

Massive growth for BusinessTech

Issued by [Broad Media](#)

17 Aug 2015

[BusinessTech](#) has confirmed its position as one of the leading business and technology websites in South Africa, with close to half a million monthly readers.



[BusinessTech](#) attracted record traffic in the month of July, cementing its position as one of the top business and technology websites in the country.

Statistics from the most recent Effective Measure survey show that BusinessTech attracted 489,000 unique South African browsers last month, and served over one million pages to these visitors.

Effective Measure ranks BusinessTech as the second largest business news website in South Africa, while ranking as the second largest technology website, behind MyBroadband.

The majority of BusinessTech's readers are executives, managers and professionals who work in the Information Technology and financial fields.

BusinessTech editor Gareth Vorster said the site has shown very strong growth in 2015, with a particular surge in general business news.

"As more South Africans come online, there appears to be a thirst for business-related content, which is encouraging as we aim to provide our readers with relevant business news, in an engaging way," said Vorster.

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