

# Why top companies use MyBroadband to reach South African ICT executives

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South Africa's top companies advertise on MyBroadband to reach an audience of ICT executives.



MyBroadband is the first choice for companies looking to reach South Africa's ICT executives.

This is thanks to it being South Africa's largest and most influential technology news publication and the primary source of industry insights for the country's top ICT business owners, executives, and managers.

[Click here to learn more about advertising on MyBroadband.](#)

MyBroadband's monthly readership includes 1.8 million IT executives, managers, and professionals – all of whom are key decision-makers in their businesses.

In fact, they oversee a combined R6bn in monthly spend.

Advertising to this audience is a key objective for the country's top companies, and sees industry leaders partner with MyBroadband for impactful marketing campaigns.

These companies include:

- ABSA
- Discovery
- Pinnacle
- Standard Bank
- Hisense

- Huawei
- Liquid
- Vodacom
- MTN
- Mustek
- BCX
- Old Mutual
- And many more

## Advertise on MyBroadband

You can join the list of market leaders that advertise on MyBroadband, and take advantage of its excellent marketing packages.

MyBroadband's marketing products offer outstanding performance and will help your business reach South Africa's top ICT decision-makers.

[Click here to learn more about advertising on MyBroadband.](#)

- **How to get your executives on South Africa's hottest investment video podcast** 16 May 2024
- **Sponsored articles on MyBroadband - The best way to build trust in your business** 9 May 2024
- **Business Talk with Michael Avery - South Africa's leading business podcast** 2 May 2024
- **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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