

Radio advertising as a medium with Hailstorm and SPARK media

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We were joined via telephone by John Bowles, Chief Operations Officer of SPARK media, a brand new media sales house in the marketing and advertising industry. The Caxton subsidiary is borne out of the fusing between NAB, the local newspaper's national advertising sales company, and Habari Media, specialists in digital sales.



[Episode 143: Radio advertising as a medium with Hailstorm and SPARK media.](#)

Radio-advertising as a medium with the team from Hailstorm. Agency focus with media sales house, SPARK media.

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Spark Media, a division of Caxton & CTP Publishers and Printers Ltd, is South Africa's largest print and digital media solutions sales company. It represents Caxton's 115 local newspapers and 58 local websites, providing location-targeted content for brands and ad agencies at scale in 120 economically-active communities. It also produces ROOTS, SA's leading urban, community-level quantitative survey that provides unequalled demographic and behavioural information on local consumers.

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