

MyBroadband breaks 1 million unique monthly visitors

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[MyBroadband.co.za](#) and [MyBroadband Mobile](#)'s combined statistics exceed 1-million unique monthly visitors.

MyBroadband has established itself as South Africa's premier destination for technology and IT news, and has now reached another milestone by exceeding 1-million unique monthly visitors.

According to the latest Nielsen Online statistics MyBroadband.co.za attracted 968,241 unique monthly visitors in March 2011.

[MyBroadband Mobile](#) also continued its strong growth and notched up no less than 110,112 unique browsers.

The combined total of unique visitors on the MyBroadband platform is now 1,078,353.

MyBroadband's sister publication [MyGaming](#) has continued to make its mark in the local gaming and computing market with 64,528 unique monthly visitors in March 2011.

MyBroadband's marketing and sales director Cara Muller said that the continued growth of MyBroadband is also clearly seen in the feedback from advertisers on the site.

"MyBroadband is in the fortunate position to have built strong relationships within the local IT and telecoms market and with online agencies and the feedback from our partners is that they have seen a significant increase in return of investment (ROI) as the site has grown to become what it is today - the dominant player in the IT news space," said Muller.

"There is an increased interest in our sister site as well, MyGaming, and with a male demographic of 93% the site has hosted many successful campaigns aimed at the male market between the ages of 20 to 35."

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