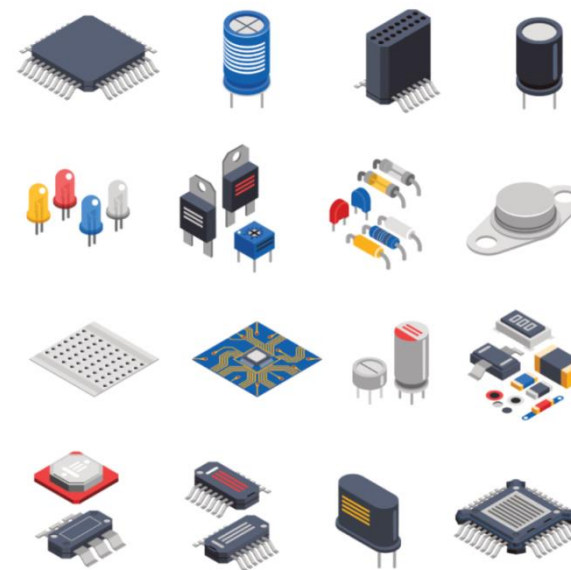


MEDIA KIT 2022

Update: 2022-02-07

www.epnc.co.kr
153-786, Woolim Lion's Vally Bldg C 1012
Gasam Digital 1 Ro, Geumcheon Seoul
Tel. +82.2.2026.5700
Fax. +82.2.2026.5701



Summary of Media



Offline
EPNC
Electronic Parts & Components

**The most influential
electronic magazine**



The legacy of ~30yrs and reputation

- Honored National “Medal of Culture”
- Awarded President, Prime Ministers’ 3 times



Publishing 16,000 copies per month

- The biggest circulation, must-read book in industry
- Specialized in electronic industry such as semiconductor, display, automotive

Offline

TECHWORLD

**The highest traffic
IT online news**



Over 550,000 PV per month

- No.1 Traffic among competitors (Based on Alexa)
- Affiliated with portals - Naver, Google, Daum etc.



The biggest and targeted 150,000 DB

- The Biggest DB size compared to IT Media
- General DB (100K) + Targeted DB (50K)



Online

TECHWORLD

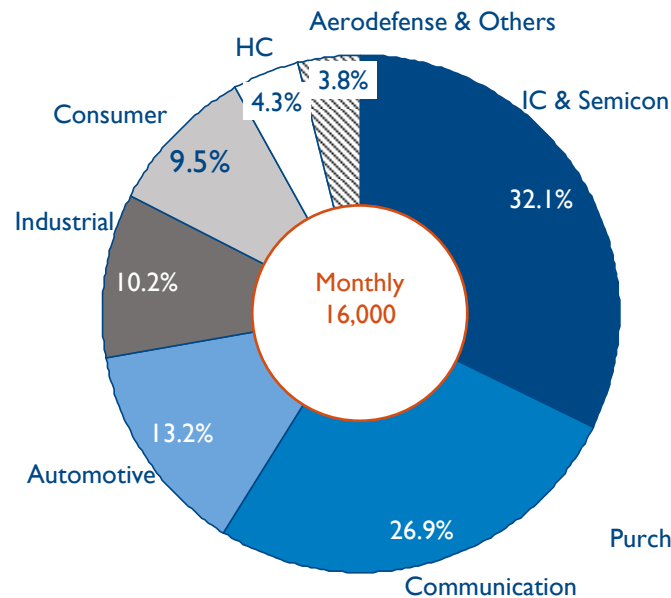
Subscribers Consist of Opinion Leaders

EPNC Electronic Parts N Components Portfolio of Subscriber

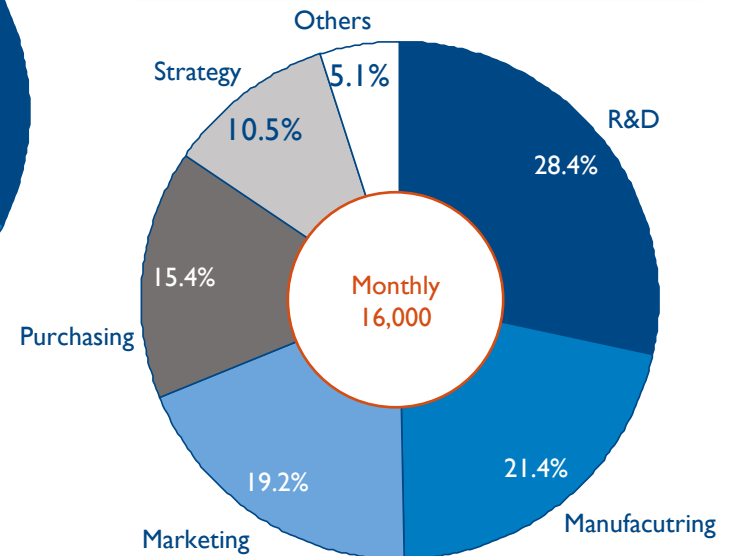


- Launch: February, 1988
- Period: Monthly
- Circulation: 16,000
- Size: 210(W)mmX280(H)mm
- Due(Ads): previous month 20th
- Due(Article): previous month 20th

The ratio by Industry



The ratio by Job Function





- Since January 1st, 1995
- www.epnc.co.kr
- Integrated with its sister magazine Embedded in 2015, re-named to Techworld
- Official Partner of Portals

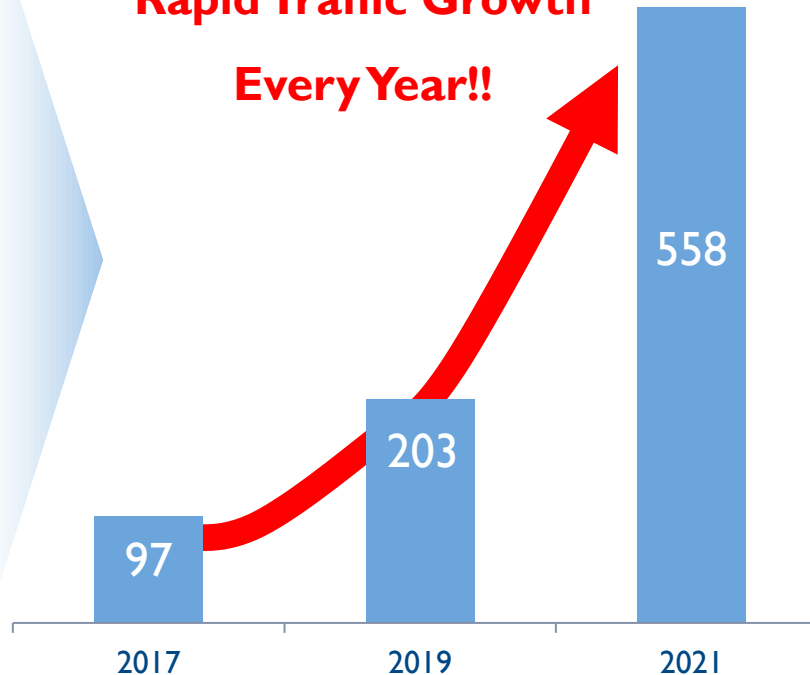
NAVER Google
DUM NATE



Average Monthly Traffic

(Unit: Thousands PV)

**Rapid Traffic Growth
Every Year!!**



Alexa Ranking 2021¹⁾

1	TECHWORLD
2	THEELEC
3	HelloT
4	e4dsnews
5	automotive.i
6	elec4
7	반도체네트워크 SEMICONDUCTOR NETWORK

1) Based on Alexa ranking; Among IT specialized media in S. Korea
Source: Google Analytics, Alexa Global

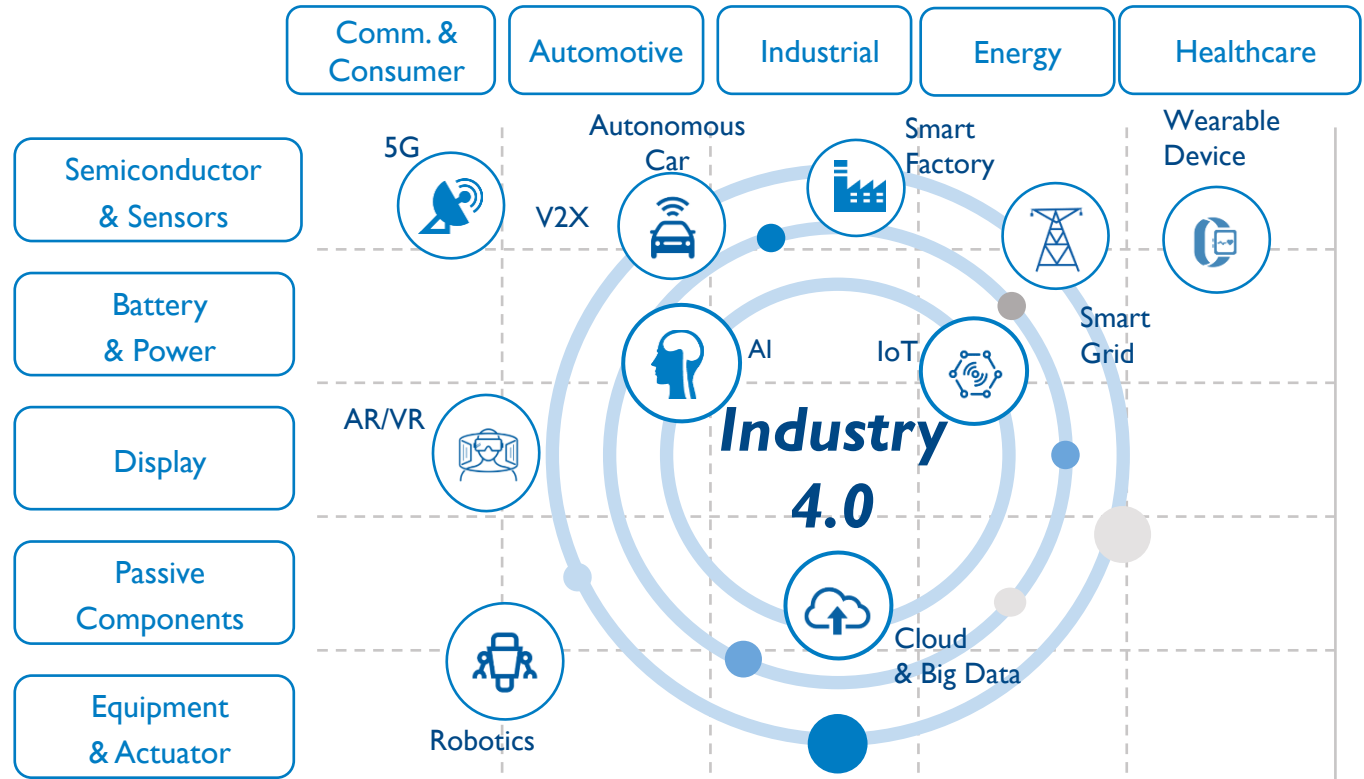
Viewpoint

Technology

Economy

Policy

Editorial Framework for ICT industry



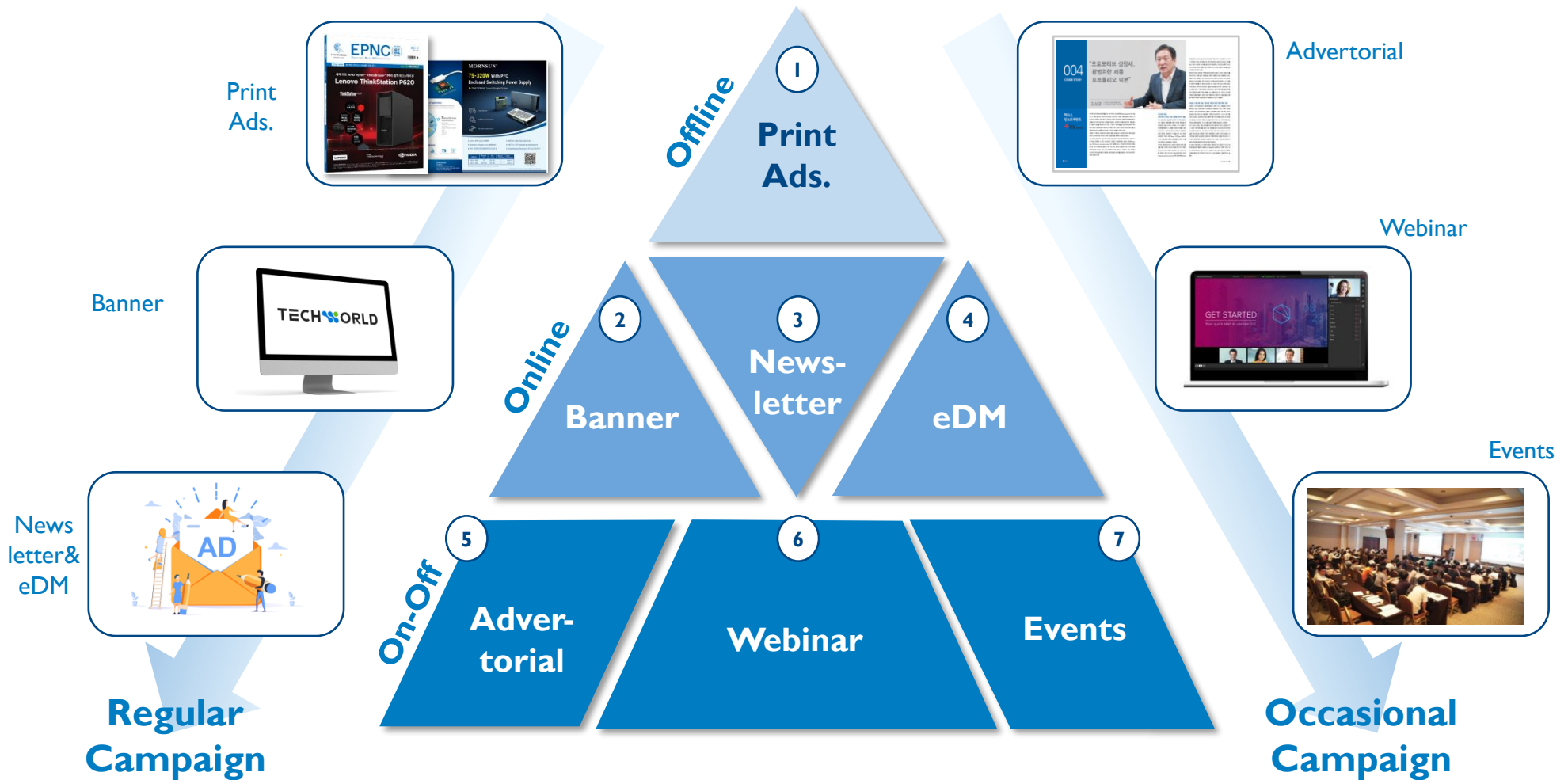
Key IT Issues at a Glance

2021 Editorial Calendar

Mon	Cover Story	Special Events
Jan	Post COVID-19, 2022 Electronics Market Forecast	New Year Greetings
Feb	From Material to Equipment of Semiconductor Industry	34 th Anniversary
Mar	Beyond 5G, Communication Module Development Roadmap	
Apr	Smart Factory System: Productivity & Efficiency	✓ Smart Factory (Control Device, Related Components)
May	Test & Measurement Industry Boosting with 5G and Automotive	✓ T&M Instruments
Jun	New Paradigm in Automotive Industry, Next Generation Electronics	✓ Automotive & Mechatronics
Jul	The Future of Memory Semiconductor, The Core of Korea	
Aug	How to Win in Display Industry: The Rise of China	
Sep	The Essence of IoT, Sensors	✓ IoT Sensor and System
Oct	The Smaller, The Smarter Unmanned Vehicle with Micro Controller	✓ MCU, MPU for UAV,UGV
Nov	Initiative for Leadership in Battery Industry	
Dec	Game Changer: System Semiconductor	

✓ Special Advertorial

Our 7 Levers for Marketing



1 Print Ads.



Ads. Type	Page	Price ¹⁾
Cover	Cover 1	6,000 USD
	Cover 2	4,000 USD
	Cover 3	3,500 USD
	Cover 4	4,500 USD
	Wing Cover	5,500 USD
Special Page	Special 1	2,000 USD
	Special 2~8	1,500 USD
Inside Page	Inside 1	1,300 USD
	Inside 2~16	1,000 USD
	Inside 17~	800 USD
	Index	1,500 USD
Special Formats	Wing Inside (Double Spread)	4,000 USD
	Insert Page (2 pages)	3,500 USD

1) The rate will be discounted in the case of turn-key or annual contract

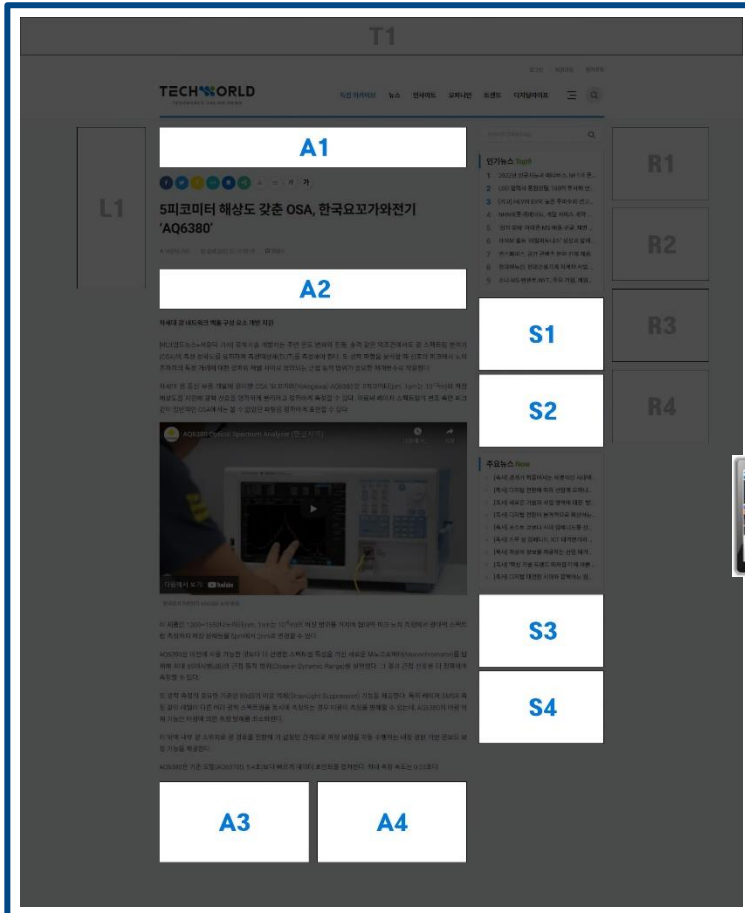
2 Banner – Home Page (Web)



**Video is Available
for Static Banner**

Pos.	Size(px)	Type	Impression	Rate (USD)
T1	1170x100	Static	All Page	6,000
L1	180x430	Static		5,000
R1	250x200	Static		4,000
R2	250x200	Static	All Page	3,000
R3	250x200	Static		2,500
R4	250x200	Static		2,000
M1	1170x150	Static	Main	2,000
M2	1170x150	Static		2,000

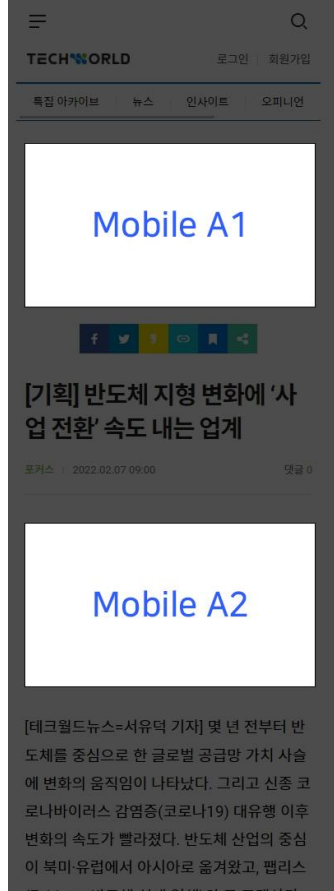
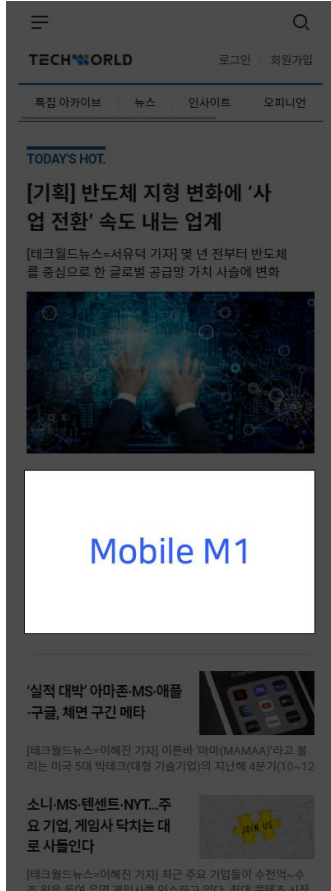
2 Banner – List & Article Pages (Web)



**Video is Available
for Static Banner A4**

Pos.	Size(px)	Type	Impression	Rate (USD)
S1	330x180	Static	List/Article Page	2,500
S2	330x180	Static		2,300
S3	330x180	Static		2,000
S4	330x180	Static		1,500
A1	810x100	Static	Article Page	2,500
A2	810x100	Static		2,000
A3	390x150	Static		1,500
A4	390x150	Static		1,500

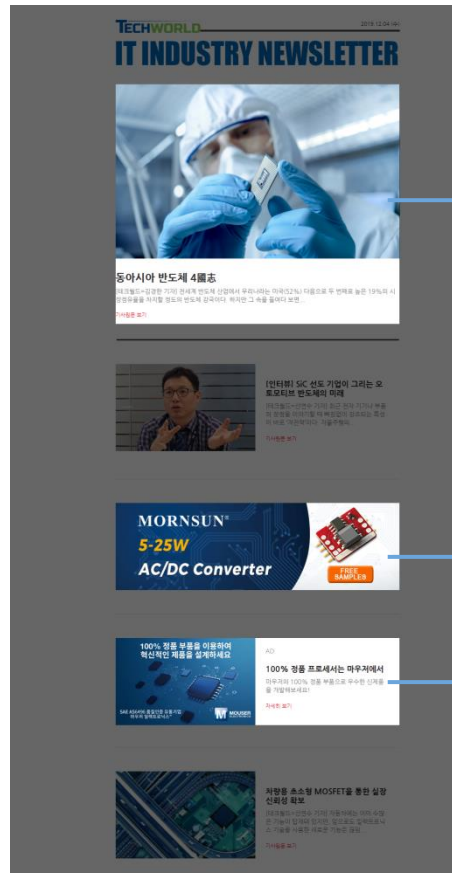
2 Banner – Mobile



Pos.	Size(px)	Type	Impression	Rate (USD)
MI	640x350	Rolling	Main Page	2,000
AI	640x350	Static	Article Page	2,500
A2	640x350	Static		1,500

3 Newsletter

- **Blasting Every Wednesday**
- **~20,000 online subscribers**
- **Reach Ratio: 85 ~ 95%**
- **Open Ratio: 8 ~ 10%**



Introduction of Newsletter Banner

Headline Ads.

- Highlighting the strength of products to customers in form of article
- Exposing high-definition image & contents
- 3,000 USD per 1 Time

Big-Size Banner

- Exposing big-size banner in Newsletter
- Size: 650x200
- 2,000 USD per 1 Time

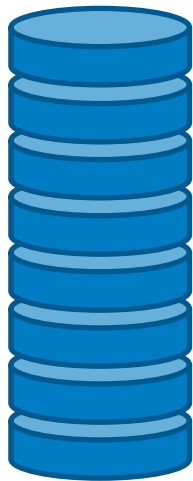
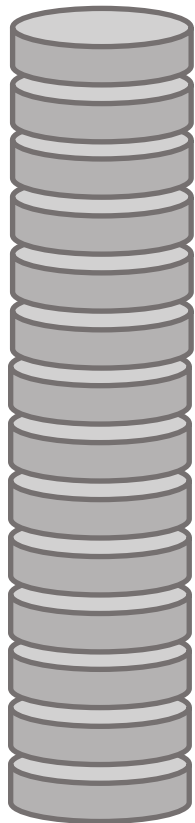
Native Banner

- Article type banner for high rate of click
- Size: 320x200
- 1,500 USD per 1 Time

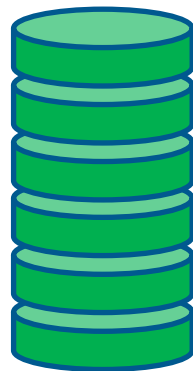
4 eDM: Lead Generation

Total DB
150,000

General DB
(Basic)



Targeted DB
(Selective)



• Basic Service

- DB Size: 100,000
- Collective and Massive Scale Blast to IT industry
- \$ 2500 USD per time
- Open Ratio: 3~5%



• Selective Service

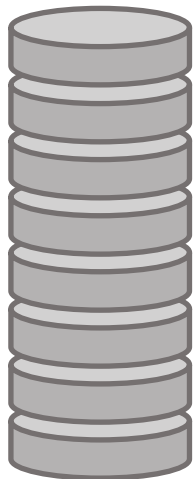
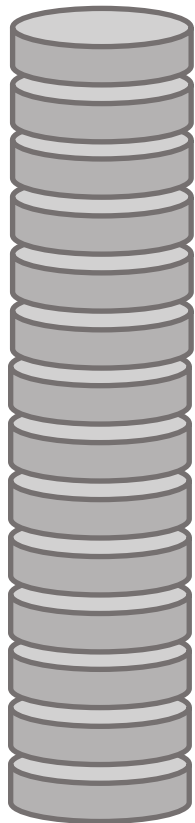
- DB Size: 50,000
- Categorized by 9 relative IT application areas
- Additional Charged by selected DB sizes
- Open Ratio: ~10%



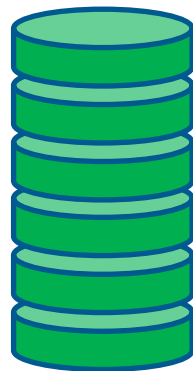
4 eDM: Lead Generation

Total DB
150,000

General DB
(Basic)



Targeted DB
(Selective)



DB Size by Application

AI Tech
5,306

General
Component
13,043

Automotive
/EV
5,463

Consumer/
Comm.
7,393

Smart City/
Security
5,062

Robot/
Smart Factory
3,893

Semicon
Spec.
3,893

Display/
OLED
2,727

Power/
Battery
1,984

5 Advertorial

Advertorial based on contents marketing



'22 Advertorial Plan



Smart Factory
(Apr Issue)



Instruments
(May Issue)



Automotive
(Jun Issue)



Sensor & IoT
(Sep Issue)



UAV/UGV
(Oct Issue)

6 Webinar

Webinar



- Massive Promotion Support
- Stability with 15,000 participants
- Perfect Tech Assistant

- Promotion before event

eDM

Banner

- Webinar ads. banner

Kakao Talk

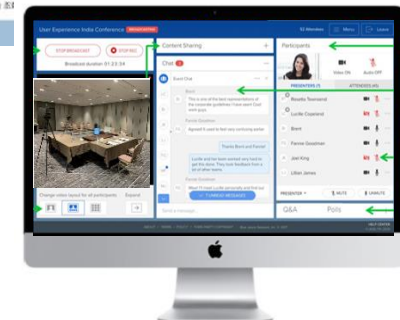
- Messenger Pre-notice

YouTube

- Uploaded in YouTube

Press Release

- Article released based on webinar contents





The Events held by Techworld



Semiconductor Leader Round Table

- 2019 Sep, 2020 May
- With CXO from the leading semiconductor company and economists
- ARM, Samsung, SK Hynix, etc.



Security of Things

- 2017 May, 2018 Apr, 2019 Apr
- Discussing the security tech trend with global leading companies
- With SK, LG, ST Micro, Mouser, etc.



Blockchain Innovation Conf.

- 2017 Dec, 2018 Dec, 2019 Dec
- Finding new tech and biz opportunities in blockchain trends with over ~2000 participants
- With Samsung, LG, Korea Bank, etc.

⋮

Beyond Information to Insight

