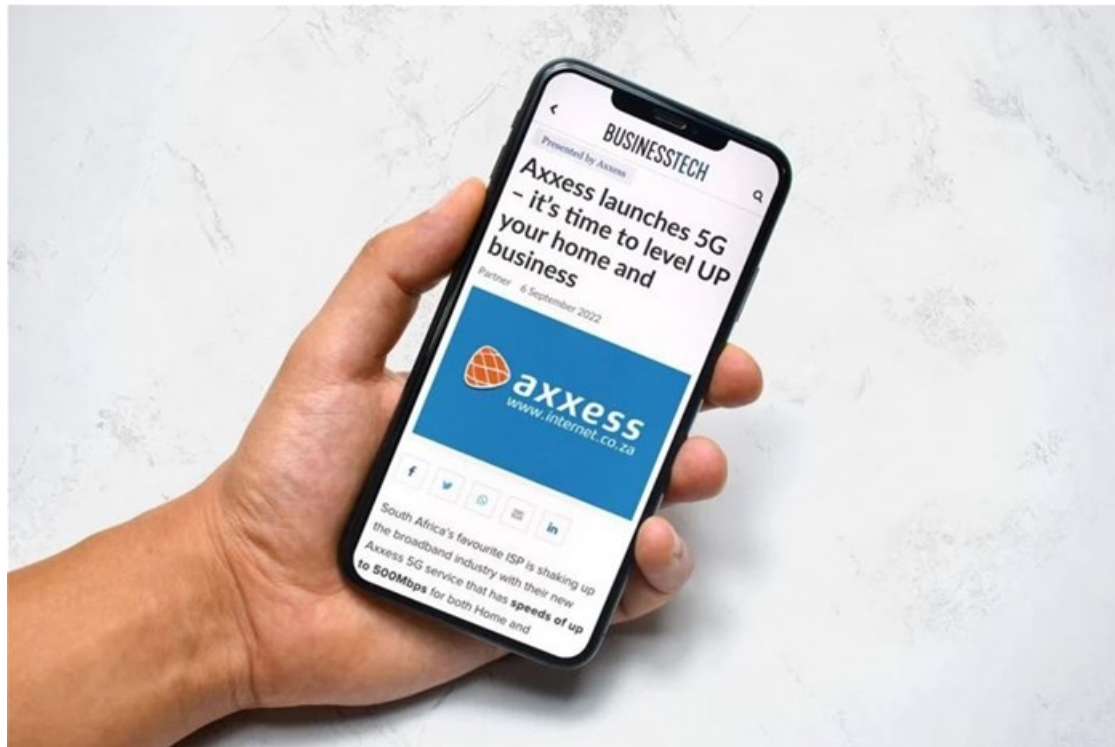


BusinessTech - The best place to advertise your brand

Issued by [Broad Media](#)

7 Mar 2023

BusinessTech is South Africa's biggest business publication and the best place to advertise your brand.



The most successful companies in South Africa advertise on *BusinessTech* as they know that they'll get the best return on their marketing investment.

The reason for this is that *BusinessTech* is the largest business news website in the country and boasts a highly influential audience of South Africa's leading businesspeople – including C-level executives, business owners, company directors, and business managers.



Daily Investor - the best place to reach South Africa's investment and financial decision makers

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Every month this readership includes the following:

- CEO/Director – **131,000**
- Business owner – **856,000**
- Senior management – **712,000**
- Middle management – **1,331,000**
- Junior management – **1,085,000**

Many of these readers are the key decision-makers in their households, too – so advertising on *BusinessTech* is clearly the best way to reach this audience.

Advertising on BusinessTech

BusinessTech offers a wide range of marketing products to help you reach its reader base – including sponsored articles with social media amplification, display banners, display takeovers, business talk interviews, customer videos, dedicated mailers, and more.

Our marketing team will attend to every part of your advertising campaign – from creating content and managing your campaign to optimising its performance and generating reports.

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