

The best way to reach SMEs in South Africa

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MyBroadband offers various marketing solutions that will help you reach the key decision-makers within its audience.



MyBroadband is the largest technology website in South Africa and the best way to reach SMEs.

This is because MyBroadband is read by many South Africans who are key decision-makers within their organisations.

The breakdown of MyBroadband's key business decision-maker audience is below:

- CEOs, directors, and executives – 400,000
- Business owners – 275,000
- Decision makers – 1.8 million

By marketing to these people, you will be reaching their SMEs, too. This will build trust in your brand and open new opportunities for you to conduct business.

Marketing opportunities

MyBroadband offers various marketing solutions that will help you reach the key decision-makers within its audience.

These marketing products include sponsored articles, social media promotions, category takeovers, What's Next interviews, dedicated mailers, display banners, and much more.

Our marketing team will also manage your entire campaign – including targeting, performance optimisation, and reporting.

[Contact MyBroadband's advertising team](#) to see how we can help your company.

- **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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