

PRIMEDIA OUT OF HOME

Primedia Face2Face, Primedia In Store and Primedia Outdoor make up Primedia Out of Home.



DETAILS:

Address: Falcon View House, Constantia Office Park, Corner Hendrik Potgeiter, 14th Avenue, Weltevreden Park
Contact: Annie Daniels – Client Services Manager:
 tel: 011 475 1419, fax: 011 475 3026,
 email: anastasia@f2f.co.za website: www.f2f.co.za

PRIMEDIA FACE2FACE

Primedia Face2Face have the most extensive face-to-face distribution and promotional network within South Africa and are specialists in distribution and communication services to the bottom of the pyramid market.

INTERESTING FACTS AND FIGURES

Head: Graham Boucher – Acting CEO
Employees nos: 90
BEE Credentials: AA

CSI INITIATIVES

Carryou Ministry

Primedia Face2Face provides support to the Carryou Ministry which operates in the Randfontein area of Gauteng. The

organisation is involved in home-base care for the sick and elderly, people affected by HIV/AIDS and TB, as well as caring for AIDS orphans, child-headed households and vulnerable children. Every year Primedia Face2Face lightens the ministry's burden by hosting a Christmas party for the orphans cared for by the ministry. Over 280 children are treated to lunch, entertainment such as a jumping castle, dance competition, snacks, and a present from Father Christmas and his elves. The company also provides a shopping spree for the ministry staff, with the help of sponsors, for food and electrical appliances. Sponsors include Toy Run, Spur, Enterprise, Five Roses and Avis.



DETAILS:

Address: Primedia House, Constantia Office Park, Corner Hendrik Potgeiter, 14th Avenue, Weltevreden Park
Contact: Alexia Shuenyane – Human Resources Executive,
 tel: 011 475 1419, fax: 011 475 3026,
 email: alexia@primeoutdoor.co.za
 website: www.primeoutdoor.co.za

PRIMEDIA OUTDOOR

The company provides outdoor advertising solutions on a national level across a number of media types in six primary sectors of the outdoor market, including airports, spectacles, campaign outdoor, bus shelters, PrimeLites and Ad Lites. It also operates in Lesotho, Swaziland, Namibia, Botswana, Mozambique and Zambia.

INTERESTING FACTS AND FIGURES

Head: Skhumbuzo Nkosi
Employees nos: 136
BEE Credentials: Recently rated as a BBB Level Five Contributor by Empowerdex, an independent economic empowerment rating agency, receiving 80% procurement recognition

CSI INITIATIVES

Tswelopele

An initiative, Primedia Outdoor began with other stakeholders, to create jobs and empower Previously Disadvantaged Individuals. Flex face is used on billboards and is, by design, long-lasting and does not deteriorate easily. So Primedia Outdoor put the discarded material to "good use" through the Tswelopele initiative. Tswelopele entails

