

# South Africa's largest and most influential IT publication

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MyBroadband is South Africa's most powerful IT publication, with three million readers visiting the site every month.



This makes it by far the largest and most influential platform in the technology space, and the best place to reach the country's IT and telecoms decision-makers.

The majority of MyBroadband's readers are business decision makers who advise their companies on which products and services to buy.

MyBroadband is particularly popular among CEOs, CTOs, CIOs, business owners, and IT managers who want the latest information about the local IT and Telecoms markets.

A breakdown of MyBroadband's key monthly audience figures is listed below:

- CEOs and directors – **61,000**
- Business owners – **368,000**
- IT executives and managers – **1.3 million**

MyBroadband's influence also extends to consumers, with the majority of readers a purchasing decision-maker in their home.

More importantly, MyBroadband's readers are purchasing influencers who advise their family and friends on which technology products and services to buy.

## Reach this audience

MyBroadband offers a range of marketing products that make it easy to reach its influential audience.

These include sponsored articles, social media promotions, category takeovers, What's Next interviews, dedicated mailers, display banners, and more.

MyBroadband's marketing team also takes care of all aspects of a marketing campaign – including targeting, performance optimisation, and reporting.

To see what we can do for your company, [contact MyBroadband's advertising team](#).

- **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
- **Reach South African investors and high-net-worth individuals on their smartphones** 24 Apr 2024
- **How a top 5G provider rapidly grew its subscriber base in South Africa** 18 Apr 2024

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