

MyGaming confirmed as top gaming website in SA

Issued by [Broad Media](#)

6 Sep 2012

Latest Effective Measure statistics show that [MyGaming](#) attracts a larger South African gaming audience than any other gaming website.



The August 2012 Effective Measure statistics reveal that [MyGaming](#) once again attracted a larger local audience than any other gaming website in the country.

The statistics show that MyGaming had 84,904 unique visitors in August, of which 34,749 were South African Internet users. The website served an impressive 525,006 page views last month.

MyGaming's unique audience makes it a popular choice for advertisers looking to target an affluent male audience. 96% of MyGaming's readership is male, while the majority of visitors are between 18 and 40 years old.

For those who think gamers are mainly spotty teenagers living off their parents, think again! Over 50% of MyGaming's visitors are professionals earning between R25,000 and R70,000+ a month.

The majority of MyGaming's visitors work in the IT and telecoms field, and close to 70% of them have a tertiary qualification.

For more information about MyGaming and the marketing opportunities which exist on the website, please contact Cara Muller: 072 109 0444 or cara@mybroadband.co.za.

Some interesting stats about MyGaming:

- 84,904 total unique visitors
- 34,749 South Africa unique visitors
- 525,006 monthly page views
- 96% male, 4% female
- Majority are 18-40 years old
- Over 50% earn between R25,000-R70,000+ per month
- 70% have a tertiary qualification

" **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>