

Vicinity's premium publisher network hits 30-plus

Issued by [Vicinity Media](#)

4 Jul 2016

This week Vicinity Media announced the addition of BizNews, TVSA, Career, Skills and Jobs Portal, radio stations Algoa FM, OFM and Visi to its premium publisher network, taking the number of active premium publishers in the network into the mid-30's. Vicinity is currently capable of delivering 60 million location-relevant banners every month in what has now become one of SA's leading mobile networks.

Ollie Bryant, founder of SA's leading online catalogue, Guzzle, had this comment to make on Vicinity hitting the 30 publisher milestone:

"Having actively optimised passive ad revenue for some time, Guzzle was already achieving great revenues as a publisher. But Vicinity knocked things out the water with CPMs that far exceeded anything possible with AdSense and other AdExchanges. This means far higher revenues, and based on their location tech and skillset, more relevant ads for users."

Naeem Imam, National Online Sales Manager at Times Media, added: *"Vicinity have become our most valued mobile partner for two reasons: firstly, they generate a healthy monthly revenue across our platforms, and as importantly our audience is highly responsive to their location targeting, it is advertising, that judging by the analytics, the audience finds useful and relevant."*

Vicinity Media's Chief of Publisher Relations, Charles Talbot, added that he has another 10 publishers already testing and is also turning his attention to African publishers to meet the growing regional advertiser demand at Vicinity.

VICINITY

Vicinity Media is a premium mobile advertising network that offers true proximity targeting to advertisers. Vicinity harnesses best-of-breed technology and location expertise to deliver street-level location targeting and driving mobile users into advertiser locations. Vicinity targets users further based on search term, handset type, time of day or day of the week, ramping up the relevance of mobile campaigns to never before achieved levels. Vicinity Media is bringing a Relevance Revolution to mobile.

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