

# BusinessTech smashes traffic record

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[BusinessTech](#) recorded year-on-year growth of over 400%, and is now the largest business technology website in South Africa.



BusinessTech is now South Africa's largest business IT website, attracting over 290,000 unique local browsers in October 2014.

According to the latest IAB SA and Effective Measure statistics, 293,424 unique local browsers visited BusinessTech last month. This constitutes a year-on-year growth rate of over 400%.

BusinessTech focusses on technology and business news, and is aimed at C-level executives and other managers in the telecommunications, technology and business markets.

Cara Muller, advertising director for BusinessTech, said that the latest statistics show that the website offers companies an excellent way to reach CEOs, CIOs, CFOs, CTOs and other top level decision makers in the South African IT, telecommunications and business market.

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