

The best place in South Africa to reach IT decision-makers

Issued by [Broad Media](#)

2 Sep 2020

MyBroadband is the largest IT publication in South Africa and offers IT and telecoms companies the best marketing reach and exceptional campaign performance.



The latest readership statistics – provided by the IAB South Africa and Narrative – show that *MyBroadband* is visited by 2.1 million South African readers each month.

What makes this audience unique is that the majority of these readers are the IT decision makers for their companies and households.

This influential audience means ICT marketing campaigns on *MyBroadband* show exceptional engagement rates – far higher than the industry standard.

As a result, *MyBroadband* has experienced a big increase in advertising campaigns this year, especially from IT, telecoms, and finance companies.



Record number of tech companies advertising on *MyBroadband*

Broad Media 21 Aug 2020



Big growth

MyBroadband marketing director Cara Muller said this spike in campaigns is partly a result of companies moving their traditional marketing spend online.

With people using the internet more during the lockdown – both for work and leisure – they are now relying on digital channels to inform their purchasing decisions.



Excellent performance for marketing campaigns on MyBroadband

Broad Media 25 Aug 2020



Companies have followed their users and have moved their outdoor, radio and events marketing budgets online to adapt to the changing consumer behaviour.

Another marketing trend is for companies to increasingly focus on performance and return on investment – because of the tough economic environment.

There is a drive to optimise marketing spend and ensure money is not wasted on non-performing channels.

Muller said this focus on performance has driven up demand for three products on *MyBroadband*:

- Sponsored articles and social media promotions.
- Display advertising, especially mobile banners.
- Online video campaigns like the *What's Next* series.

She said these campaigns are showing particularly strong performances, which is why companies are investing more in these channels.

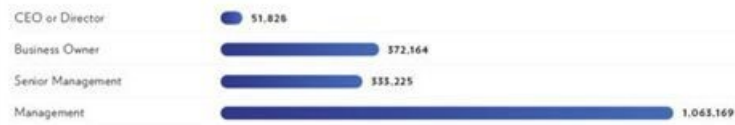
***MyBroadband* readership**

The image below provides an overview of *MyBroadband*'s readership and shows why it is so desirable to IT and telecoms companies.

MyBroadband Readership

Management Level

Monthly Readers



Qualification

Monthly Readers



Gender

Monthly Readers



Age

Monthly Readers



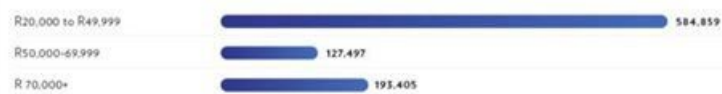
Internet Connection

Monthly Readers



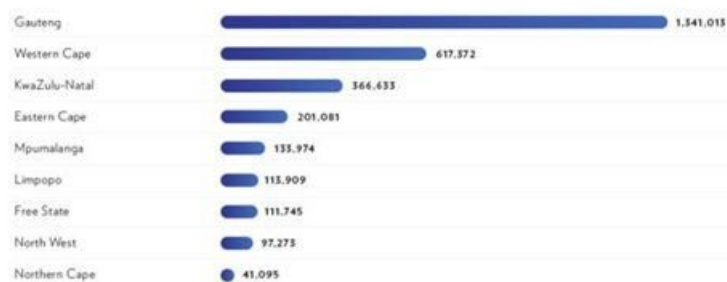
Monthly Income

Monthly Readers



Province

Monthly Readers



[click to enlarge](#)

- **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
- **Build your brand on Daily Investor with thought leadership articles** 9 Apr 2024

[Broad Media](#)

BROADMEDIA

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>