

# How to reach 850,000 South African business owners

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BusinessTech offers a range of advertising options which make it easy to reach the business owners who visit the site every day.



BusinessTech is the best online platform to reach South African business owners, thanks to its position as the largest business news website in the country.

Its leading position in the business space makes it the first website business owners, company directors, C-level executives, managers, and professionals visit each day.

This is evident when looking at BusinessTech's monthly audience, which includes:

- CEO/director – 131,000
- Business owner – 856,000
- Senior management – 712,000
- Middle management – 1,331,000
- Junior management – 1,085,000

These readers are highly influential in terms of the purchasing decisions their businesses make, thanks to their positions of authority.

Equally important is the fact that these business decision makers share the information they absorb from platforms like BusinessTech with their peers.

In the case of business owners, this can mean an amplification of information which they find relevant and valuable.

## Advertising on BusinessTech

BusinessTech offers a range of advertising options which make it easy to reach the business owners who visit the site every day.

This includes sponsored articles with social media amplification, homepage takeovers, display banners, Business Talk interviews, video reviews, dedicated mailers, and more.

BusinessTech's marketing team also takes care of all aspects of an advertising campaign – including targeting, performance optimisation, and reporting.

[To find out more about advertising on BusinessTech, click here.](#)

- **How to get your executives on South Africa's hottest investment video podcast** 16 May 2024
- **Sponsored articles on MyBroadband - The best way to build trust in your business** 9 May 2024
- **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

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