

## NEW FRIDAY-AD.CO.UK LIVE!

**Fiare and Friday Media Group reached a remarkable milestone when one of the leading buy and sell sites in the UK, Friday-Ad.co.uk, was launched. The new Friday-Ad.co.uk with modern look and feel and responsive design was built in close operation between Fiare and Friday Media Group.**

Friday-ad.co.uk site is a flagship site of Friday Media Group having over 362,000 ads placed online each week. With fresh modern look and feel it brings buyers and sellers together in an easy to use way.

“After a tendering process we chose Fiare as our development partners for the site build. This has to have been one of the most crucial decisions for the project and Fiare have not let us down. Their professionalism, dedication and expertise ensured we were delivered not only an exceptional site that is fast and fully responsive, but helped provide one of the smoothest migrations I can recall. For a site of this size and complexity, they have to be commended for such excellent service and we look forward to working with them with other projects in the coming months,” says Rob Anderson, Technology Director of Friday Media Group.

“Building a modern marketplace site with high volumes, complex background systems and set schedule was a great challenge. Utilizing our experience from building high volume sites with open source components and close co-operation with customer enabled the project to meet all the targets.” Comments Kai Kärki, Chief Technology Officer of Fiare.

Both Friday Media Group and Fiare are proud of the outcome of the project and positive spirit of co-operation. “There has been a lot of praise for Fiare from this end” comments Chris Kidger, Chairman of Friday Media Group to Fiare CEO Tommi Heikkinen. “Working together towards common goal made this happen”, replies Tommi.

### About Friday Media Group

Friday-Ad is part of the Friday Media Group, a fast growing independent business which connects businesses and people through online and offline marketplaces, recruitment platforms, and digital agency services. Many of their niche platforms have the highest share in their sector, providing unparalleled market reach for any business looking to establish customer connections and generate valuable sales leads. Friday Media Group’s network of growing businesses currently operate in 17 countries, including the UK, Europe, the Middle East and the USA, receiving over 144 million visitors each year.

### About Fiare

Fiare enables media companies to monetize the internet. Fiare provides a sophisticated FiareAds platform for classified advertising and ecommerce which can be branded to customer's look & feel and is configured to support different business models. Fiare has 15 years of experience on implementing selling & buying portals for multi-market and business sectors, reachable via all devices. Our FiareAds solution has been implemented for 13 different verticals and are running in 15 different countries in Scandinavia, the UK, the US, Spain, Italy, Middle-East and East Africa.

### For more information please contact

Fiare - Kirsi Johansson, Director, [kirsi.johansson@fiare.com](mailto:kirsi.johansson@fiare.com), tel. +44 7484 255 860, [www.fiare.com](http://www.fiare.com)  
Friday Media Group - Joe Kidger, Director, tel. +44 1273 837 700, [joe.kidger@fridaymediagroup.com](mailto:joe.kidger@fridaymediagroup.com),  
Rob Anderson, Technology Director, [rob.anderson@fridaymediagroup.com](mailto:rob.anderson@fridaymediagroup.com), tel. +44 1273 837 920, [www.fridaymediagroup.com](http://www.fridaymediagroup.com)