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MG Malls announces the development of MGM Outdoor

Media representative firm adds place-based media and outdoor to existing shopping malls

New York City, NY— 6/17/2020 — Today, the company has announced the formation of MGM Outdoor as part of its suite of representation services for the outdoor advertising industry. Combined with being part of the Gen Media Partners group, this extended service now adds place-based media and general outdoor representation for media owners to our current shopping mall, in-store and exterior grocery, and convenience store media. along with GMP's digital, radio, network radio, podcast and Hispanic radio representation.

MGM Outdoor has executed several agreements with billboard owners throughout New York City, Chicago, Los Angeles, Detroit, Las Vegas, Philadelphia, and Oklahoma City. The representation includes an agreement with Shout Outdoor for digital spectacular and static media in Times Square, New York, Chicago, and Los Angeles.

"The fuller suite of services still focuses on unique assets and retail plays but in a broader landscape outside of just retail," said David Parsons, CEO of MGM Outdoor and MG Malls. "Now, our proprietary media planning systems for malls and OOH will extend our custom, yet quick response for agencies and clients in all dimensions of place-based and location-based OOH," Parsons added.

"MG Malls has enabled Gen Media Partners Group to provide a full landscape of marketing solutions to clients and brands," said Kevin Garrity, CEO Gen Media Partners. "With the extension into MGM Outdoor, we now can expand our solutions to outdoor, including Billboards and Digital place-based media."

MG Malls was founded in 2009 as a unique solution to the retail advertising business for mall operators and advertisers. MG Malls is the exclusive representative of some dynamic shopping centers in Los Angeles, Dallas, and Chicago and New York, along with broader nationwide coverage.

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