

# How to reach South African ICT decision makers

Issued by [Broad Media](#)

20 Sep 2022

MyBroadband is South Africa's most powerful ICT publication, with 3 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 ICT 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 ICT market.

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 solutions which make it easy to reach its audience of ICT decision makers. 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](#).

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