

BusinessTech hits one million unique monthly visitors

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BusinessTech has shown exceptional growth over the last year, and is now one of only two business websites with over one million visitors

[BusinessTech](#) has broken through one million unique monthly browsers for the first time, according to the latest statistics released by Effective Measure.



This confirms BusinessTech's position as a leading business and technology news publication in South Africa.

Traffic in January 2016 surged to 1.014 million unique visitors, with 2.3 million page views. This is up from 606,000 unique visitors in December 2015.

BusinessTech has also a recorded year-on-year growth of 200% - the fastest growth of any top website in South Africa.

Effective Measure ranks BusinessTech as the second largest business news website in South Africa, while also 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: "We have continued to carry our solid numbers from 2015 into the new year, which bodes well.

"With South African consumers beginning to feel the squeeze, it has created a thirst for quality business- and finance-related news as South Africans look to ride out what will be a difficult 2016.

"What is particularly pleasing is that 72% of our traffic comes from mobile devices. Developments in mobile technology have enabled more South Africans to come online to engage and be a part of the discussion," Vorster said.

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