

Times Media adds Soweto TV, North West FM

Times Media has secured the advertising sales contracts for Soweto TV and North West FM, as from 1 July 2014.

The partnerships allow it to deliver additional value for marketers and advertisers by aligning print, TV and radio audiences, to provide integrated advertising opportunities to reach a targeted consumer market.



Developing brands

North West FM joins RISEfm and VumaFM in Times Media's broadcast radio portfolio.

"The company is proud to assist both stations in developing their brands through the synergies we have recognised that enable us to deliver integrated media solutions for our clients," says Trevor Ormerod, GM: Group Sales for Times Media.

Meshack Mosiya, chairperson of the Soweto TV Board and co-founder of Soweto TV explains that the partnership brings significant benefits. "We believe it has the necessary expertise to drive our airtime sales to the next level. This will contribute towards enhancing our mandate of nurturing talent, educating, informing and entertaining our community."

Station manager of North West FM, David Mabusela adds, "As a growing brand, the station needs to align itself with Sowetan, Sunday World and Sunday Times to form profitable synergies that grow listenership and readership in similar profiles, whilst delivering new and sustainable markets to our advertisers"

Times Media will also supply programme content to Soweto TV, generated by other group owned platforms.

For more, visit: <https://www.bizcommunity.com>