

Primedia Outdoor unveils South Africa's largest airport roadside digital billboard

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With over 1,000 square metres of roadside digital display already, Primedia Outdoor recently launched South Africa's largest airport roadside digital billboard at King Shaka International Airport in KwaZulu-Natal. With the addition of this colossal 5m x 10m LED, Primedia Outdoor is strongly positioned as the leaders in Digital Out-of-Home.



Airport advertising plays a pivotal role and is a key touchpoint in reaching highly influential, and powerful purchase decision makers in an environment when they are most susceptible to receive brand messaging.

King Shaka International Airport is the primary airport serving Durban and has seen an average year-on-year passenger increase of 6% in the past five years. Primedia Outdoor offers brands unique exposure opportunities to a captive audience at King Shaka, with an average of 498,712 passengers per month and 5.9 million passengers per year.

"As passengers at King Shaka International Airport are growing, and continue to grow, both for domestic and international travellers it is becoming increasingly important to communicate to the right audience at the right time and place", said Jorja Wilkins, Marketing and Marketing Services Executive of Primedia Outdoor. "We are delighted to offer this breath-taking airport LED billboard – a first of its kind, to our valued clients, delivering cost-effective, targeted and impactful advertising solutions," she added.

About Primedia Outdoor

Primedia Outdoor is the premier provider of out of home media solutions within Sub Saharan Africa. A Level 1 BBEEE contributor, Primedia Outdoor is currently the largest wholly South-African-owned outdoor advertising media specialist offering national outdoor exposure throughout South Africa and high reach in key markets in rest of Africa. Primedia Outdoor offers flexible coverage of the entire LSM/SEM spectrum, targeting cosmopolitan consumers in major urban areas through to those living in rural communities.

Primedia Outdoor delivers exposure across a mix of media opportunities and audience environments, including high-end digital signs, airport advertising, freeway and suburban spectaculars and street furniture, as well as static advertising and digital screens in malls. Since 2018, the Primedia Unlimited Malls business unit has been integrated into the Primedia Outdoor stable. With the integration, Primedia Outdoor's total media offering makes major retail and brand platforms accessible to advertisers, offering media solutions that integrate shopper connections during the path to purchase journey.

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Primedia Outdoor is a national outdoor advertising media specialist. Part of the Out-of- Home division of Primedia (Pty) Ltd, Primedia Outdoor focuses primarily on the marketing and selling of outdoor advertising signage.

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