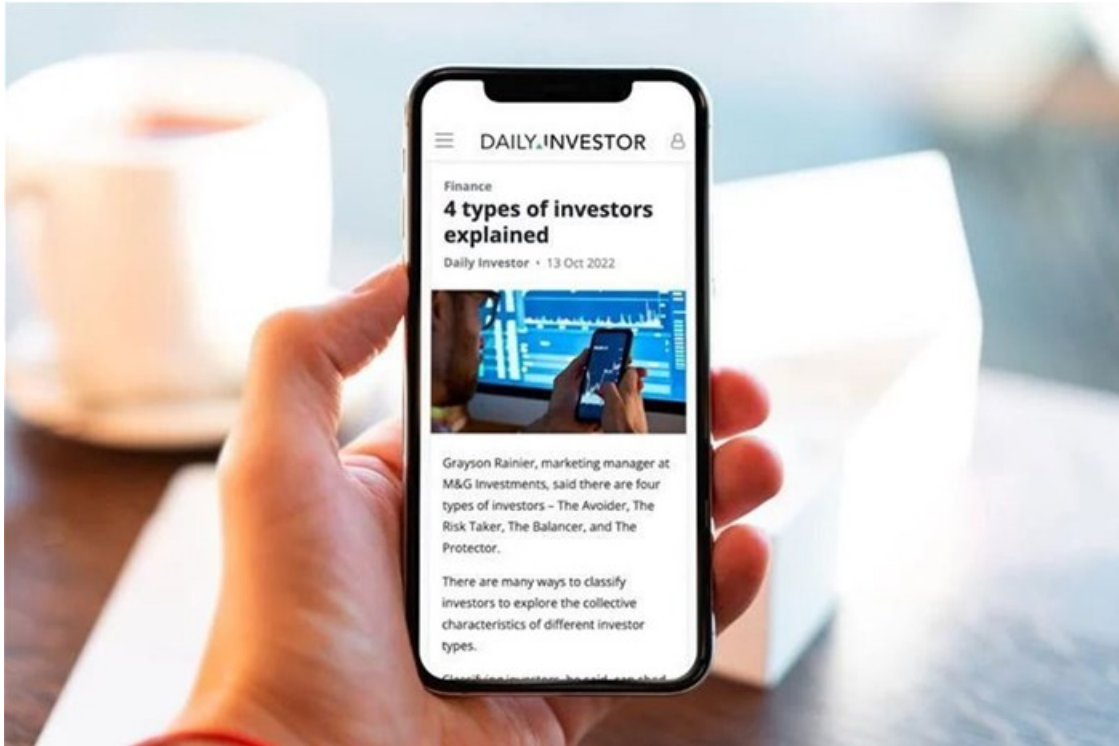


The power of sponsored articles on Daily Investor

Issued by [Broad Media](#)

11 Jul 2023

The best way to leverage the unrivalled trust in online articles is by publishing sponsored articles on the right digital platforms.



Sponsored articles on [Daily Investor](#) are the most effective way to reach a target audience of key finance and investment decision-makers.

These articles promote your products and services, allow you to educate the market, and even give potential clients the ability to engage with your business.

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Articles also benefit from being the most trusted form of online advertising in South Africa.

The 2023 South African Digital Marketing Report found that:

- 85% of respondents trust online articles when looking for new products or services
- 75% trust online articles when looking for new products or services for their business.
- 67% trust articles the most out of all online advertising options.

Sponsored articles on Daily Investor

The best way to leverage the unrivalled trust in online articles is by publishing sponsored articles on the right digital platforms.

Daily Investor's influential audience of 1.3 million monthly readers makes it the ultimate choice for finance and investment businesses that want to reach key decision-makers.

Daily Investor's audience monthly includes:

- Fund managers, financial analysts, and financial advisors – 20,500
- Financial and investment professionals – 100,000
- South African investors and high-income earners – 1,200,000

Our marketing team will take care of all aspects of your article campaign, too, including writing content if needed and promoting your article on social media to ensure maximum exposure.

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