

# MyBroadband shatters traffic records

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*MyBroadband continues its strong growth in 2014, attracting a record readership in March with over 7 million page views*



**mybroadband**

[MyBroadband](#) continued its strong growth in 2014, attracting a record South African readership in March and exceeding 7 million page views.

[BusinessTech](#), MyBroadband's sister website focussing on the business side of IT, also broke its previous readership record last month.

The latest IAB/Effective Measure statistics show that MyBroadband served 7 million pages to a total monthly readership of 1.28 million.

Looking at only South African traffic, MyBroadband attracted 851,000 unique visitors and served 6.1 million pages to these readers.

BusinessTech had a total monthly readership of 98,000 in March, of which 81,000 came from South Africa.

The latest Effective Measure statistics show that well over 80% of all traffic to South Africa's top IT publications end up at MyBroadband.

This makes MyBroadband the logical choice for any company wanting to reach the largest audience of IT professionals and decision makers in South Africa.

For more information about MyBroadband's advertising and marketing offers, please contact Cara Muller: [cara@mybroadband.co.za](mailto:cara@mybroadband.co.za) or +27 72 109 0444.

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