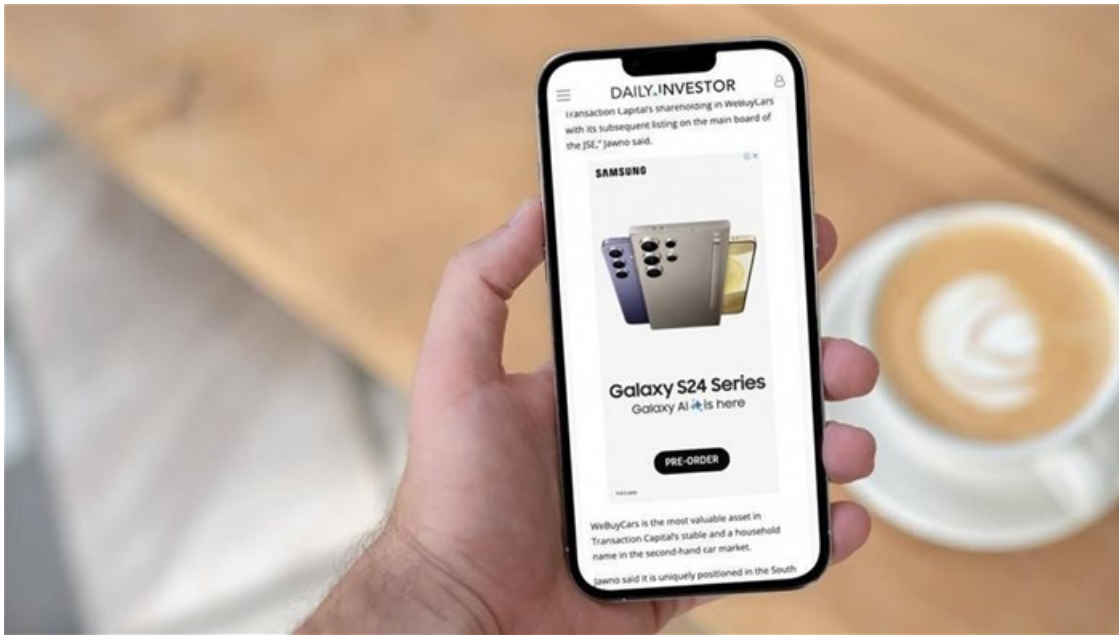


Reach South African investors and high-net-worth individuals on their smartphones

Issued by [Broad Media](#)

24 Apr 2024

Affluent South Africans consume the majority of their content on their smartphones, and companies can take advantage of this to boost their marketing ROI.



Daily Investor is South Africa's leading investment news website and the preferred platform for South Africa's top finance and investment companies to advertise their products.

- [Click here to contact the Daily Investor marketing team.](#)

This is thanks to Daily Investor's affluent audience, which comprises investors, financial decision-makers and HNWI's.

These readers primarily access Daily Investor's content on their smartphones – a trend which mirrors international norms.

This trend of mobile content consumption is why Daily Investor's mobile advertising solutions are particularly popular among its extensive list of advertisers who want to target high-LSM individuals with relevant products and services.

By running mobile banner advertising campaigns on Daily Investor - which positions their marketing message natively within Daily Investor articles – these companies achieve excellent reach and exposure, and generate a fantastic ROI for their marketing spend.

Book a mobile display package

Daily Investor's marketing team is here to help your company plan, launch, and run an effective mobile advertising campaign on Daily Investor.

We will manage your entire campaign on your behalf, including designing your mobile display banners (if required), managing and optimising the delivery of the banners, and reporting on your campaign's success.

[Click here to contact the Daily Investor marketing team.](#)

- **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
- **How a top 5G provider rapidly grew its subscriber base in South Africa** 18 Apr 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>