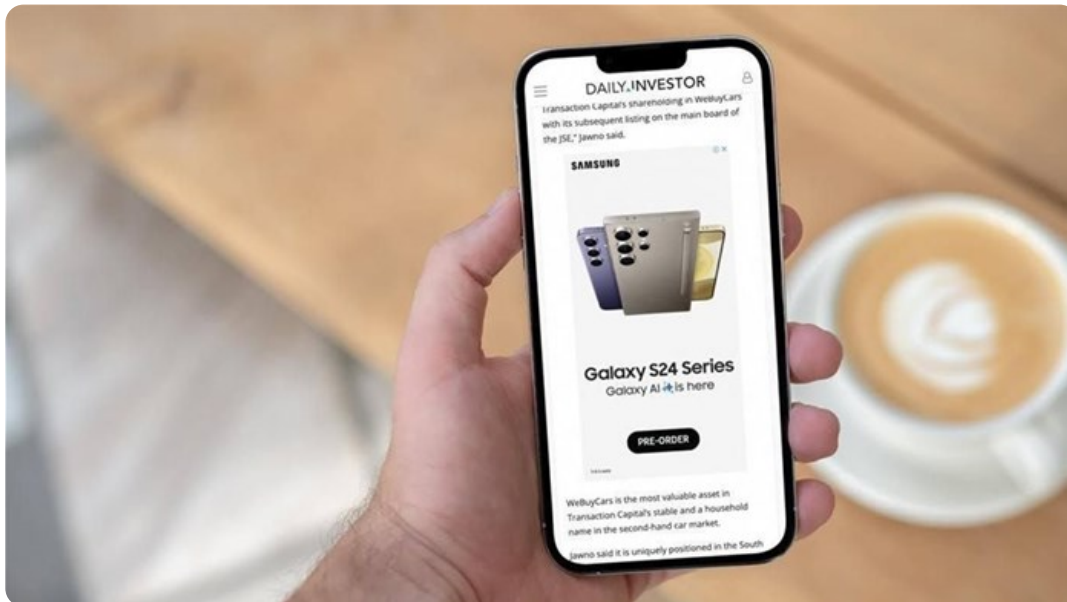


# Reach South African investors and high-net-worth individuals on their smartphones

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

Issued by [Broad Media](#) 24 Apr 2024



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 with 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.](#)

- **Where to reach South Africa's ICT decision-makers** 25 Jun 2025
- **Business Talk Season 13 – coming soon** 19 Jun 2025
- **Reach 1 million South African car buyers in one place** 11 Jun 2025
- **How top South African companies reach their target audience** 29 May 2025
- **The incredible guests interviewed on What's Next – and how to join the podcast line-up** 22 May 2025

#### [Broad Media](#)

#### **BROAD**MEDIA

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>