

***BusinessTech* now reaches 8 million South Africans every month**

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BusinessTech has cemented its place as the biggest business news website in South Africa, reaching eight million South African readers in May 2020.

BusinessTech served 8.1 million unique South African browsers and 31.9 million page views during the month.

These readership numbers are based on the latest report from Narrative, the official traffic measurement partner of the IAB South Africa.

What makes this figure impressive is the quality of this readership, which consists of business decision-makers, C-level executives, senior managers and directors and company owners.

BusinessTech editor Gareth Vorster said their goal is to provide readers with trusted information which they can use to inform their personal and business decision-making.

“*BusinessTech* leads the way in accurate and up-to-the-minute news coverage, combined with in-depth data-driven journalism. This ensures that our readers remain up to date with the latest business content as the country navigates its way through the current recovery period,” said Vorster.

BusinessTech audience

BusinessTech's high-quality audience consists of South African professionals, managers, business owners and executives.

Every month, millions of professionals read *BusinessTech*, including:

- 1.5 million managers
- 900,000 business owners
- 860,000 executives
- 118,000 CEOs and directors

This sought-after audience has attracted many new advertisers to *BusinessTech* who are now using the platform to speak directly to business decision-makers and readers with high spending power in their personal capacity.

The graphic below provides an overview of the BusinessTech monthly readership.

BUSINESSTECH

BIGGEST BUSINESS NEWS WEBSITE IN SOUTH AFRICA

8 MILLION

SOUTH AFRICAN READERS EVERY MONTH

31 MILLION

PAGE VIEWS EVERY MONTH

— Who they are —



2.9 MILLION
BUSINESS DECISION
MAKERS



1.5 MILLION
MANAGERS



860,000
EXECUTIVES



240,000
CEOs, CTOs, CIOs

^{*} **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

^{*} **Reach South African investors and high-net-worth individuals on their smartphones** 24 Apr 2024

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