

# BusinessTech - the number 1 business publication in South Africa

*BusinessTech* is the largest and most influential business publication in South Africa.

Issued by [Broad Media](#) 16 Aug 2022



It is read by C-level executives, business owners, company directors, managers, and professionals every day – and plays key role in the business and personal lives of these readers.

On a monthly basis, *BusinessTech's* readers include:

- CEO/director – 131,000
- Business owner – 856,000
- Senior management – 712,000
- Middle management – 1,331,000
- Junior management – 1,085,000

These readers are highly influential in the companies they work for, and are responsible for a range of strategic and purchasing decisions.

*BusinessTech's* readers are also extremely influential in their homes, with over 2 million readers the primary purchasing decision maker in their household. 2.9 million readers are then a joint decision maker in their home.

## **Advertise on *BusinessTech***

Thanks to its excellent audience, *BusinessTech* is the perfect place to advertise your B2B and B2C brands, products, and services.

*BusinessTech* offers excellent advertising options that make it easy to reach your target market.

This includes sponsored articles with social media amplification, display takeovers, display banners, video interviews,

dedicated mailers, and more.

*BusinessTech* also takes care of all aspects of an advertising campaign – including content creation, running the campaign, optimising its performance, and producing reports.

To find out more about advertising on *BusinessTech*, [click here](#).

- **TopAuto – the best place to advertise your motoring brand** 10 Jul 2025
- **Why South Africa's top companies advertise on BusinessTech** 4 Jul 2025
- **Where to reach South Africa's ICT decision-makers** 25 Jun 2025
- **Business Talk Season 13 – coming soon** 19 Jun 2025
- **Reach 1 million South African car buyers in one place** 11 Jun 2025

#### [Broad Media](#)

#### **BROADMEDIA**

Broad Media is South Africa's leading independent online media company. Broad Media owns South Africa's largest business and technology publications - BusinessTech and MyBroadband, as well as motoring website TopAuto.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>