

# The one place where you can find South Africa's ICT business executives

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There is only one place where you can reach most South African IT and telecoms decision-makers - MyBroadband.

MyBroadband is by far the largest IT publication in South Africa with a readership of over three million unique browsers.

What sets it apart from other publications is its excellent reach among South African IT and telecoms executives.

It is well known that the first thing most IT executives do when they arrive at work is read MyBroadband to see what is really happening in the market.

MyBroadband's influence and reach is clearly illustrated by the April 2020 statistics from Narrative - the official traffic measurement partner of the IAB South Africa.

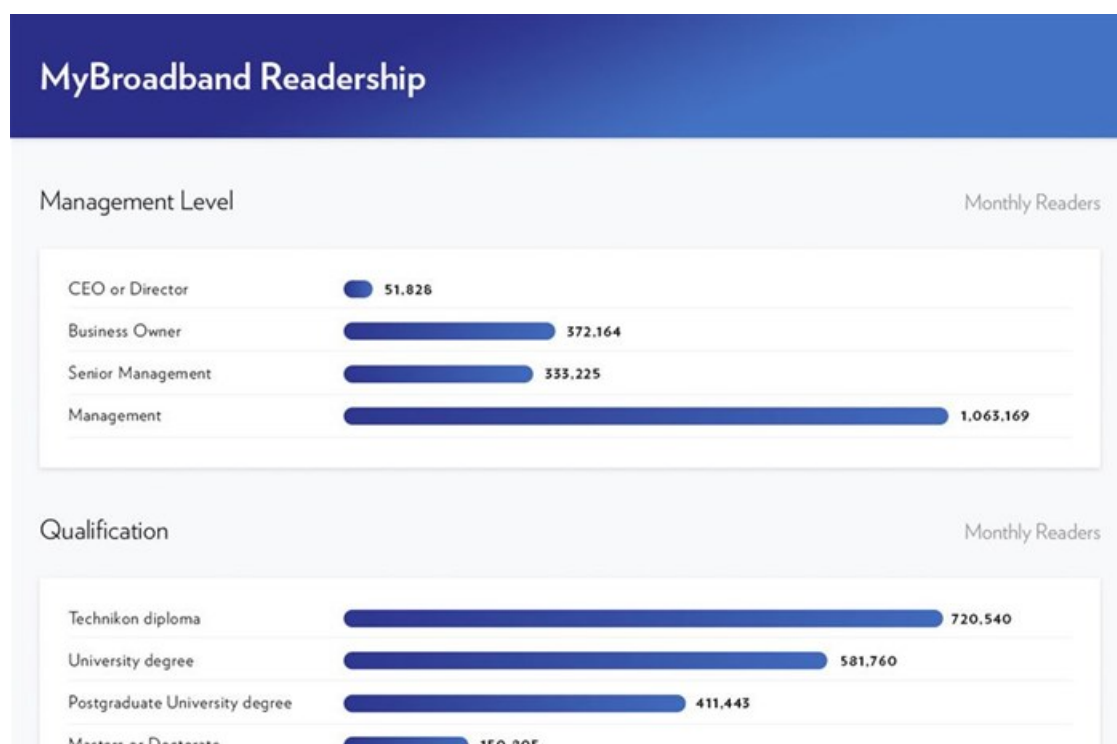
Over the last month MyBroadband's readership included:

- 51,826 CEOs and company directors
- 372,164 registered business owners
- 335,225 executives and senior managers
- 1,063,169 managers

These statistics show that the majority of MyBroadband's readers are IT and business decision-makers in their companies – and also advise their family and friends on which ICT products to buy.

## MyBroadband readership demographics

The image below provides a breakdown of MyBroadband's readership demographics for April 2020.



## Gender

Monthly Readers



Male	1,652,209
Female	1,373,240

## Age

Monthly Readers



## Internet Connection

Monthly Readers



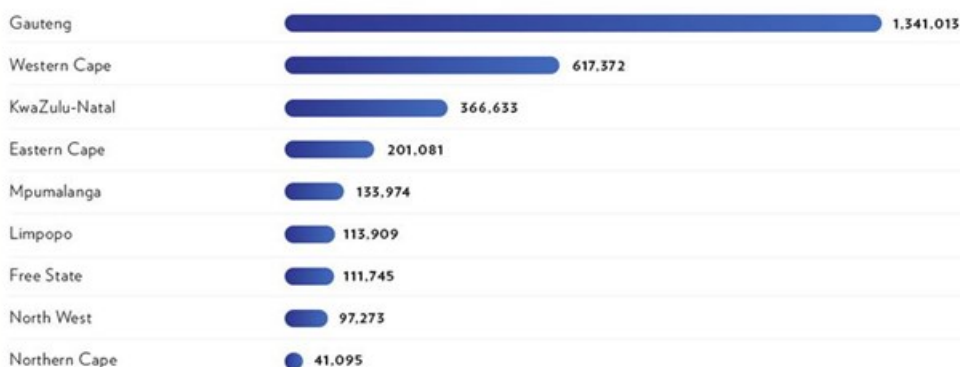
## Monthly Income

Monthly Readers



## Province

Monthly Readers



" 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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