

# BusinessTech smashes traffic record

Issued by [Broad Media](#)

4 Nov 2014

[BusinessTech](#) recorded year-on-year growth of over 400%, and is now the largest business technology website in South Africa.



BusinessTech is now South Africa's largest business IT website, attracting over 290,000 unique local browsers in October 2014.

According to the latest IAB SA and Effective Measure statistics, 293,424 unique local browsers visited BusinessTech last month. This constitutes a year-on-year growth rate of over 400%.

BusinessTech focusses on technology and business news, and is aimed at C-level executives and other managers in the telecommunications, technology and business markets.

Cara Muller, advertising director for BusinessTech, said that the latest statistics show that the website offers companies an excellent way to reach CEOs, CIOs, CFOs, CTOs and other top level decision makers in the South African IT, telecommunications and business market.

- **How a top 5G provider rapidly grew its subscriber base in South Africa** 18 Apr 2024
- **Build your brand on Daily Investor with thought leadership articles** 9 Apr 2024
- **MyBroadband 2024 Cloud Conference - Sponsor South Africa's most popular cloud event** 2 Apr 2024
- **Why top South African companies sponsor Business Talk** 26 Mar 2024
- **Smart Money Season 4 presented by PPS Investments – coming soon** 19 Mar 2024

## [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>