

CapeAds extends its online reach

From Friday 23 October 2009, *CapeAds Online* became part of *Junk Mail Online*, tripling the number of buyers and sellers across the country.

"*CapeAds*' approach is still very much local is 'lekker', but by providing one portal, we can offer our online users from the Western Cape much more," says Felix Erken, Junk Mail Publishing Group's MD.

The group says that unifying the two offerings means that it can offer an integrated, national online classifieds service to its customers. For users, including private buyers and sellers and traders, this move designed to make it easier and more convenient to interact and trade with a wider, national audience.

On average, Junk Mail Online features 50 000 fresh, new adverts per week. CapeAds Online does an average of 13 000 adverts per week. Since the group launched its free-to-view version in April 2009, the number of unique users visiting the website has risen to 180 000 per week and users on the CapeAds site up to 80 000 per week.

For more information go to www.capeads.co.za.