

Vicinity Media opens Cape Town office, welcomes new staff and publishers

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February is going to be a busy month for Vicinity Media. The growing mobile advertising network recently opened its third regional office in Cape Town (after Johannesburg and Dubai). The office will be run by CEO and co-founder Daryl van Arkel and co-founder Charles Talbot.

Joining Daryl and Charles in Cape Town is digital sales heavyweight Nabeel Harron. Nabeel brings a wealth of digital experience, most recently at Mediamark, and will head up Vicinity's new business efforts in the Cape. As well as servicing the Cape Town media industry the Cape Town office will house Vicinity's tech team.

February also sees new staff at Vicinity's JHB headquarters as Nicolas Putter becomes the fourth member of the Vicinity Ad Ops team. On the publisher side eNCA and *Business Day* have joined the Vicinity network as well as a number of new IOL titles such as the *Cape Argus*, *Business Report* and *Isolezwe*.



Nabeel Harron - Business Development/Cape Town

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