



Verizon Media launches local WA sales team via Media Tonic

MEDIA RELEASE: 20th August 2019: Verizon Media has appointed specialist media and advertising representation business Media Tonic as their official Western Australian sales partner.

The partnership firmly establishes Verizon Media's presence in WA with a local sales team well-versed in the Verizon Media product suite now available on the ground in Perth.

As official sales partner, Media Tonic have access to Verizon Media's premium media brands including Yahoo News, Yahoo Lifestyle, Yahoo Finance and Yahoo Sport. In addition, they will be selling Verizon Media's full range of advertiser solutions including Verizon Media Native Marketplace, RYOT Studio, Verizon Media DSP and Verizon Media's data offerings.

Media Tonic represent a number of media brands in Western Australia across digital, OOH, broadcast and publishing. Verizon Media is the latest addition to their portfolio which currently includes Australian Traffic Network, Bauer Media Group, reiwa.com, Business News and RAC Horizons.

Rachel Page, National Sales Director at Verizon Media, said in a statement: "As Verizon Media continues to grow, we've been looking for the right sales partner that will help us reach regional advertisers and publishers in the most effective way. Media Tonic have a great local reputation and quality sales team that matches our quality product suite.

"This move solidifies our presence in Western Australia and opens up unprecedented access to our premium brands and tech solutions."

Warwick Kingston, Strategy and Digital Director at Media Tonic, said: "Media Tonic prides itself on building great relationships with Western Australian media and advertising people. We offer our agency partners tailored solutions that are built on the latest media offerings which is why we're extremely excited to be working with Verizon Media.

"Bringing such a big player to the Western market, we look forward to the content that will emerge from this partnership. It's looking to be an exciting future for Western Australia's creative industry."

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For press enquiries, please contact:

Jonelle Lawrence, Bold

M: 0412 469 572

E: jonelle@boldcomms.com

About Verizon Media ANZ:

Verizon Media is a division of Verizon at the intersection of media, advertising and technology building a member-centric ecosystem created to serve billions. Verizon Media is shaping the future as a global leader in digital and mobile. Click [here](#) for more information.

Verizon Media is a premium media and technology company in the ANZ market, which reaches nearly half of the Australian online population every month. Verizon Media ANZ publishes websites including the Yahoo home page, Yahoo News, Yahoo Sport, Yahoo Finance, as well as Yahoo Lifestyle, and connects people through Yahoo Mail. Our digital advertising business, with a large footprint in both the display and AdTech markets, leads with a unique ability to be a part of cultural conversations and capability in code data, to deliver innovative solutions to some of the largest advertisers in the country.

About Media Tonic:

Media Tonic is a WA-based media sales representation agency with experience in both digital and traditional media sales. We're known for our approachable, straight-talking style and our track record of providing tailored and performance-driven solutions for our partners.

We represent quality local and national media properties such as Australian Traffic Network, Bauer Media Group, reiwa.com, Business News and RAC Horizons.