

Why top South African companies sponsor Business Talk

Issued by [Broad Media](#)

26 Mar 2024

Top South African companies achieve excellent brand recognition through Business Talk season sponsorships.



Season sponsorships on Business Talk provide consistent and extensive brand exposure to South Africa's top companies.

This is thanks to Business Talk's audience, which includes most of South Africa's top business decision-makers.

These influential people trust the podcast for valuable insights into everything from investing and the JSE to taxes and sustainability.

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

Many top South African companies have already capitalised on Business Talk's popularity and reputation by sponsoring a season of Business Talk.

These companies include:

- Discovery Bank
- Standard Bank
- EY
- EY-Parthenon
- Discovery Business Insurance
- Sage
- Microsoft
- Monocle

The companies on this list all enjoyed excellent ROI for their season sponsorships – and your company can be next.

Book a season sponsorship

Booking a season sponsorship package for Business Talk is easy – simply contact the BusinessTech marketing team, and we will handle your entire campaign.

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

- **Here is what happens when you partner with MyBroadband** 28 May 2024
- **Why South Africa's top companies advertise on BusinessTech** 23 May 2024
- **How to get your executives on South Africa's hottest investment video podcast** 16 May 2024
- **Sponsored articles on MyBroadband - The best way to build trust in your business** 9 May 2024
- **Business Talk with Michael Avery - South Africa's leading business podcast** 2 May 2024

[Broad Media](#)

BROADMEDIA

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>