



TheiGroup Launches Advertising Centre

Bournemouth, Dorset (PRWEB) November 10th 2008 – TheiGroup has launched Advertising Centre, a central administration facility for its network of business directories.

The new advertising centre acts as a central portal for all i-directories within the network rather than each respective directory having their own separate advertising pages. They have also taken the opportunity to upgrade their offering by adding some innovative new features such as photo uploads, job listings and company discounts to name a few.

TheiGroup founder Matt Skerrett commented “Development of the new Advertising Centre was about integrating the business directories together into a central portal, from our own user research we found lots of our users didn’t even realise we had a whole network of directories, now there can be no doubt that we are a major player in the UK local directory market. These changes also add new features and improvements we’ve been working on for some time such as our postcode address lookup tool.”

TheiGroup has seen it’s UK network of local business directories continue to grow strongly in 2009. The group, now in it’s sixth year and now serving over 1.2m users a month, has expanded from the original iDorset to now cover over 40 counties and 28 London boroughs, providing it’s users with an ever increasing list of innovative features such as clear and simple information, opening times, map directions and direct contact with businesses.

Visitors wishing to see the TheiGroup’s portfolio of local directories should visit <http://www.theigroup.co.uk> or visit your local i-directory and select advertise to visit the new advertising centre.

For additional information contact: Matt Skerrett Managing Director
TheiGroup
01202 595990
editor@theigroup.co.uk
www.theigroup.co.uk