

BusinessTech smashes readership record

Issued by [Broad Media](#)

8 Jul 2014

BusinessTech now has over 100,000 monthly readers in South Africa, making it a premier destination to reach IT and business executives



[BusinessTech](#) recorded its biggest month ever, with 125,996 unique visitors and 300,000 page views in June 2014. What is particularly impressive is that 102,000 of these readers are South African.

BusinessTech, which was founded in 2012, serves C-level executives and other decision makers in the business and IT markets.

The online publication has established itself as a premier destination to reach IT decision makers and business executives.

BusinessTech's advertising director Cara Muller said that the publication offers excellent value for money when trying to reach this exclusive market.

"We pride ourselves on providing unrivalled access to the IT market at rates which are very tough to beat," said Muller.

For more information about BusinessTech and advertising on the website, please contact Cara: cara@mybroadband.co.za

- **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

[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>