

# Display branding on BusinessTech has never been more popular in South Africa – here's why

Display branding continues to grow in popularity in South Africa and on BusinessTech.

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Display branding is an excellent way to reach BusinessTech's influential audience of business decision-makers.

This is thanks to the high engagement rates and ROI that display banners generate for companies – and more South African businesses are taking notice of this superior marketing performance.

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

According to [research by Statista](#), digital banner advertising volumes have been steadily growing in South Africa in recent years.

Banner ad spend increased from **R1.59bn** in 2017, to **R2.75bn** in 2023.

This figure is expected to rise to **R2.93bn** in 2024 and reach a staggering **R3.56bn** by 2028.

## BusinessTech display ads

BusinessTech's marketing team is ready to help you promote your products and services through a display branding campaign.

You can choose from homepage takeovers, category takeovers, and run-of-site banners, all of which deliver outstanding results thanks to our audience of 5 million South African readers, including:

- 2.9 million business decision-makers
- 856,000 business owners
- 131,000 CEOs and directors

Our marketing team will manage your entire display banner campaign, and will also provide reports on its execution success – [click here to contact the BusinessTech marketing team.](#)

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