

# MyBroadband's record growth continues

Issued by [Broad Media](#)

6 May 2014

*MyBroadband recorded another record month, with a year-on-year growth of 17%*



**mybroadband**

[MyBroadband](#) continued its strong performance in 2014, with a year-on-year growth of 17%.

The latest IAB/Effective Measure statistics show that MyBroadband served 6.7 million pages to a total monthly readership of 1.26 million.

Looking at only South African traffic, MyBroadband attracted 828,000 unique visitors and served 5.8 million pages to these readers.

This represents a year on year growth of 17%, strengthening MyBroadband's leadership in the South African IT market.

The latest Effective Measure statistics confirmed that over 80% of all traffic to South Africa's top IT publications end up at MyBroadband.

[BusinessTech](#), MyBroadband's sister website focusing on the business side of IT, also broke its previous readership record last month.

BusinessTech attracted 78,000 South African readers in April, which represents a year-on-year growth of 41%.

These statistics show that MyBroadband is the logical choice for any company wanting to reach the largest audience of IT professionals and decision makers in South Africa.

For more information about MyBroadband's advertising and marketing offers, please contact Cara Muller: [cara@mybroadband.co.za](mailto:cara@mybroadband.co.za) or +27 72 109 0444.

- **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
- **MyBroadband 2024 Cloud Conference - Sponsor South Africa's most popular cloud event** 2 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](#)