



# TECHWORLD

[www.epnc.co.kr](http://www.epnc.co.kr)  
[www.techworld.co.kr](http://www.techworld.co.kr)  
02-2026-5700

서울시 금천구 가산디지털1로 168 우림라이온스밸리 C동 1012호



Vision

# Beyond Information To Insight

In 1988, when even the word IT was unfamiliar to Korean  
We has provided essential contents to electronics industry such as semiconductors.  
We are preparing to move away from the past that was delivering simple facts.  
Techworld will be a partner the sharing the insight beyond the information.



## Legacy & History

Over 35 Years Of Heritage since 1988

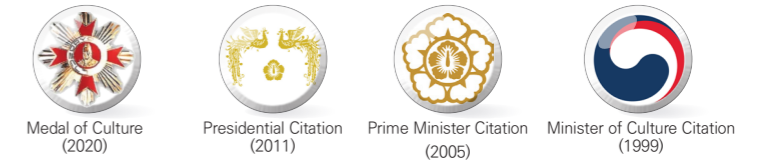
- Monthly Magazine [EPNC], [Embedded] and [Secu N]
- Online News [Techworld]



## Reputational Contents

Contents of Quality Certificated by Various Contents

- Providing Consultancy SVC to Korean Leading Companies



## Industry Leadership

Over 100 times of Hosting Exhibitions and Set Agenda

- Initiated Korean Electronics Show and etc.



## Global Partnership

Over 130 Global Leading IT Companies and Exhibition

- Initiated Korean Electronics Show and etc.





# TECHWORLD



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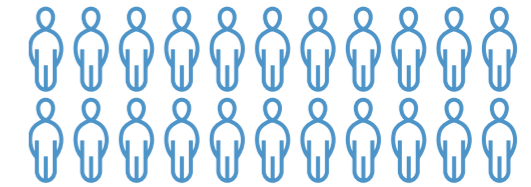


## Exclusive & Unique Contents

Techworld's own in-depth, graphical and exclusive articles

- 1Side Tech, TECH STOCK, etc.

## Targeted Subscribers



# 180,000

Optimized readers for TECHNOMICS

- Online DB Size **180,000**
- ~60% Cutting-edge IT industry
- ~27% is investment decision makers



## Editorial Direction

# TECHNOMICS = Tech+Economics

## Fusion of Tech & Economics

Techworld having the deepest understanding toward technology

Based on this competency, we provide insight into the economic ripple effects from tech.

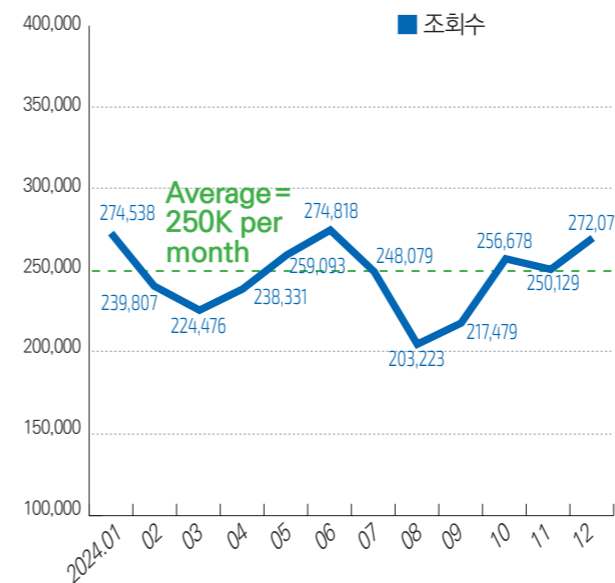
## Editorial Framework



## Overwhelming Contents Impacts

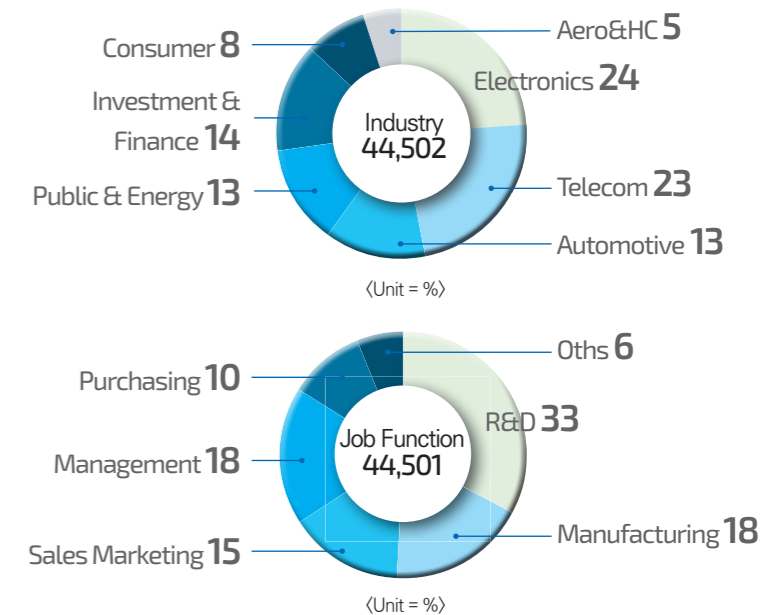
With Partnership not only KR but also Global News Platform

### Monthly Traffic in recent 1 year



## NAVER DUM Google

### Newsletter Subscribers' Analysis



# EPNC

Monthly [EPNC] specializes in covering the latest technologies and industrial trends in a wide range of electronics industries, including semiconductors, displays, batteries, and devices, which are the foundation of the IT industry.

- Semicon, Battery, Display, Materials & Equipment, Automotive, etc.

# Embedded

Monthly [Embedded] is the only embedded SW magazine in Korea. We specialize in covering new solutions and technologies at industrial sites that are currently reshaped with generative AI.

- AI, Telecom, Computing, Cloud, Mobility, Smart Factory, Robot, etc.

# SecuN

With the Dx and AI, the security industry is also growing rapidly. Monthly [SecuN] focuses on the technology and business trends of the security industry to protect our precious physical and intellectual property

- Surveillance, Information Security, Aerodefence, Disaster Prevention, etc.

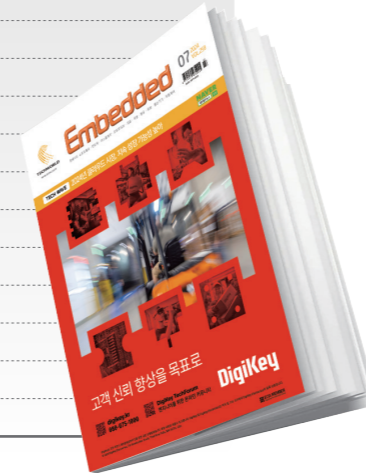
## Editorial Calendar

Mon.	Techwave (Cover Story)
1	'25 Semicon and Display Market Forecasting
2	Digital Twin, Starting Point of Innovation
3	Sensor Technology with AI
4	SW for Electronics: EDA and Test Solution
5	Autonomous Driving Sensor
6	Semicon Players 2nd half Strategy
7	USA vs CHN: KOR IT Industry
8	Display Market Landscape
9	KOR Battery Big 3 Players
10	2025 Automotive Electronics
11	UAM near at Commercialization
12	Market Forecast for 2026



## Editorial Calendar

Mon.	Techwave (Cover Story)
1	'25 AI & Telco Industry Diagnosis
2	6G Commercialization
3	Korean 3 Big Battery Players
4	AI Battlefield: Home Appliances
5	What is Next Big Thing in AI Market
6	Data as the Key Competency
7	2nd Half, Korean Telco Industry
8	Smart City Ecosystem
9	New Era with Robot
10	AI, Cloud Solution
11	Evaluation of 2024 AI Industry
12	Market Forecast for 2026



## Editorial Calendar

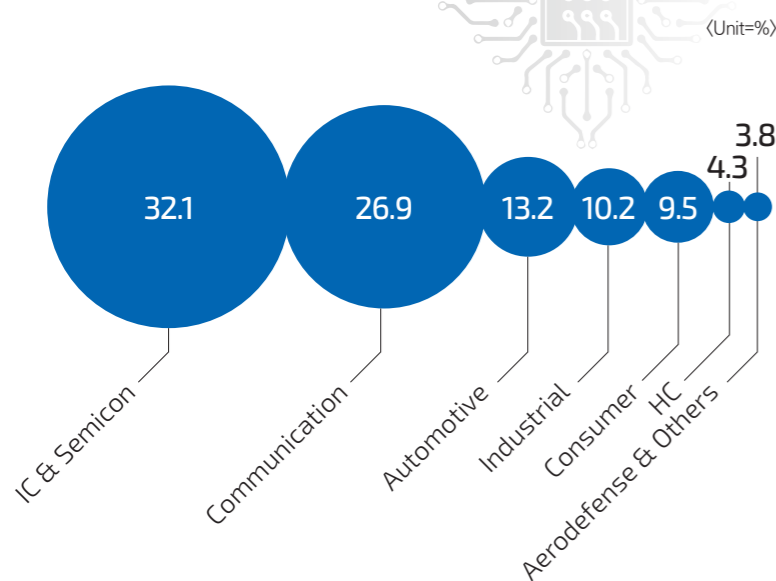
Mon.	Techwave (Cover Story)
1	Keywords for 2025 Security Industry
2	Stagnant Physical Security, Where is Breakthrough?
3	Cloud Security Solution: KR vs Global Brand
4	Security Reshaped by Generative AI
5	Investment Trends in Security Industry
6	Arising Threat, Deep Fake
7	Zero Trust Strategy for Perfection
8	Security Control System
9	The Most Popular Tactics to Hackers
10	Next Generation Security Solutions
11	Evaluation of 2025 Security Industries
12	Market Forecast for 2026



## Circulations and Subscribers by Industry

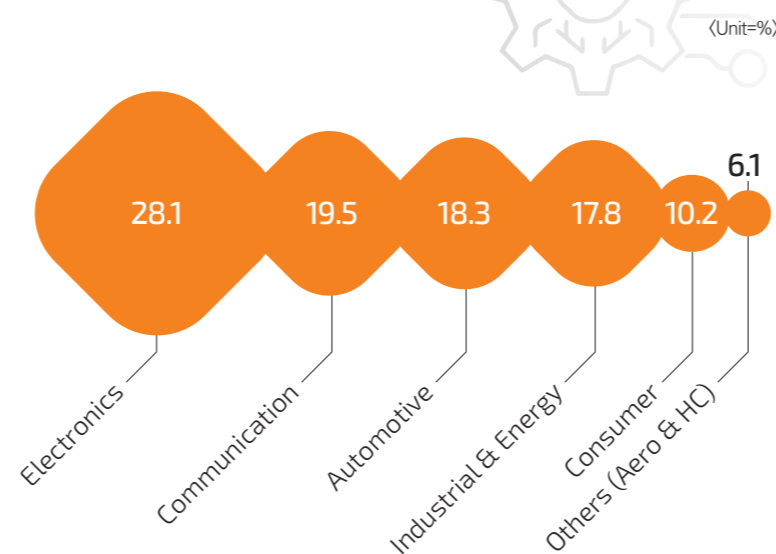
### EPNC

- Monthly Circulation: 16,000



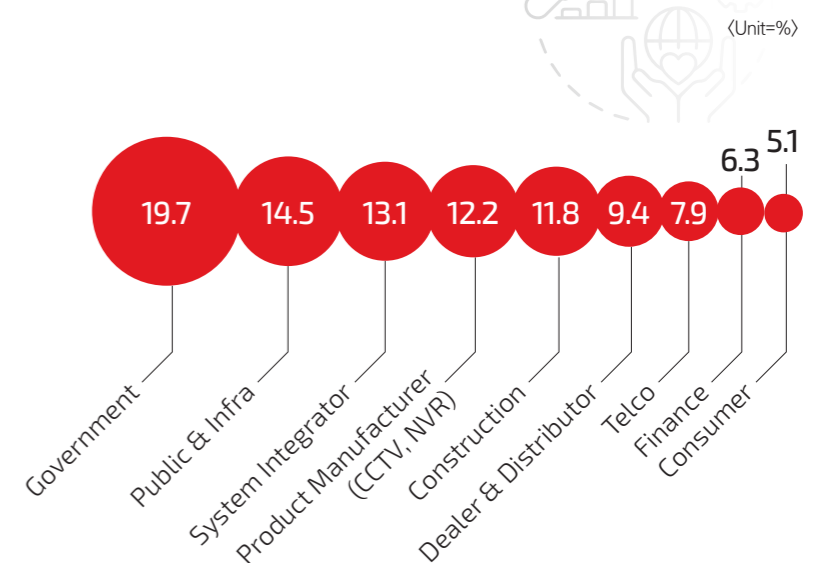
### Embedded

- Monthly Circulation: 13,500



### SecuN

- Monthly Circulation: 15,000







**H**  
Special  
Contents

SW for Better HW: EDA and Test Solutions

End Point Security: Starting Point of Security

Digital Twin. Expansion with AI

FSG Certification: Embedded Safety

Smart Factory Solutions



Zero Trust Security for Perfect Security



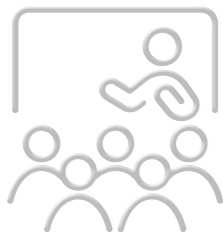
Automotive Tech: Autonomous, BMS, Digital Cockpit

Smart City Tech for ESG



AI, Cloud and Hyper Scale Industry

Jan Feb Mar Apr May Jun Jul Aug Seb Oct Nov Dec



**I**  
Seminar &  
Events

Machine Vision and Sensors

Next Generation Automotive Solutions

Texas Instrument Seminars

AI Tech for Kids Safety and Education



REC 2024 영유아 교육 세미나

Seminar with City Renewal Association



2024년 ESG 세미나

UAM, Present and Future

Round Table of Security Industry



BIIC 행사 이미지

# Marketing Solutions - Online

## PR Support

Supporting to promote clients' brand through PR Article, Interview, Case Study, etc.

(Also Available for Global-wise Press Release)

- Package
  - Monthly 1 time PR Release
  - 2 times Interview or Special Article Annually
- Rate: 5000 USD for Annual Contract

※ IN-DETAIL RATE AND SERVICE PACKAGE ARE NEGOTIABLE



**원본도, 강력한 엷지 AI 기기를 위한 혁신적 큐브 아키텍처 도입**  
2023-10-05 16:34 박규찬 기자  
[테크월드뉴스=박규찬 기자] 세계적인 반도체 메모리 솔루션 공급업체인 원본도(Winbond Electronics Corporation)은 주류 사용 사례에서 다양한 엷지 AI 컴퓨팅을 위한 강력한 지원 기술을 공개했다고 5일 밝혔다...



**누보톤 양신형 사장, "반도체 중심으로 韓 4배 성장 기대"**  
2023-09-14 13:00 박규찬 기자  
[테크월드뉴스=박규찬 기자] 누보톤은 높은 제품과 기술을 다년간 축적해왔기 때문에 앞으로 더 많은 제품과 기술을 한국 고객들에게 알려주고 싶다고 서울 삼성동 누보톤코리아 사옥에서 진행된 인터뷰에서 한국 ...

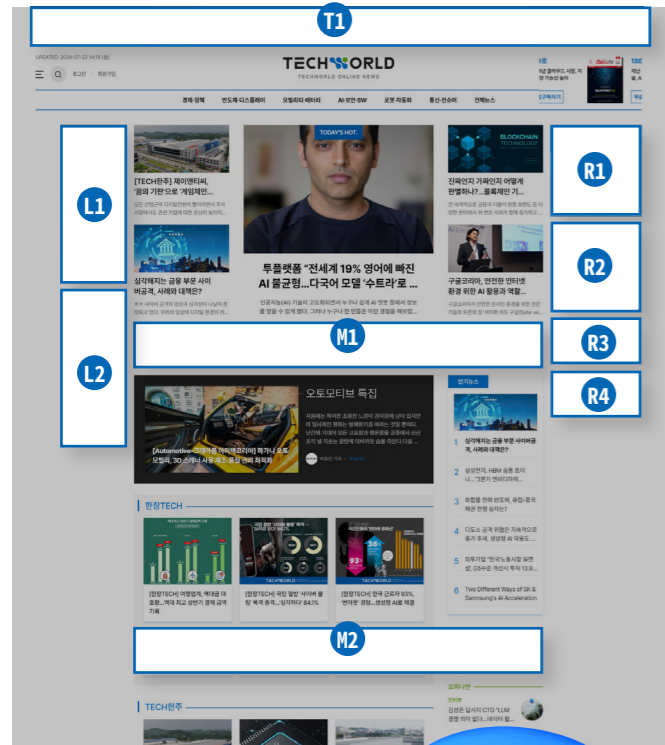


**원본도, 모바일과 초저전력 애플리케이션을 위해 협력**  
2023-09-01 11:07 박예송 기자  
[테크월드뉴스=박예송 기자] 원본도(Winbond)와 모바일(Mobile)이 자동차, 스마트 IoT, 산업, 웨어러블, TWS, 무선 헤드셋, 스마트 스피커 및 연동성 등 다양한 애플리케이션을 대상으로 한 새로운 IP 파트너십을 ...

## Web & Mobile Banner

Overwhelming Traffic compared to other competing IT media

Available for Dynamic Banner format such like GIF and Video type




Pos.	Size(px)	Available Page	Rate(\$)
T1	1050 X 100	All Pages	6000
R1	250 X 250	All Pages	3000
R2	250 X 200	All Pages	2500
R3	250 X 130	All Pages	2300
R4	250 X 130	All Pages	2000
L1	180 X 430	All Pages	4000
L2	180 X 430	All Pages	2000
M1	1120 X 150	Main Page	2000
M2	1120 X 150	Main Page	1500
A1	1120 X 163	List/Article Pages	2300
A2	1120 X 163	List/Article Pages	2000
S1	245 X 135	List/Article Pages	2000
S2	245 X 135	List/Article Pages	1500

※ EVERY RATE IS PER MONTH BASED  
 ※ LONG-TERM CONTRACT COULD BE NEGOTIABLE  
 ※ MOBILE BANNER SHOULD BE PREPARED SEPARATELY AND SIZE IS 340X200 PX

## Keyword Targeted Banner

Expose the brand when only articles containing specific keywords

※ DETAILED COSTS NEED TO BE DISCUSSED ACCORDING TO KEYWORDS



## Newsletter Banner

Leveraging +30K monthly subscribers of newsletter article

From typical banner format to Branded contents

- Period: Every Wednesday
- Target: 35,000 Persons
- Open rate: 10~20%
- Price: USD 1500 ~ 2500



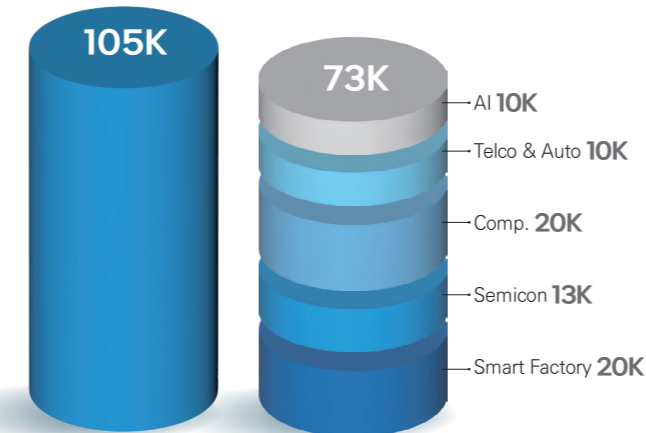
## EDM & Lead Generation

The Largest DB Size (180,000)

Reaching out to 1) General IT industry DB and/or 2) Targeted Specific Applications

## Composition of DB

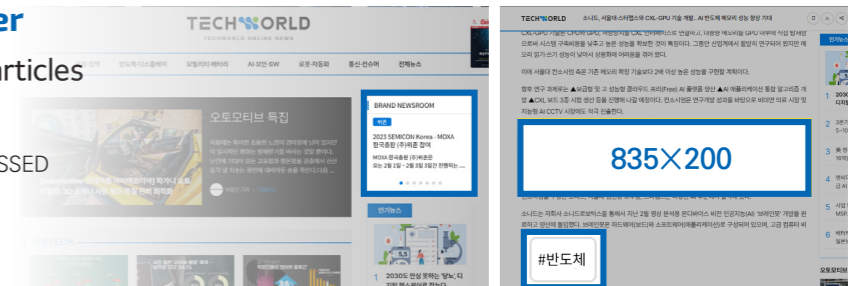
- General IT DB
- Targeted Specific App DB



Open Rate: 3~5% Open Rate: ~10%

- Rate: 2500 USD per time

※ THE RATE FOR TARGET DB DEPENDING ON THE SELECTED DB SIZE







# Marketing Solutions - Prints



## Print Ads.

The Oldest but The Best Ads. Option

Embracing the Brand Awareness to 50,000 Magazine Subscribers

(Unit = USD per time)

Type	Page	EPNC	Secu N	Embedded
Cover	Cover 1	6000	4500	4500
	Cover 2	3500	3500	4000
	Cover 3	4000	3000	2500
	Cover 4	5000	4000	3500
	Wing Cover	5500	5000	4500
Inside	1 Page	3000	2500	2500
	2~8 Page	2500	2000	1500
	8~ Page	2000	1500	1000
	Index Pag	2500	1500	1500
Etc.	Double Spread	4000	3500	3000
	Insert 2 Pages	3500	3500	3500

※ DISCOUNT IS AVAILABLE FOR ANNUAL CONTRACT



## Technical Report

The most in-depth ads. methodology for highlighting the clients' tech advantage

- Package: Usually 2-4P with Editing/Design/Translation Support
- Rate: 750 USD per Page

## EPNC



## Embedded



## SecuN





# Marketing Solutions - Integrated SVC

## Special Sections

Providing full-integrated marketing package for leading players aligned with tech trends

- Online Special Sections in Main Page
- Dedicated Magazine Pages (~4P)
- Online Article Release through Portal
- Web Banner and Special Newsletter
- Rate: From 3000 USD

Sample for Automotive Special Newsletter



## Seminar/Exhibition

Based on abundant experience, overall support from planning to follow-up report

Service Package

- Agenda Setting
- Finding Venue
- Promotion with Print Ads, eDM, etc.
- Providing Sessions
- Sharing Participants' DB

Scale of Events

- Small: 30~50
- Mid: 100~200
- Large: ~500

※ DETAILS OF PRICE NEED TO BE DISCUSSED



Blockchain Industry Innovation Conference (Sponsored by SK)



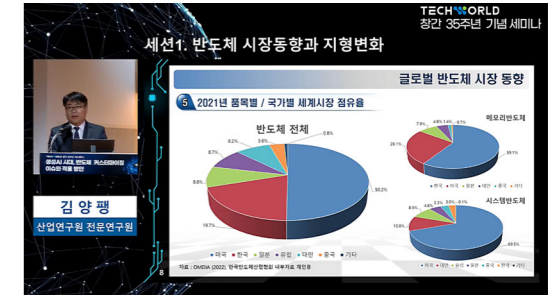
Security of Things (Sponsored by LG)

## Webinar

Reaching to customers through our online seminar solution

- Process
  - ① Select the Format (Live vs Recording)
  - ② 1st Promotion with Print Ads, eDM, etc.
  - ③ Providing TW's webinar platform
  - ④ Facilitator service
  - ⑤ Post report after the event
  - ⑥ Webinar Article release
- Size: 100~200
- Rate: 4000 USD

※ Cost can be varied on recording, subtitles and promotion package

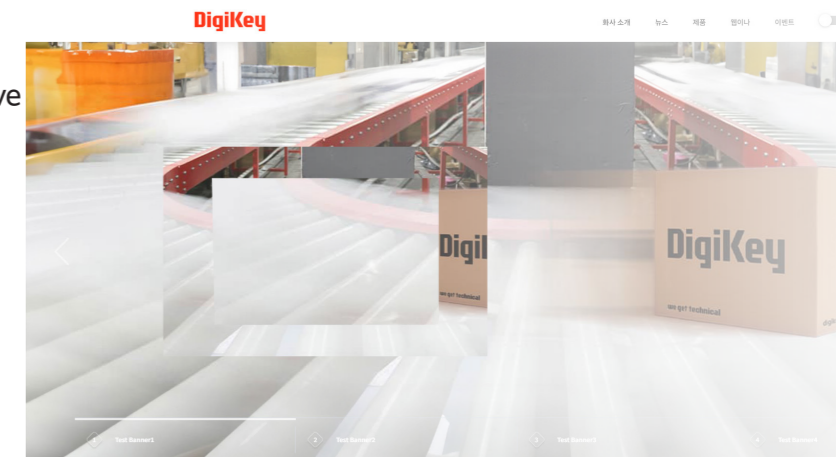
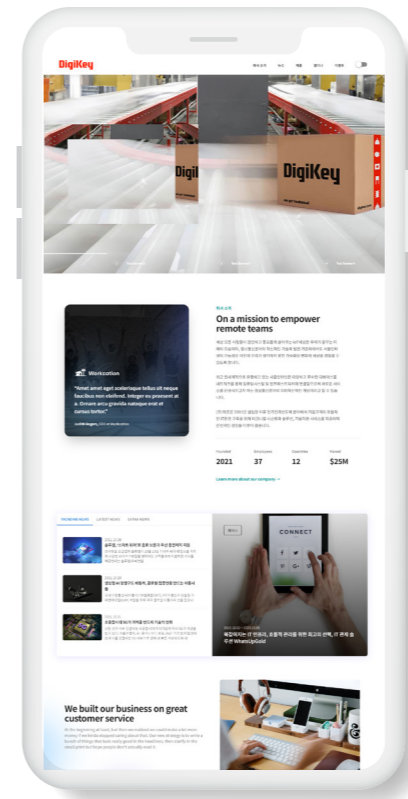


## Microsite

Special & Dedicated Online Contents Archive

- Package: Company Overview, Articles, Interview, Webinar VOD, Data Sheet, etc.
- Rate: 3000 USD per Month

※ Design, PR Support Fee is Additional Fee



On a mission to empower remote teams

세상 모든 사람들이 편안하고 효율적으로 일하기는 6년 전만 해도 불가능한 일이었다. 정보통신분야의 혁신적인 기술과 발전 덕분에 이제는 사생활과 업무의 경계가 사라지고 있다. 우리는 이를 가능하게 하기 위해 사생활과 업무의 경계를 허물 수 있도록 돕는다.

최근 전세계적으로 유행하고 있는 사생활과 업무의 경계를 허물 수 있도록 돕는 서비스. 우리는 이를 가능하게 하기 위해 사생활과 업무의 경계를 허물 수 있도록 돕는다.

(주)워크이션은 2011년 설립 이후 원격근로에 대한 관심이 높아지면서 효율적인 IT 환경을 구축을 위해 워크이션 시스템을 출시, 기술지원 서비스를 제공하여 안정적인 성장을 이루어 왔습니다.

Founded	Employees	Countries	Revenue
2021	37	12	\$25M

Learn more about our company →







# TECHWORLD

## 발행인 CEO & Publisher

박한식 Han-Sik Park

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