

Vicinity Media announces publisher deal with *Mail & Guardian*

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Start-up Location-Based Mobile (LBM) ad network Vicinity Media, has announced a publisher agreement with revered title Mail & Guardian - one of the world's first online newspapers. Launched recently as an independent offshoot from holding company BPS (Business Positioning Systems), Vicinity Media's positive traction in the LBM market has attracted investment from ex-RMB executives, followed shortly by the Mail & Guardian alignment.



Set to take content relevance to the next level, *Mail & Guardian* will now incorporate the Vicinity Media technology within banner ad properties across the M&G online platform to offer location-relevant advertising to readers.



Charles Talbot, Vicinity Media's Head of Publisher Acquisitions explains that in partnership with Editor-In-Chief Chris Roper, the publisher agreement enables *Mail & Guardian* to provide a contextual advertising content to readers, alerting them to offers in their immediate proximity.

"The partnership assists *Mail & Guardian* in increasing the monetisation of its existing ad publisher inventory. For us this is a great partnership - *Mail & Guardian* is exactly the kind of publisher we aim to align with, based on the quality user demographic.

Going forward we strive to secure a varied selection of users across the higher and lower LSM's. The partnership validates the appeal and effectiveness of our location-based ad network."

Daryl van Arkel, Vicinity Media's CEO adds, "*Mail & Guardian* liked the fact that we are a start-up company challenging the market - they want to be part of that. For *Mail & Guardian* the partnership delivers a complimentary service to its readers and adds relevance to the advertising presented across the platform. Our location-based mobile technology assists in maximising the current M&G advertising assets. For us the alignment with *Mail & Guardian* is a natural progression and we look forward to the brand offering a more relevant value add to its reader base."

According to Vicinity Media it's vital that brands and agencies realise that location-based advertising is here now, and expanding rapidly based on its success. "If you're seeking ways to engage directly with consumers, be it through an app, mobi site or a website, it's time to include location-based mobile advertising into the strategy," concludes Daryl.

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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 drive 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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