

MyBroadband's record growth continues

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MyBroadband recorded another record month, with a year-on-year growth of 17%



mybroadband

[MyBroadband](#) continued its strong performance in 2014, with a year-on-year growth of 17%.

The latest IAB/Effective Measure statistics show that MyBroadband served 6.7 million pages to a total monthly readership of 1.26 million.

Looking at only South African traffic, MyBroadband attracted 828,000 unique visitors and served 5.8 million pages to these readers.

This represents a year on year growth of 17%, strengthening MyBroadband's leadership in the South African IT market.

The latest Effective Measure statistics confirmed that over 80% of all traffic to South Africa's top IT publications end up at MyBroadband.

[BusinessTech](#), MyBroadband's sister website focusing on the business side of IT, also broke its previous readership record last month.

BusinessTech attracted 78,000 South African readers in April, which represents a year-on-year growth of 41%.

These statistics show that MyBroadband is the logical choice for any company wanting to reach the largest audience of IT professionals and decision makers in South Africa.

For more information about MyBroadband's advertising and marketing offers, please contact Cara Muller: cara@mybroadband.co.za or +27 72 109 0444.

▪ **Biggest business and finance publications in South Africa** 18 Sep 2024

▪ **New season of Smart Money coming soon** 11 Sep 2024

▪ **Dominate Black Friday 2024 by advertising on MyBroadband** 4 Sep 2024

▪ **Biggest news publications in South Africa** 28 Aug 2024

▪ **Daily Investor – where South African high-net-worth individuals read the news** 21 Aug 2024

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