

# MyBroadband exceeds 10 million monthly readers

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MyBroadband is now the second-largest online publisher in South Africa, with a readership of over 10 million unique browsers.



The latest Narrative statistics revealed that MyBroadband attracted 10.1 million unique South African browsers and served 39 million pages in June 2020.

Through its two publications – [MyBroadband.co.za](#) and [BusinessTech.co.za](#) – MyBroadband serves the South African ICT and business markets.

What makes MyBroadband's readership unique is its strong following among South African IT and business executives.

A large percentage of MyBroadband and BusinessTech's readers are C-level executives, directors, senior executives and business owners.



## MARKETING & MEDIA

Here is who reads MyBroadband

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This influential readership is why these two publications are the most popular platforms for South African IT, telecoms, and financial companies to market their products and services.

The return on investment (ROI) of a marketing campaign on these platforms is unmatched in the South African publisher market.

**Biggest online publishers in South Africa**

Narrative, which is the official traffic measurement partner of the IAB South Africa, showed that MyBroadband is the second largest online publisher, behind [24.com](#).

The table below shows the top online publishers in South Africa, ranked by local readership.

South African Publisher Rankings		
Publisher	Readership (Unique Browsers)	Page Views
<a href="#">24.com</a>	20.7 million	373 million
MyBroadband	10.1 million	39 million
Caxton Digital	9.7 million	37 million
Arena Holdings	9.5 million	45 million
Independent Online	8.4 million	40 million

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