

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.

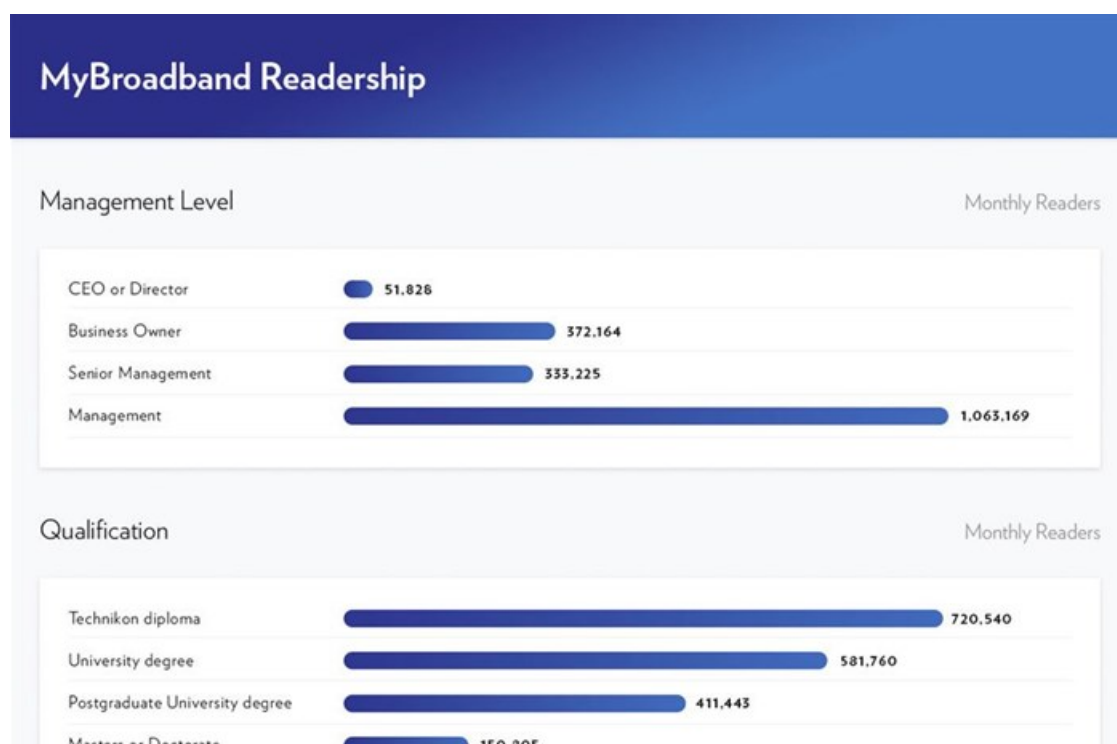
Over the last month MyBroadband's readership included:

- 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



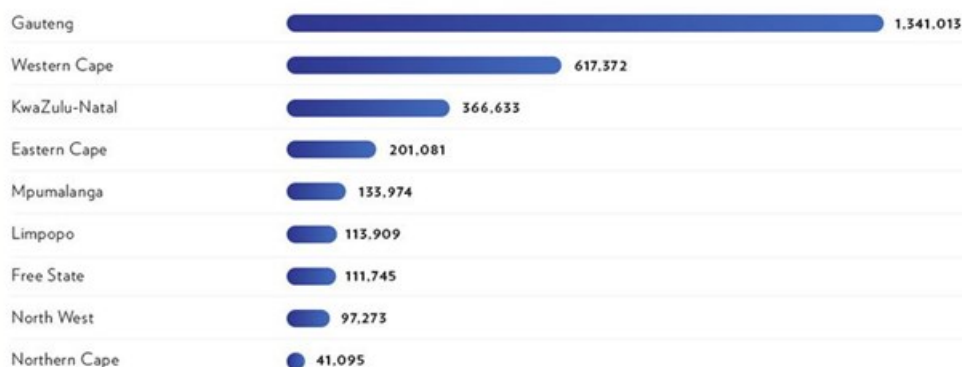
Monthly Income

Monthly Readers



Province

Monthly Readers



" Here is what happens when you partner with MyBroadband 28 May 2024

" Why South Africa's top companies advertise on BusinessTech 23 May 2024

- **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

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