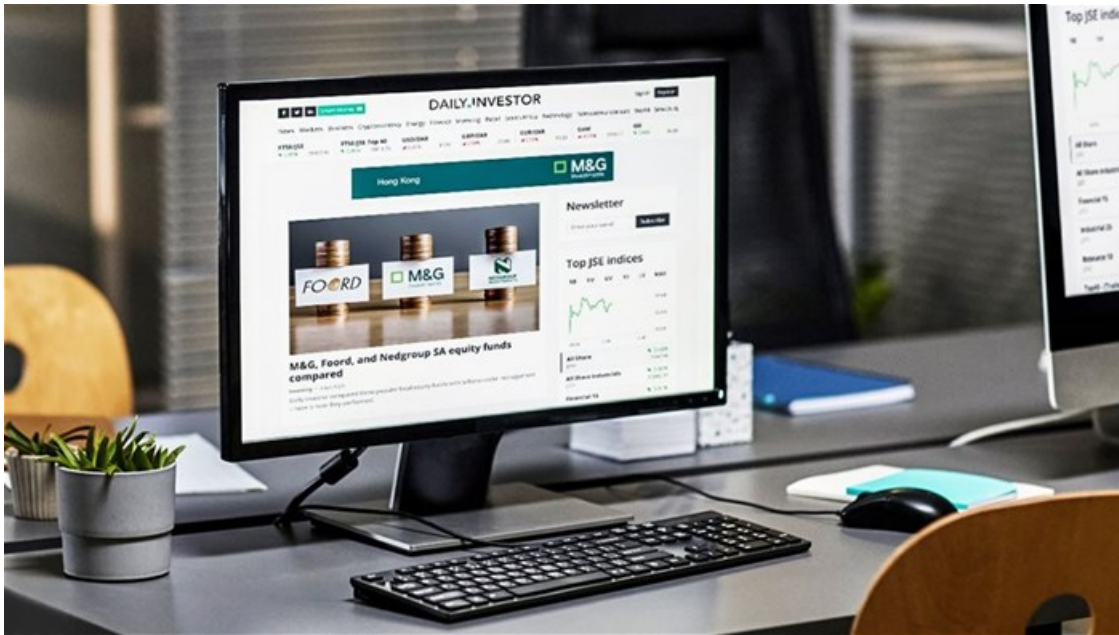


# Big growth in South African companies advertising on Daily Investor

Issued by [Broad Media](#)

9 May 2023

Daily Investor's rapid success since launching in August 2022 can be attributed to several factors - of which its large, influential audience is key.



Daily Investor has seen huge growth in the number of South African companies advertising on its site in 2023.

This growth in advertisers has naturally been accompanied by an increase the amount of advertising budget being allocated to Daily Investor.

Daily Investor's rapid success since launching in August 2022 can be attributed to several factors – of which its large, influential audience is key.

Daily Investor is read by 1.2 million South Africans each month. These readers include:

- **676,000** active investors
- **214,000** earn over R1m per year
- **120,000** finance/investment professionals

The draw for these readers is Daily Investor's excellent content, with coverage of the latest news, investing insights, financial data, stock picks, company features, and Smart Money interviews available.

[Smart Money with Alishia Seckam](#) is Daily Investor's investment, finance, and business video podcast – and has proved extremely popular in the market.

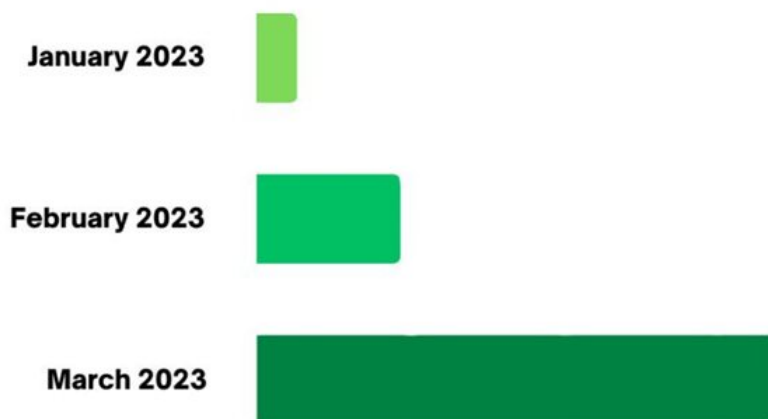
## Strong advertising growth

"Daily Investor's growth, both in terms of its audience and advertising campaigns being booked, has been superb," said Broad Media CCO Kevin Lancaster. "We have seen a big increase in the number of companies partnering with us and

expect this trend to continue for the remainder of 2023.”

The graph below shows the growth in advertising budgets received by Daily Investor in Q1 of 2023.

## Daily Investor Advertising Growth



DAILY▲INVESTOR

- " 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

### [Broad Media](#)

**BROAD**MEDIA

Broad Media is South Africa's leading independent online media company. Broad Media owns South Africa's largest business and technology publications - BusinessTech and MyBroadband, as well as motoring website TopAuto.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>