

Mall Ads appointed non-GLA partner service provider for SA Corporate Real Estate Fund

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Provantage Media Group (PMG) is proud to announce that MallAds™, one of its subsidiaries, has been selected to partner with SA Corporate Real Estate Fund to fulfill the role of non-gross lettable area (non-GLA) service provider. SA Corporate has contracted Broll to manage the property portfolio of the JSE-listed fund, which was the third-best performing property stock in 2016.



Alternate or non-GLA spaces are fast becoming top revenue generators for property developers and mall managers. As a media owner with a proven track record in unlocking advertising opportunities within the broader landlord environment as well as the non-GLA environment, Mall Ads™ was the logical choice to partner with SA Corporate.

Carmen Collison, Retail Asset Manager at SA Corporate, says: “Focusing our non-GLA efforts with partners that can drive growth in this area is paramount. As with anything, a focused approach ensures that we are able to understand the operational dynamics, revenue streams and where the growth opportunities lie within this space. The non-GLA scope is diverse and cuts across all areas of our core business. It is refreshing to partner with a team that sees beyond the traditional scope of non-GLA and we look forward to pioneering new concepts and initiatives that will see our revenue growing in this area.”

Mzukisi Deliwe, deputy CEO of PMG, believes the five-year contract will bear significant fruit: “PMG has a credible track record of managing property owners’ rights and associated revenues, having won media rights from PRASA, ACSA, Vukile and Anaprop. Our award-winning team is looking forward to extending its know-how and skill set into the commercial and landlord space, where we will focus on innovating and extracting maximum revenue from the available assets.”





“When considering proposals, Mall Ads™ was found to be the only potential service provider that presented beyond mall media and could fully comprehend the scope of non-GLA revenue generation within the retail property environment,” says Andile Rapiya, Broll National Marketing Manager, SA Corporate Portfolio.

Deliwe says Mall Ads™ aims to unlock business opportunities across the group and create additional value for property owners. “It is refreshing to be working with an award-winning property owner and a management company that are keen to innovate the approach to non-GLA management as one of collaboration and teamwork,” he says.



Deliwe further stated, “We are excited and honoured to be working with SA Corporate and Broll. Our aim is to look beyond media sales, with an emphasis on value-added services and digital IT infrastructure. We intend to focus on growth strategies that will provide holistic solutions for landlords and property owners, extracting maximum revenue from their assets through innovation while creating fresh, exciting new content platforms for blue-chip brands and traders alike.”

¹ Provantage launches SA’s first real-time, place-based media audience measurement tool – Protrack 30 Apr 2024

² Provantage and T+W launch Ant Lion - A full service digital content agency 10 Apr 2024

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