

Citizen launches SMS service

The Citizen is launching a new sms directory service called CitiServices, offering readers instant accessibility to services in their area and donating all proceeds generated from the sms cost to a bird rehabilitation centre.

Readers type plumber 1 (1 represents their area) and send to 34522 to get a list of contacts for the service they require. The service costs R2 and is launching on 1 June in the main body of the newspaper.

Greg Stewart, general manager commercial operations at The Citizen, says: "We conducted extensive research into our reader market which consists mainly of the LSM 6 - 9 public and found an incredible need for an easy to access service directory. We also support small business and entrepreneurs that require just a bit of extra assistance to reach their target markets."

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