

New sites target women, jobs, autos, property industries

Avusa's Interactive Junction Holdings recently launched Junctions.co.za, a website focused on the jobs, autos and property industries. Another new channel, from Howzit MSN, is a women's interest channel, targeting segments of the female population that it feels have not been targeted by major news sites.



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The channel, accessible at <http://lifestyle.howzit.msn.com/woman/>, offers the busy South African woman access to informative and entertaining content. In addition to producing its own unique local content and sourcing articles from the MSN network, it also has access to content from partners such as Ke nna and All 4 Women.

"Recognising the diversity of South African women, the site offers content that appeals to niche markets such as the proudly curvy and voluptuous woman as well as the adventurous woman who loves to travel," says Marcus Stephens, GM at Howzit MSN.

"We are targeting women older than 25 years old, who value content that covers topics such as health, beauty, relationships and food, as well as more serious women's issues."

Junction.co.za buzzing with conversations



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In the first month since its launch, Junction.co.za is already buzzing with conversations around jobs, autos and property. The site contains social media and innovative technology, including feed, follow and share features, so that seekers and advertisers can come together and discuss and share ideas or knowledge around these topics.

Says Kris Jarzebowski, CEO of Interactive Junction Holdings (IJH), "We believe the market is ready for a change and we are confident that our approach is a step in the right direction. Our site offers some quirky functions and targets a specific niche, which makes it much more interesting. The idea is to allow users to search for or advertise in three vital categories - jobs, autos and properties in one place. At the same time, we want users to interact with one another by starting conversations and sharing ideas or knowledge around these topics. We believe it is a first for South Africa."

For more information, go to www.junction.co.za.