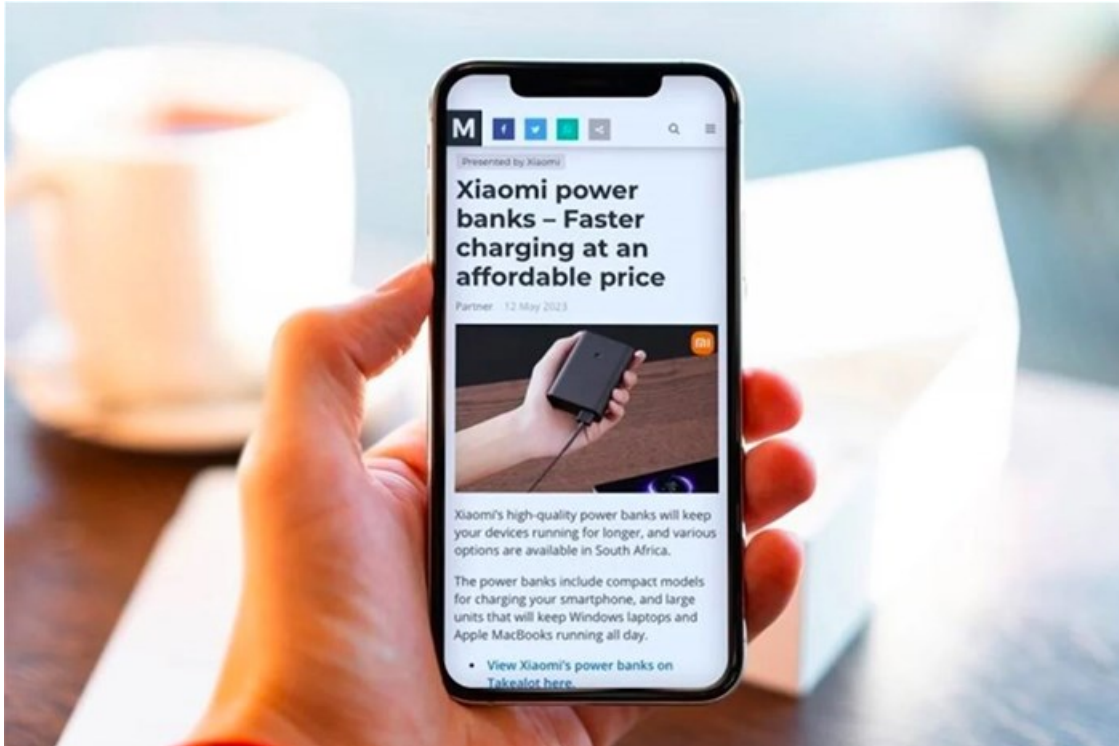


# The power of MyBroadband's sponsored content

Issued by [Broad Media](#)

6 Feb 2024

MyBroadband's influential audience of over three million South Africans will ensure that your article reaches the right target audience.



Sponsored articles on MyBroadband are the best way to reach a large audience of South African purchasing decision-makers.

These articles can be used to promote your products and services, create awareness about your company and its offerings, and build trust in your brand.

- [Click here to contact MyBroadband's marketing team.](#)

MyBroadband's influential audience of over three million South Africans will ensure that your article reaches the right target audience.

The majority of these readers are purchasing decision-makers in their homes and businesses, and include:

- **1.8 million** ICT decision makers
- **400,000** CEOs, directors, and executives
- **275,000** business owners

## Get featured

MyBroadband's marketing team will help you target its influential audience with high-quality sponsored articles.

Our team will manage every aspect of your campaign, including writing the article for you and reporting on its performance.

[Click here to contact MyBroadband's marketing team.](#)

- **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
- **Reach South African investors and high-net-worth individuals on their smartphones** 24 Apr 2024

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