

Times Media Live and Guzzle join the Vicinity Media family

Vicinity Media, Africa's first true location-based mobile ad network, has announced the addition of two key publishing partners to their ever-growing network. The addition of Times Media Live (TML) and Guzzle sees the Vicinity network jump to double figures in terms of publisher partners.

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Times Media LIVE, the digital division within Times Media that represents the digital brands and publishing concerns of the media business, including Times LIVE, Sowetan LIVE and Sunday World. Times Media LIVE also embodies Career Junction, Financial Mail and Business Day and SA Home Owner.

Guzzle is an online and mobile platform that allows users to view all of SA's newspaper and catalogue specials in one easy place.

Guzzle CTO, Oliver Bryant, comments: "Having actively optimised passive ad revenue for some time, Guzzle was already achieving great RPMs as a publisher. But Vicinity knocked things out the water with RPMs that far exceeded anything possible with AdSense and other AdExchanges. This will mean far higher revenue from their rapidly growing mobile audience, and more relevant ads for their users."

Vicinity Media COO, Neil Clarence, adds: "TML and Guzzle are exactly the kind of premium publishers we are looking to bring into our network. They represent the most innovative players in their respective market and we look forward to a long partnership with them both."

VICINITY

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 driving 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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