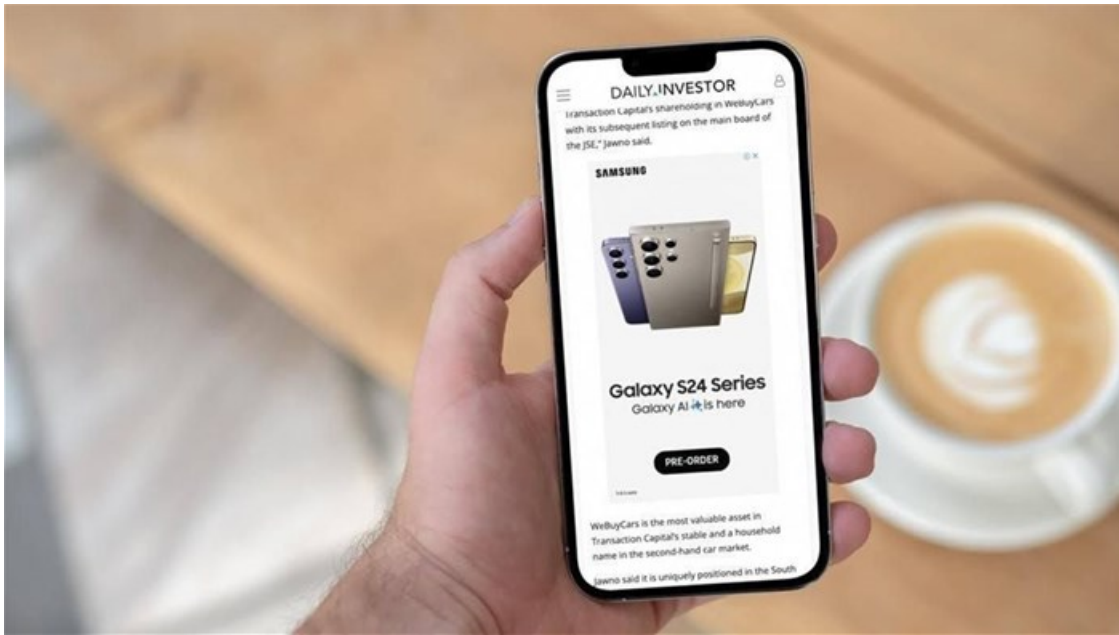


# Reach South African investors and high-net-worth individuals on their smartphones

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.](#)

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