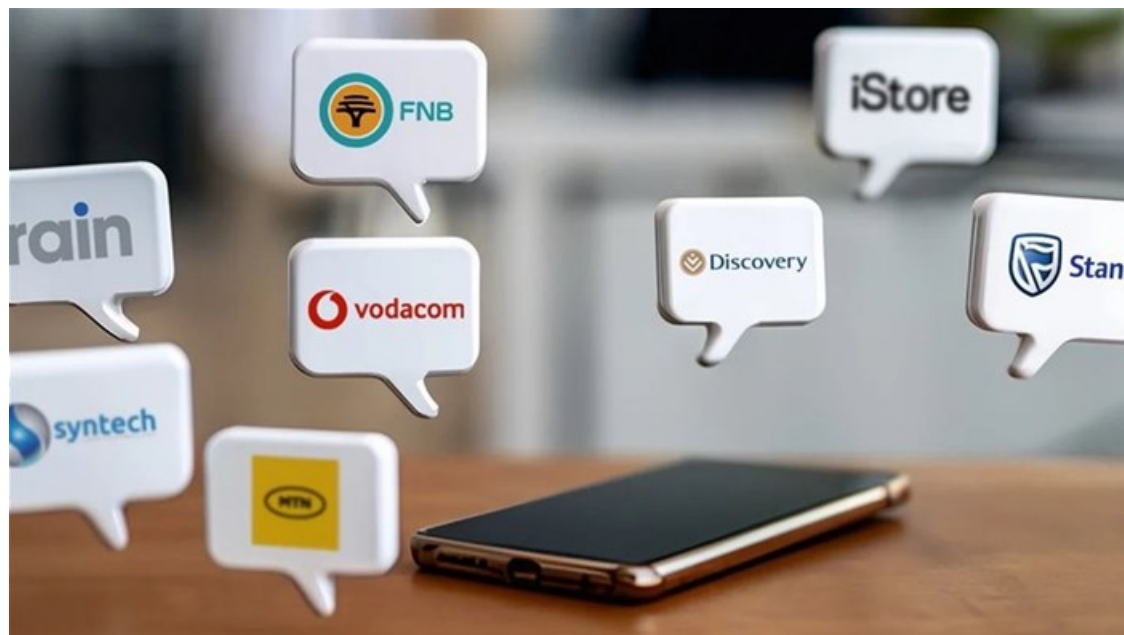


# Why South Africa's top companies advertise on BusinessTech

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The country's top companies advertise on BusinessTech thanks to its highly-effective marketing packages and powerful audience.



BusinessTech is the business website of choice for South Africa's top companies, enabling them to reach the country's key business decision-makers with highly effective marketing campaigns.

This is thanks to BusinessTech's position as South Africa's largest and most influential business news publication, read by five million c-level executives, business owners, company directors, managers, and professionals every month.

[Click here to book a marketing package on BusinessTech.](#)

Thanks to its excellent content, BusinessTech has built an unrivalled readership of key business decision-makers, including:

- 2.9 million business decision-makers
- 856,000 business owners
- 712,000 senior managers
- 131,000 CEOs and directors

Many top companies have benefited from running digital marketing campaigns on BusinessTech, including Standard Bank, FNB, Takealot, MTN, Vodacom, Rain, Discovery, EY, Microsoft, Afrihost, Absa, Nedbank, iStore, Huawei, Coronation, 10X Investments, and many more.

## Digital marketing on BusinessTech

BusinessTech's marketing division offers powerful digital marketing packages that allow companies to reach their target audience.

These include:

- Sponsored articles
- Social media promotions
- Unboxing/review videos
- Executive interviews
- Business talk video podcast
- Homepage takeovers
- Display banners
- Dedicated mailers

Our marketing team will ensure your campaign achieves the best possible performance, and will also report on its success.

[Click here to book a marketing package on BusinessTech.](#)

- **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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