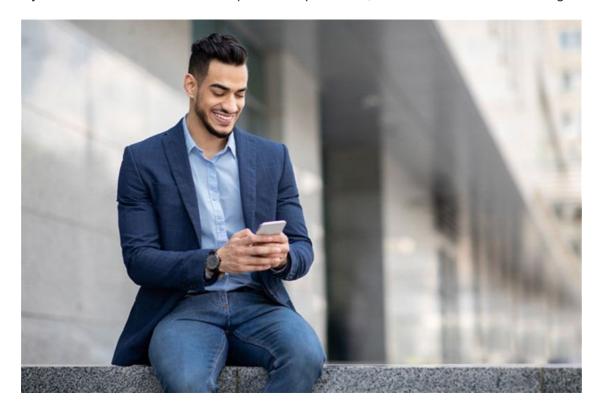


## South Africa's largest and most influential IT publication

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MyBroadband is South Africa's most powerful IT publication, with three million readers visiting the site every month.



This makes it by far the largest and most influential platform in the technology space, and the best place to reach the country's IT and telecoms decision-makers.

The majority of MyBroadband's readers are business decision makers who advise their companies on which products and services to buy.

MyBroadband is particularly popular among CEOs, CTOs, CIOs, business owners, and IT managers who want the latest information about the local IT and Telecoms markets.

A breakdown of MyBroadband's key monthly audience figures is listed below:

- CEOs and directors 61,000
- Business owners 368,000
- IT executives and managers 1.3 million

MyBroadband's influence also extends to consumers, with the majority of readers a purchasing decision-maker in their home.

More importantly, MyBroadband's readers are purchasing influencers who advise their family and friends on which technology products and services to buy.

## Reach this audience

MyBroadband offers a range of marketing products that make it easy to reach its influential audience.

These include sponsored articles, social media promotions, category takeovers, What's Next interviews, dedicated mailers, display banners, and more.

MyBroadband's marketing team also takes care of all aspects of a marketing campaign – including targeting, performance optimisation, and reporting.

To see what we can do for your company, contact MyBroadband's advertising team.

- " Reach South African investors with Daily Investor sponsored articles 5 Jun 2024
- "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

## **Broad Media**

Broad Media is South Africa's leading independent online media company. Broad Media owns South  $\textbf{BROAD}. \textbf{MEDIA} \hspace{0.2cm} \textbf{Africa's largest business and technology publications - Business Tech and MyBroadband, as well as } \\$ motoring website TopAuto.

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