

Where to find 1 million IT and telecoms decision-makers in one place

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There is only one South African IT publication where you can reach all South African IT decision-makers - [MyBroadband](#).



The latest IAB SA and Narrative statistics show that *MyBroadband* reached 1.7 million readers in September 2020.

What makes this audience unique is the quality of the readers – ICT executives, IT managers and tech-savvy consumers.

This is the exact audience B2B and B2C technology companies want to target to promote their products and services.

Here is a breakdown of *MyBroadband*'s audience over the last month:

- CEO or director – 39,088
- Business owner – 220,779
- Senior management – 204,542
- Middle management – 358,559
- Junior management – 303,018

These numbers only tell part of the story when it comes to the true reach of *MyBroadband*, though.

Through its social media channels – Facebook, LinkedIn, Twitter, and Instagram – *MyBroadband* reaches another two million people.

Advertise on MyBroadband

MyBroadband's latest marketing products make it possible for companies to reach all these audience groups.

These products also make it possible for companies to zone in on a specific audience segment to ensure the best ROI.

To find out more, visit: [MyBroadband's marketing page](#)

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- **Reach South African investors and high-net-worth individuals on their smartphones** 24 Apr 2024
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