

BusinessTech tops South African business rankings

Issued by [Broad Media](#)

12 Jun 2019

BusinessTech has topped the South African business publication rankings with 3.4 million unique browsers and 7.4 million page views.



These rankings are based on the May 2019 business publication statistics from Narrative, the official traffic measurement partner of the IAB South Africa.

Narrative provides accurate and trusted traffic and demographics statistics for South Africa's top websites.

BusinessTech is now the go-to publication for coverage of the South African business and technology markets, with a rapidly growing readership.

What makes the publication exceptional is not only its large readership, but also the quality of its readers.

A large number of BusinessTech's readers are C-level executives, IT decision-makers, and business executives who manage large budgets for their companies.

It is particularly popular among executives and managers in the banking, finance, information technology, and telecommunications markets.

BusinessTech therefore provides companies with access to a highly influential and valuable audience through its innovative marketing products.

" **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

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