director (Provantage Media Group), Mzukisi Delive – Director (Airport Ads®), Simon Turck – Partner (Green Advertising), John Bayly – Partner (Green Advertising), Jacques du Preez – Managing Director (Provantage Media Group), Skhumbuzo Nkosi – Media Director (Provantage Media Group), Vaughan Berry – Director (Provantage Media Group)

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Jacques du Preez, founder and MD of Provantage Media Group comments: "In our quest to always bring bigger, better and more innovative platforms to our advertisers, we have partnered with the country's leading golf course media specialists. Green Advertising brings eighteen years of expertise to the table, coupled with a variety of functional and unique media offerings. We can now provide clients with a golden opportunity to reach, engage and influence this sought-after audience."

The partnership provides the opportunity for Provantage Media Group to offer clients access to a high net worth target market of 400,000 golfers per month; a captive audience in a relaxed frame of mind. The media platforms are impactful and unique and offer long dwell times; with the time spent at a golf course averaging six hours.

Simon Turck, Partner - Green Advertising says: "We are very excited about the partnership as it brings a prodigious synergy that will create the capacity to innovate and bring added value not only to our advertising partners, but also to our audience and to Golf Clubs."

South Africa has a growing golfing culture and a golf course environment is an ideal platform for targeting this audience when the capacity to assimilate and recall brand messaging is high.

"We have big plans to bring new, exciting innovations to Green Advertising's portfolio of products and also extend the

business into Africa, the USA and Europe," concludes du Preez.

For brands wanting to reach an upper LSM audience in an environment that offers high dwell times and excellent frequency, it is essential for golf courses to be added to the marketing mix.

For more information on how to reach the golfing community, contact Simon Turk simon@greenadvertising.co.za 083 252 8387 or go to www.greenadvertising.co.za and follow [@ProvantageSA](https://twitter.com/ProvantageSA)

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