

MyBroadband smashes traffic record

Issued by [Broad Media](#)

12 Feb 2013

In January 2013, MyBroadband attracted close to 1.4 million readers, dominating the South African IT website space.



Effective Measure released its January 2013 website statistics recently, revealing that [MyBroadband](#) attracted a total of 1.385 million unique visitors and served 7 million pages last month.

When it comes to local only traffic, MyBroadband attracted 752,000 unique South African visitors and served 5.7 million page views last month.

The latest Effective Measure statistics show that MyBroadband smashed its previous traffic record, set in October 2012, confirming the website's excellent growth.

MyBroadband's sister websites, [BusinessTech](#) and [MyGaming](#), also surpassed their previous record audiences in January 2013.

MyBroadband sales director Cara Muller said that MyBroadband, as the dominant website in this space, has become a one stop shop for any technology or telecoms company to market their products and services.

"With over 80% of all Internet traffic to IT websites in South Africa ending up at MyBroadband, IT and telecoms companies can reach most IT business, consumers and decision makers by advertising with us," said Muller.

Muller added that it is simply not possible for any other IT publication to match MyBroadband's reach and value proposition. "We promise the best reach at the best prices - it is that simple," said Muller.

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