

MyBroadband hits 1.4 million readers

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MyBroadband solidifies its position as the top IT website in South Africa, with 1.39 million unique monthly visitors.



mybroadband

[MyBroadband](#) solidified its position as the largest IT website in South Africa, with 1.39 million unique monthly visitors.

The latest Effective Measure, IAB statistics showed that the website attracted 1.39 million monthly readers, and served 7.19 million pages to these readers.

What is even more impressive is that 931,000 of these readers and 6.23 million page views came from South Africa.

These statistics confirm that over 80% of all traffic to prominent IT websites in South Africa end up at MyBroadband.

MyBroadband Advertising Director Cara Muller said that this is great news for the website's partners, who have been receiving excellent exposure for their brands.

"We have been providing South African IT companies with the best exposure and widest reach to market their products for years and the latest statistics simply confirm our position as the market leader. There is no better place to advertise IT or telecoms products in South Africa, and we are lucky to have most of the top companies in South Africa partnering with us," said Muller.

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