The media planning agency

19A Chiltern Road, Willoughby,
Sydney, NSW 2068
Australia
+611300889115
https://themediaplanningagency.com.au/

Company logo

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MPA was founded in 2001, one of the oldest independent media agencies in Australia Alastair has an extensive background in media, having worked in both media organisations and agencies in the UK and Australia, including The Mirror Newspaper Group, Maxwell Consumer Magazines, and Australian Consolidated Press, as well as being the Media Director of independent media agency Austpac Media. “My vision was to provide MPA clients with access to significant media savings that were on offer from the Direct Divisions of the media outlets. With vast experience working within media organisations, i knew there were agency media rates and direct client media rates, the later being significantly less, allowing MPA to service clients with budgets of any size to compete at scale. Today this rate disparity continues as we are able to offer our clients Tier 1 media at reduced rates, combined with exceptional strategy, audience targeting and campaign optimisation.

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