

# 400,000 South African investors in one place

Issued by [Broad Media](#)

8 Feb 2023

*Daily Investor* has shown exceptional growth and now attracts over 400,000 South African fund managers, analysts, and retail investors.



*Daily Investor* has shown exceptional growth in recent months and now attracts over 400,000 South African fund managers, analysts, and retail investors.

In January, 421,000 investors visited *Daily Investor* to read the latest news and analysis about local and international markets.

What sets *Daily Investor* apart is not only the size of its audience, though, but the quality of its readers.

Over the last month, its readers included:

- 25,000 financial and investment professionals
- 3,500 fund managers and asset management professionals
- 5,000 financial advisors
- 350,000 retail investors

The publication's audience also includes 140,000 people with a household income of over R1m per year, while 68,000 readers earn over R2m per year.

*Daily Investor's* newsletter is also incredibly popular. It has 45,000 subscribers and is growing to over 5,000 new subscribers per month.

Many top investment companies have partnered with *Daily Investor* to reach this powerful audience, including Old Mutual,

IG, Scoin, and M&G Investments.

For more information about *Daily Investor*, visit its advertising page: <https://dailyinvestor.com/advertise/>

- " **Here is what happens when you partner with MyBroadband** 28 May 2024
- " **Why South Africa's top companies advertise on BusinessTech** 23 May 2024
- " **How to get your executives on South Africa's hottest investment video podcast** 16 May 2024
- " **Sponsored articles on MyBroadband - The best way to build trust in your business** 9 May 2024
- " **Business Talk with Michael Avery - South Africa's leading business podcast** 2 May 2024

#### **Broad Media**

**BROAD**MEDIA

Broad Media is South Africa's leading independent online media company. Broad Media owns South Africa's largest business and technology publications - BusinessTech and MyBroadband, as well as motoring website TopAuto.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>