

BusinessTech smashes traffic record

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BusinessTech continued its massive growth this year, with over 100,000 monthly readers and 279,000 page views



The latest Effective Measure, IAB statistics showed that [BusinessTech](#) smashed its previous traffic record, with 109,000 unique visitors and 279,000 page views in May 2014.

What is particularly impressive is that most of BusinessTech's traffic comes from South Africa - 89,000 unique visitors and 242,000 page views.

BusinessTech, which was founded in 2012, serves C-level executives and other decision makers in the business and IT markets.

Cara Muller, who is in charge of advertising at BusinessTech, said that this growth bodes well for the website's marketing partners.

"You will be hard pressed to find a better way to reach South Africa's IT decision makers and C-level executives," said Muller.

"BusinessTech provides excellent value for money, and it is great to have so many IT and business companies partnering with us to promote their products and services."

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