

MyBroadband hits record readership

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MyBroadband attracted 1.4 million South African browsers last month, solidifying its position as the top IT website in South Africa

MyBroadband has smashed all previous traffic records by attracting 1.4 million unique South African browsers and serving 6.3 million pages in July 2014.

The latest Effective Measure statistics further show that MyBroadband's sister website, BusinessTech, attracted close to half a million readers last month.

MyBroadband and BusinessTech are ranked as the top two IT websites in South Africa by Effective Measure - the official traffic measurement partner of the IAB SA.

MyBroadband sales and advertising director Cara Muller was pleased with the growth, saying that it ensures their partners receive the best possible exposure in the IT and business markets.

She added that MyBroadband's new innovative advertising and marketing products, which include content and social media promotions, have proven to be extremely effective.

"Our advertising partners have seen a massive increase in engagement thanks to our new advertising products," she said.

For more information about MyBroadband's latest advertising products and promotions, please visit <http://mybroadband.co.za/news/advertising>

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