

Tractor Outdoor acquires exclusive rights to landmark outdoor advertising locations in key Gauteng suburbs

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"In January this year, Andrew Stevens, our CFO (and longtime Tractor veteran) moved to JHB with a mandate to grow our presence in the highly competitive Gauteng market, and in the three months that he has been there we have seen significant growth in our portfolio," says Simon Wall, MD of Tractor Outdoor.



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One of the major projects is the acquisition of over 50 landmark advertising locations previously under management of Khulu Gateway - these locations are spread out across key arterials in Sandton, Rivonia, Rosebank, Randburg, Vereeniging and Sebokeng.

Says Dave Goodyer, MD of Amplify Outdoor - "We bought Khulu early this year, with the aim of extending our OOH footprint in the Gauteng market and saw the opportunity to partner exclusively with Tractor Outdoor to manage the sales and marketing. Tractor Outdoor is an award-winning market leader in the sales and marketing of OOH across South Africa and we felt that they were a fantastic fit. They have taken over all aspects of sales, whilst Khulu will continue to develop new signage opportunities."

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Tractor Outdoor was founded in 2001 by international industry veterans and is managed by a team who has a comprehensive grounding in the outdoor media industry.

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