

# The ultimate B2B marketing platform for South African ICT companies

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MyBroadband is the perfect place for IT and telecommunications companies to reach their B2B target audience.



MyBroadband is South Africa's largest IT publication and the most powerful B2B marketing platform for ICT companies.

The website reaches a high-quality audience of three million South Africans every month, including:

- 3 million IT executives and managers
- 368,000 business owners
- 61,000 CEOs and company directors

These readers are the key decision-makers in their companies and are responsible for selecting the IT and telecommunications products their businesses use.

Companies that partner with MyBroadband can leverage this audience to optimise their marketing spend.

## **Advertising on MyBroadband**

MyBroadband offers innovative marketing products to help you reach its valuable audience.

These products include sponsored content, social media promotions, video content, and newsletters.

You can also choose what segment of MyBroadband's audience to target, such as CEOs, CIOs, CTOs, and IT managers.

Our marketing team will manage your entire campaign on your behalf – from targeting to performance optimisation and reporting.

For more information, contact MyBroadband Sales director Cara Muller on [cara@mybroadband.co.za](mailto: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

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