

# Grow your IT company on MyBroadband

Issued by [Broad Media](#)

18 Apr 2023

Advertising on MyBroadband presents an outstanding opportunity to build trust in your brand and find new customers among loyal readers.



MyBroadband is the ultimate platform for South African IT and telecommunications companies to promote their products and services.

By advertising your offerings on South Africa's largest and most influential IT publication, you give your company the best chance to reach new customers and grow its brand.

This is because MyBroadband has an audience of 3 million, which includes the following influential readers:

- CEOs, directors, and executives – 400,000
- Business owners – 275,000
- Decision makers – 1.8 Million

For many of these important tech professionals, MyBroadband is the first website they open each morning and the last one they close before going to sleep.

Therefore, advertising on MyBroadband presents an outstanding opportunity to build trust in your brand and find new customers among these loyal readers.

## Marketing opportunities

MyBroadband offers a wide range of effective marketing products that offer broad reach and an impressive ROI.

These include, but are not limited to:

- Sponsored articles
- Social media promotions
- Display takeovers and banners
- What's Next interviews
- Dedicated mailers

Our marketing team is ready to assist you and will manage your entire campaign – from audience targeting and performance optimisation to in-depth reporting.

[Click here to learn more about advertising on MyBroadband.](#)

- **Here is what happens when you partner with MyBroadband** 28 May 2024
- **Why South Africa's top companies advertise on BusinessTech** 23 May 2024
- **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

#### **Broad Media**

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