

APG|SGA Mountain extends cooperation with several national mountain destinations and adds new regional partnerships

The specialist in Out of Home advertising in the Swiss mountains is extending its partnerships with several large mountain railway companies for the long term. The APG|SGA Mountain offering will also be expanded with regional areas that operate all year round. The larger product range will include new advertising opportunities for the 2017/18 season.

APG|SGA Mountain, the specialist in comprehensive, creative Out of Home advertising solutions, is extending its cooperation with several national partners long-term. This includes the destinations of Pizol, St. Moritz – Corvatsch, Pilatus, Meiringen-Hasliberg and Verbier. New contracts were concluded with La Berra and the Jaun-Gastlosen, Lauchernalp and Mörialp mountain railways as regional partners. These areas are also popular destinations in the summer months and are attractive for advertisers as they are open all year round. Cross-regional campaigns can thus increase their reach and attract more attention in the long term. Resident businesses gain an attractive presence with local roots and a high level of geographic identification.

Optimum focus on national and regional communication needs

In close cooperation with its partners, APG|SGA Mountain guarantees advertisers spaces with the widest possible reach – suitable for messages aimed at active, affluent target groups in a relaxed, leisurely atmosphere. The full range of over 5000 analogue and digital spaces is continuously reviewed, optimized and expanded. The product range will also feature the latest generation of ski racks for the coming 2017/18 season, firstly in Nendaz, Veysonnaz, Crans-Montana, Lenk, Grindelwald, Grimentz and St. Moritz, with more areas being prepared. In addition to this, the extremely popular range of PylonPosters will be expanded in the destinations Arosa, Lenzerheide, Meiringen-Hasliberg, Jungfrau, Grindelwald, Grächen, Grimentz and Haute-Nendaz.

Information

www.apgsga.ch/mountain

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About the company

APG|SGA Mountain, Allgemeine Plakatgesellschaft AG, is part of APG|SGA, Switzerland's leading Out of Home advertising company. It is the leading specialist in advertising and orientation systems in the mountains. Its imaginative, out-of-the-ordinary creations attract a high level of attention among guests from both within and outside Switzerland.