

# Paarl Media buys Primedia@Home

The Paarl Media Group has acquired direct-to-home advertising distributor Primedia@Home, it announced this morning, Tuesday, 1 February 2011. Unconditional approval for the transaction has been granted by the Competition Commission, effective 1 November 2010.



The [Paarl Media Group](#) intends to use [Primedia@Home](#) - which targets defined audiences with maximum precision and which has a national footprint of over 34 outlets throughout southern Africa - to enhance the distribution services offered to clients, particularly retailers.

This is intended to result in a more meaningful and cost-effective marketing channel for printed products.

According to Geraint Crwys-Williams, Primedia group commercial executive, the sale "was necessitated by the fact that the company was no longer core to the group, and, therefore, Primedia found itself unable to effectively leverage the business and lend it much needed strategic impetus."

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