

MyBroadband cracks 800 000 unique monthly visitors

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[MyBroadband.co.za](#) solidifies its position as the premier IT website in South Africa.



[MyBroadband.co.za](#)

Over the last few years MyBroadband has shown strong growth, and this growth has continued in 2010. In January 2010 MyBroadband has, for the first time ever, exceeded 800,000 unique monthly visitors, confirming its position as the largest IT website in South Africa.

With 800,000 unique monthly visitors and close to 5-million page views MyBroadband is far larger than all other online IT publications in South Africa put together! In January 2010 MyBroadband served 4,729,300 pages to 812,189 unique monthly visitors (Nielsen Netratings Total Traffic for OPA Sites January 2010).

It is well known that IT executives, professionals and consumers consider MyBroadband a 'must read' every day, making it an obvious choice for IT and telecoms companies to market their products and services. MyBroadband continues to provide unrivalled reach and unbeatable value for money in the online IT advertising market, and unsurprisingly the website had a 100% return rate of permanent advertisers.

"The true value of MyBroadband is the readership that advertisers are able to speak to: MyBroadband is the IT website with the most people earning over R400,000+ per annum, making this an ideal platform to target decision-makers in the consumer, corporate, wholesale telecoms and IT market," said Cara Muller, Marketing Manager at MyBroadband.

So confident is Muller of providing the best exposure and value for money in the local IT market that she is offering any company, which is currently running an advertising campaign on another OPA registered IT website, double the CPM value - no questions asked.

For more information about advertising on MyBroadband, please contact Cara Muller on 072 109 0444 or email .

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