



# 2017 MEDIA KIT

**HeyKorean Marketing Team**

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# Content

## 1 **HeyKorean History**

A brief overview of who we are and how we became HeyKorean

## 2 **Our Brand Value**

Find out what makes HeyKorean the No. 1 Information Portal for Koreans

## 3 **Target Audiences**

A short analysis of HeyKorean's audience

## 4 **Advertising Opportunity**

See why advertising with HeyKorean is extremely beneficial for you

## 5 **Ad Specifications**

Size, format, position, dimension, etc.  
Detailed information regarding each advertisement



# hey!korean® History

We are a Korean Website Portal representing Koreans all over the world for the purpose of unity. We provide direct help to Koreans in the United States and worldwide, exchanging beneficial information including accommodations and jobs.

A horizontal timeline arrow pointing to the right, with three white circles marking the years 1998, 2003, and 2017.

**1998**

Originally founded as **KSANY** (Korean Student Association in New York) in July, 1998.

**2003**

To expand our services to Koreans all over the world, the portal site **HeyKorean.com** was launched.

**2017**

For 19 years since its establishment, HeyKorean has maintained its stand as a **No. 1** Korean website portal in the the US East Coast.

## Our Brand Value

HeyKorean plays a vital role in sharing important information & services to Koreans living overseas. We would like to think of ourselves as a helping hand, a friend who Koreans all over the world can absolutely trust, who will be there whenever they need and who will help them feel they have never left home.

## HeyKorean is a solid community that has its foundation built upon Established Trust.

We gained the loyalty of our members through excellent service and high-quality information. This helped us achieve:

**400K**

members

**75K**

daily visitors

**1M**

hits per day

## Our Brand Value

### The number of HeyKorean members is increasing rapidly over time.

Starting with 18K members in 2002, the number increased consistently and reached 400K for 15 years.

This number includes both old & loyal and new members.

The advertisers will have an excellent opportunity to capture the huge number of our user group.





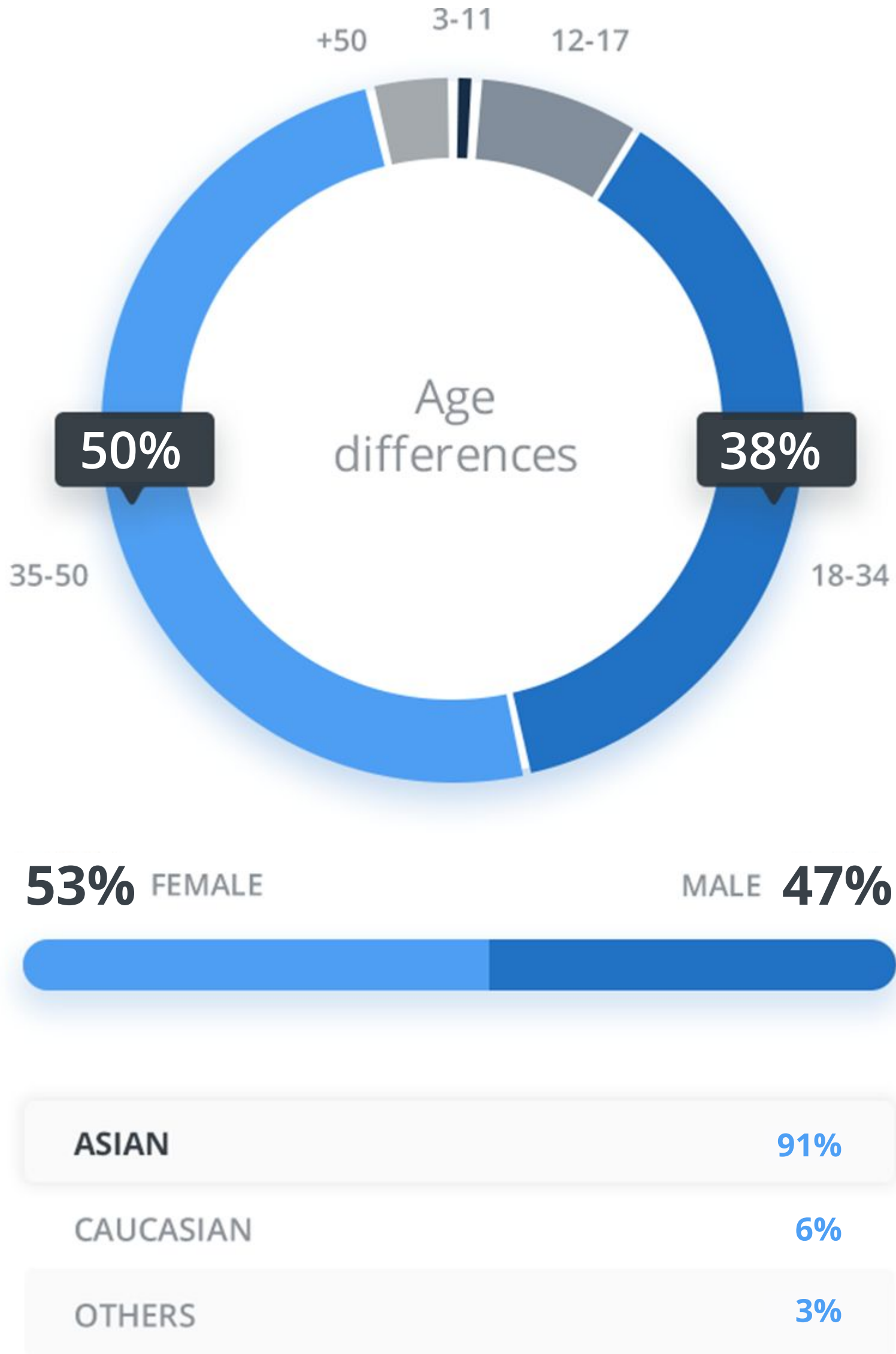
# Target Audience

## Demographics

We have a balanced gender demographic **(47% male vs 53% female)** - therefore advertisements can reach both genders.

The most active user groups are from the age of **35-50 (50%)** and **18-34 (38%)**, but the number of younger users are also increasing in trend. This provides an excellent opportunity for advertisements to reach various age groups.

Our main audience is **Asian ethnic group (91%)**.



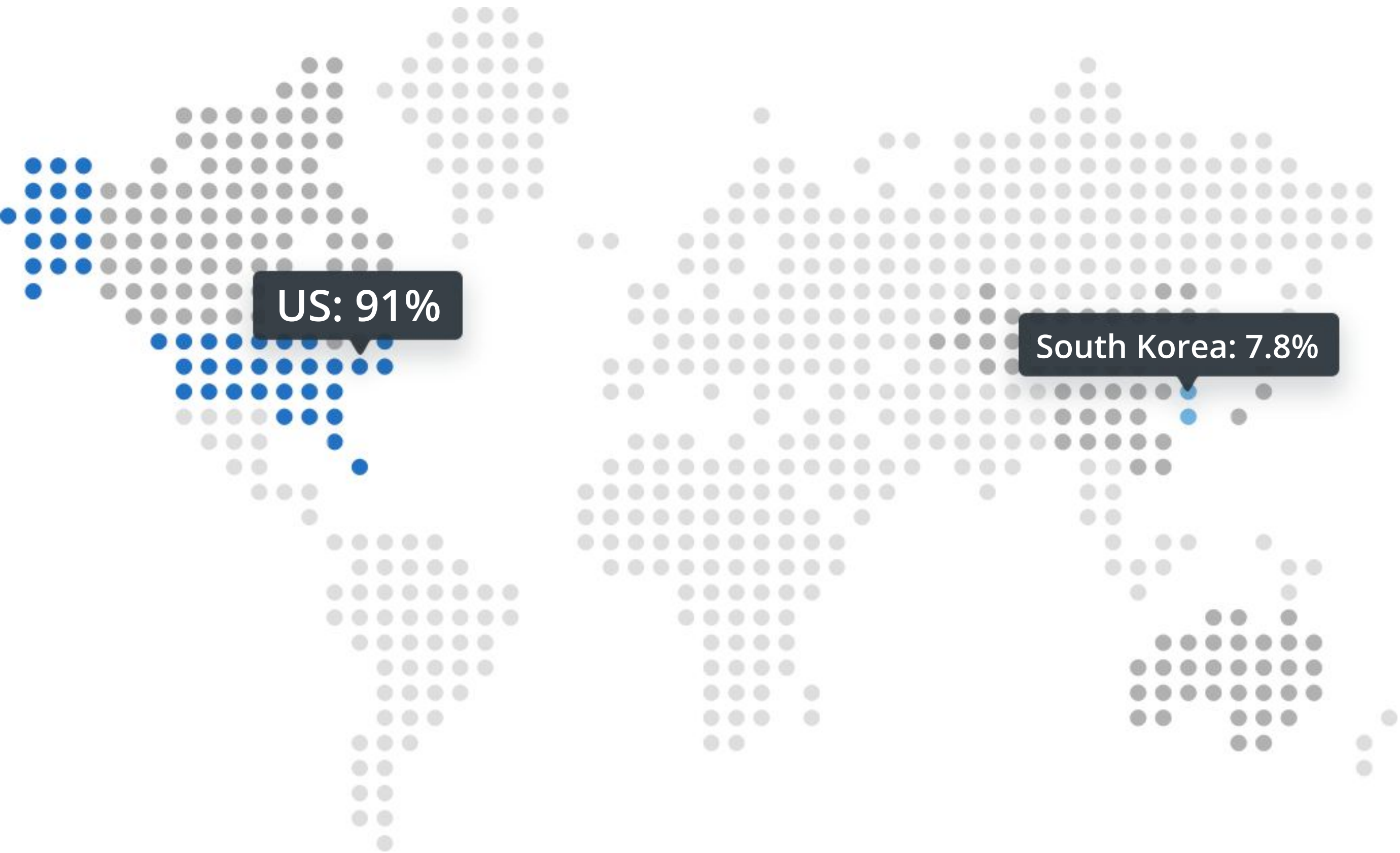
# Target Audience

## Geographics

More than **91%** of our users reside in the **United States** and about 8% are from South Korea.

Among users in the U.S, **90.9%** are from **New York** and **New Jersey**.

NEW YORK	59.61%
NEW JERSEY	31.29%
OTHERS	2.53%









HEYKOREAN.COM

## HeyKorean Hub (Main homepage)

A starting point of all HeyKorean services with **33% of all direct access**. The main page has the highest traffic and exposure; therefore, it is the best location to maximize the advertising effect.

33%

HeyKorean members view this page everyday



CLUB.HEYKOREAN.COM

## HeyKorean Club

Gathered by users' various interests, hobbies and professions, numerous clubs has been formed and created each community. Traffic comes from both existing club members and new potential invitees. Perfect choice for **niche advertising** for a specific market group.

525<sup>K</sup>

pageviews/  
month

4,500

active clubs



KSANY.COM

## KSANY (Korean Students Association in New York)

Community founded in 1998 with a purpose of offering international students information regarding International Study and Life in New York. Great potential for advertising to **students or younger generation**.

19

years of  
history

90,000

members  
joined

35<sup>M</sup>

visits and  
counting





MENTOR.HEYKOREAN.COM

## Mentoring

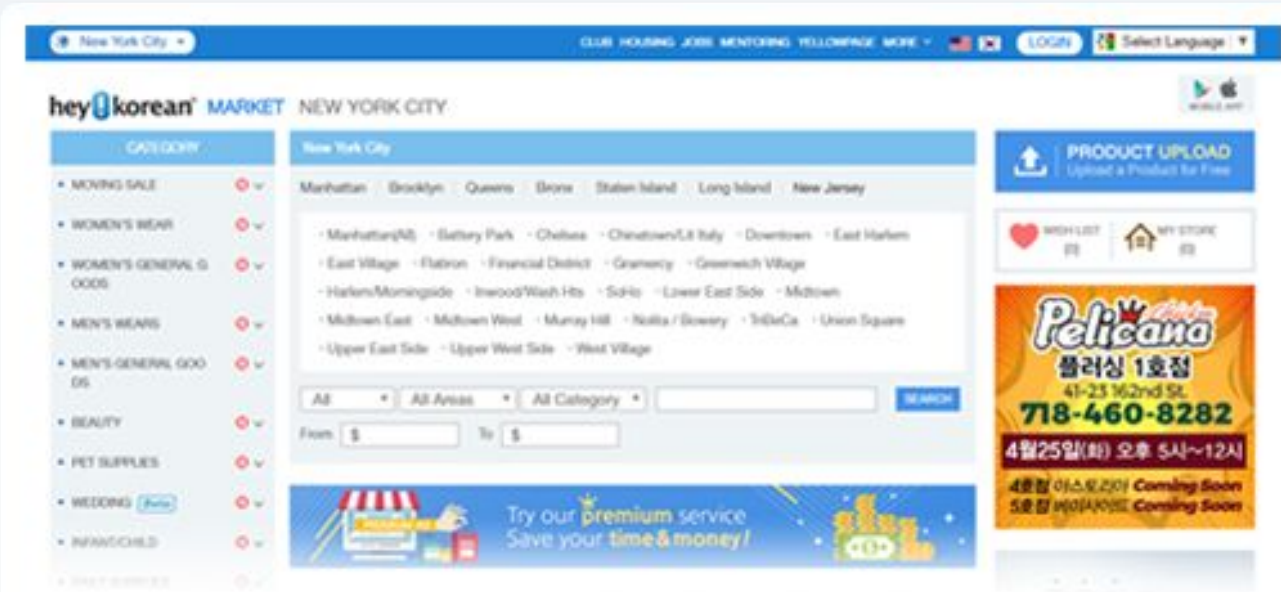
An Information sharing service where visitors can ask and answer questions about Immigration/ Travel/ Visa/ Life/ Law/ Medical, etc. Perfect for advertisement towards users who have questions, problems or seek information.

**250**

interactions  
per day

**10<sup>M</sup>**

pageviews  
per month



MARKET.HEYKOREAN.COM

## HeyKorean Market (HeyMarket)

The most active Korean Marketplace to buy and sell used items in the US. Traffic comes from both buyers & sellers. Suitable for advertising in all different types of business.

**17<sup>K</sup>**

daily  
visitors

**10<sup>M</sup>**

pageviews  
per month

**300**

transactions  
daily



KTOWN.HEYKOREAN.COM

## K-Town

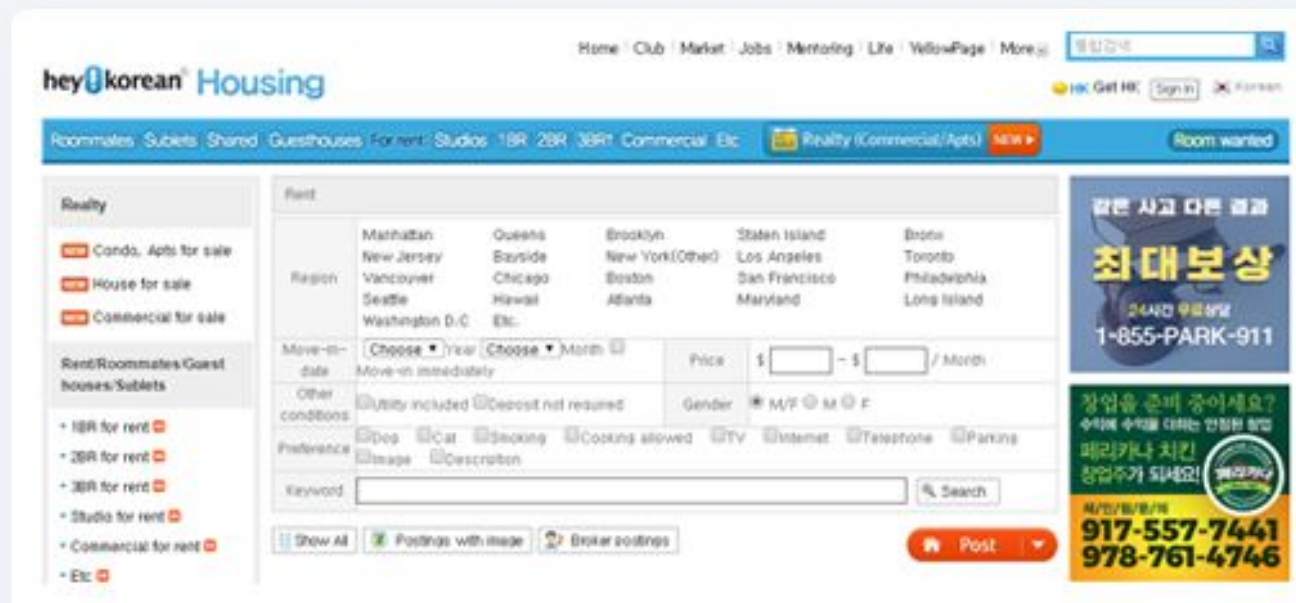
A Directory/Yellow Page service that lists all Korean business in the US and offers store discount coupons to users. Perfect for specific-target marketing or location-based ads.

**115,900**

stores listed

**200**

stores offering  
coupons

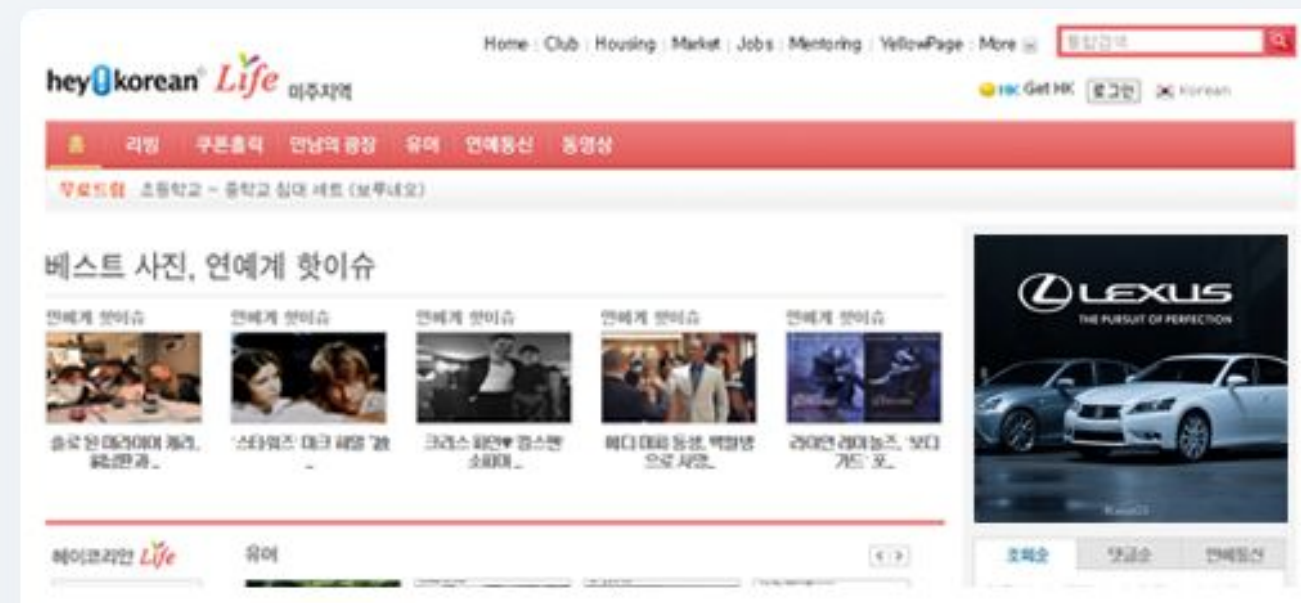


RENT.HEYKOREAN.COM  
REALTY.HEYKOREAN.COM

## Housing & Realty

An accommodation service regarding housing/sub-lease/rent/roommates. Ideal for delivering accurate rent and broker listing ads to a specific market. Plenty of ad spaces and dedicated ads placed in each post.

**18<sup>K</sup>** daily visitors  
**10<sup>M</sup>** monthly page view  
**300** daily posting

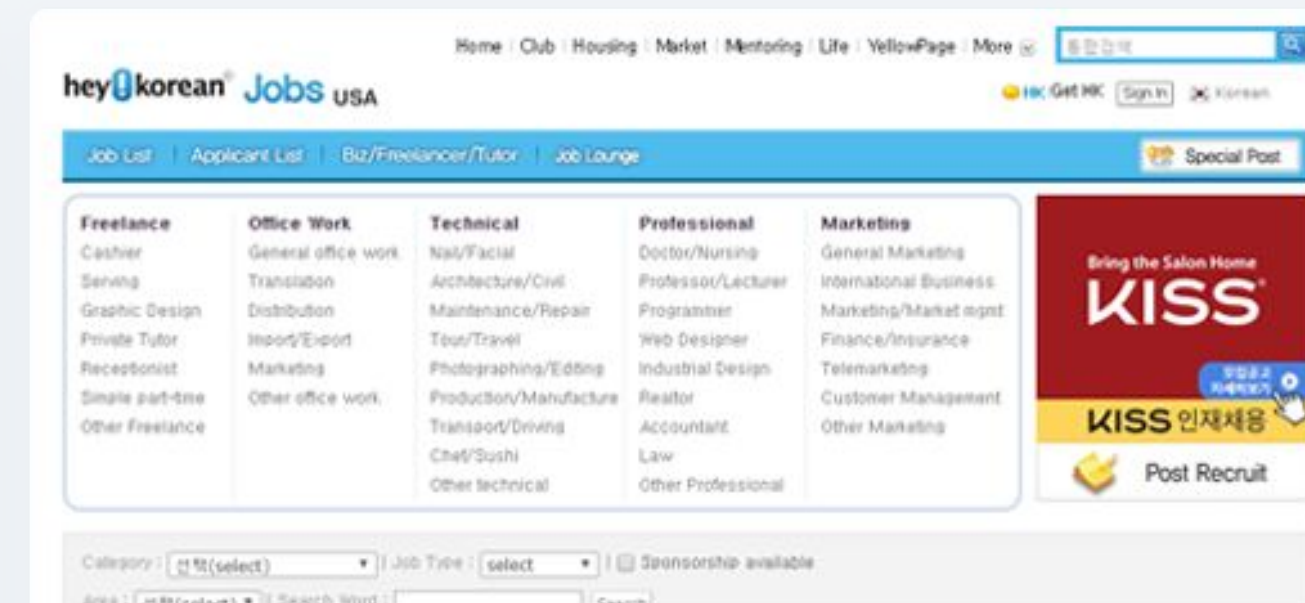


HEYKOREAN.COM/HK\_FUNTALK

## HeyKorean Life

‘Life’ offers various content regarding Music, Movies, Celebrities & Fun topics. These articles and blog posts attract a large number of pageviews from users. Diverse topics of advertisement are suitable.

**10<sup>M</sup>** pageviews on the Life site every month



JOB.HEYKOREAN.COM

## HeyKorean Jobs

The largest job finding/hiring service in the US, still increasing in pageviews. An ideal opportunity for advertising brands/companies/businesses to potential clients/employees.

**22<sup>K</sup>** visits to the Jobs site per day





# HeyKorean Hub (Main homepage)



- 1A Main Top Banner** HIGHEST EXPOSURE
- Positioned at the center of the main view
  - This ad has the highest exposure of all - therefore the most effective

FORM  
Image / GIF  
(5 Rolling max)

DIMENSION  
463 x 117 px

SIZE  
40KB

- 1B Main Right Banner**
- Positioned on the right side below the login box in the main page
  - This ad also attracts great attention

FORM  
Image / GIF  
(5 Rolling max)

DIMENSION  
248 x 185 px

SIZE  
40KB

# HeyKorean Hub (Main homepage)



## 1C Main Top Full Width Banner

- Appears on the top of every page
- Perfect for promoting an event that needs a high attention

FORM  
Image / GIF  
(5 Rolling max)

DIMENSION  
920 x 100 px

SIZE  
40KB

## 1Z Main Right Outer Banner

- This sticky banner follows the mouse scroll of the user to ensure it's always in view
- Also attracts great attention

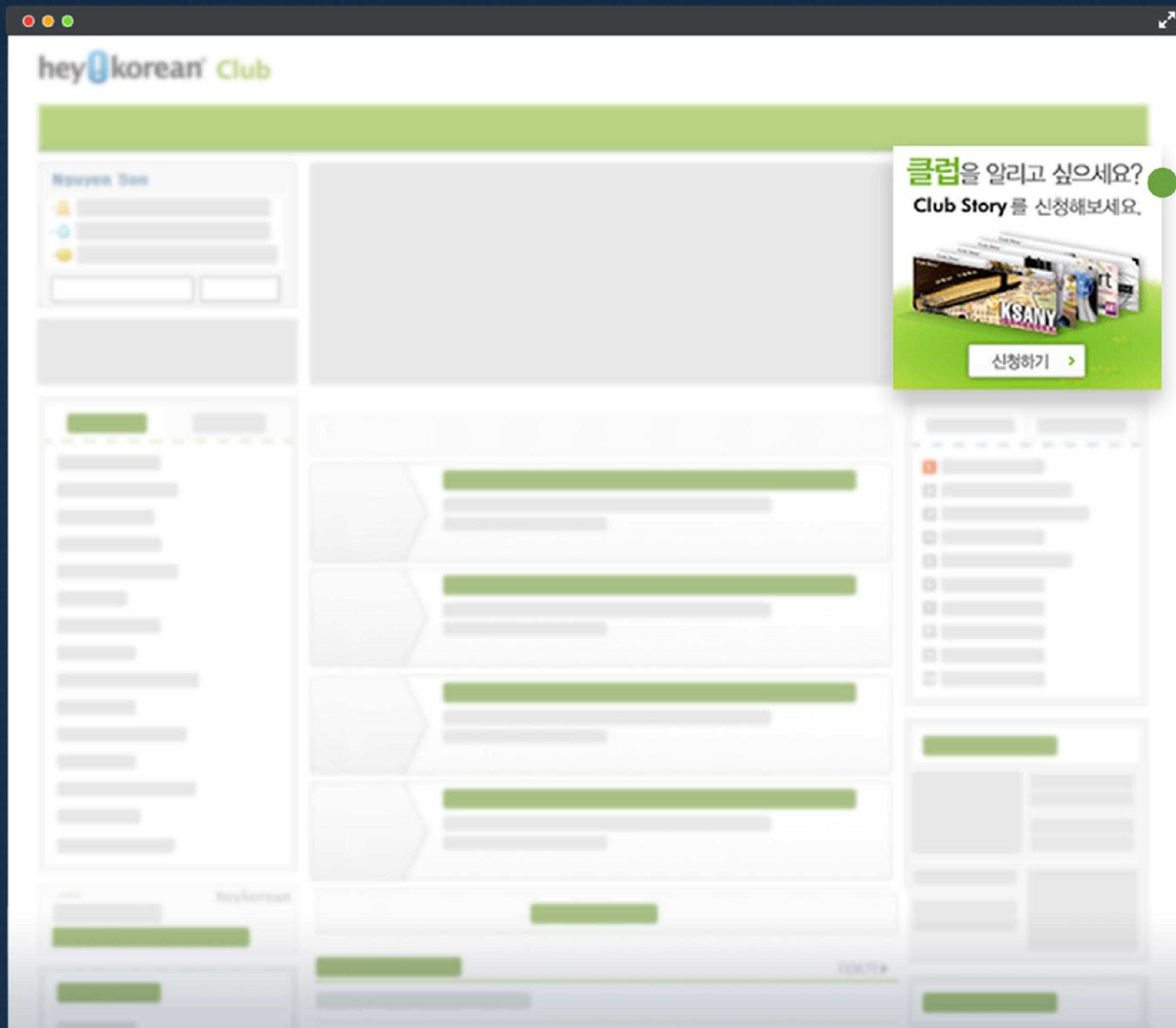
FORM  
Image / GIF  
(5 Rolling max)

DIMENSION  
144 x 342 px

SIZE  
40KB



# HeyKorean Club



## 2A Club Main Right Banner

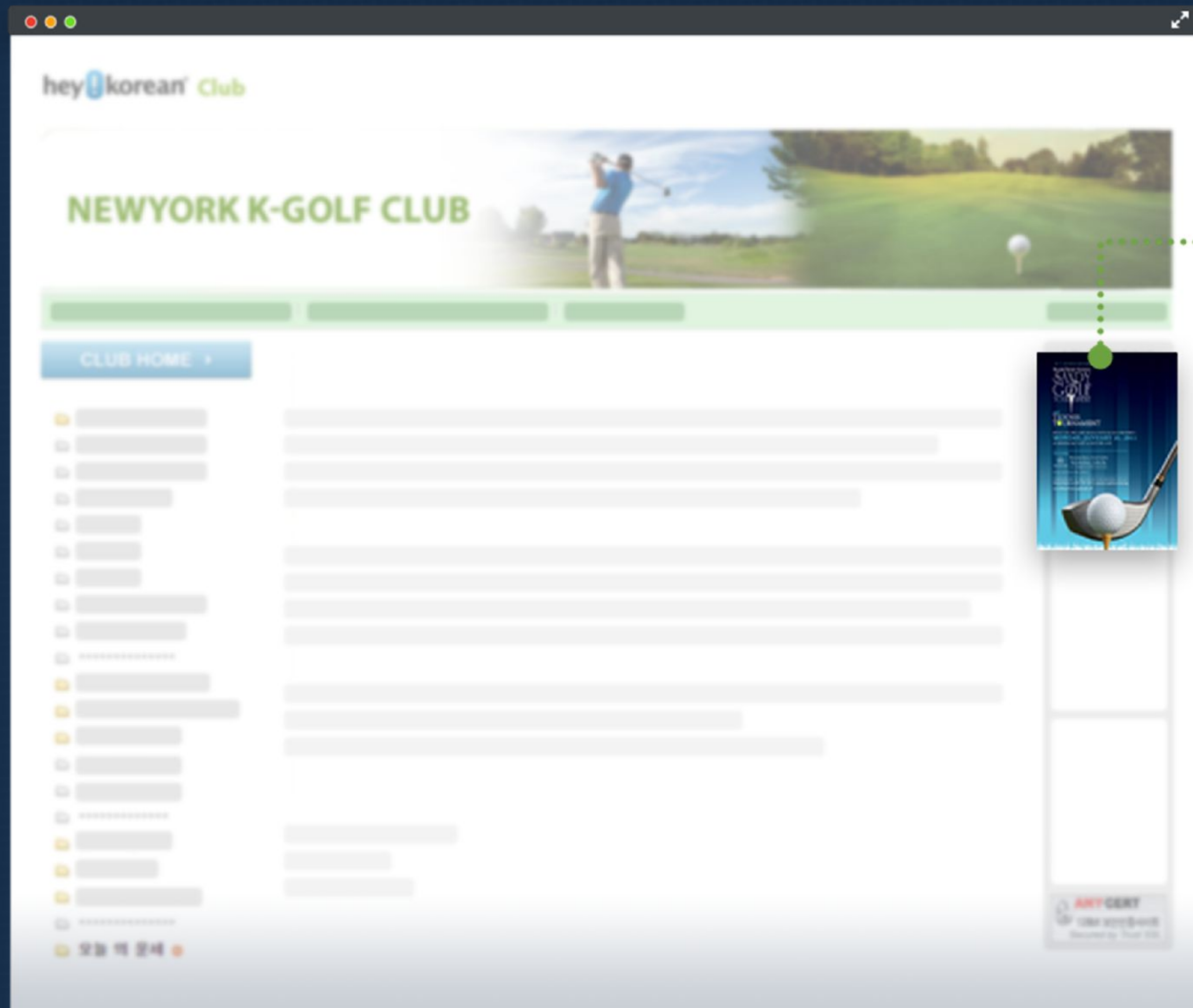
- Introducing established clubs in HeyKorean
- Club Ranking, Special Club Introduction
- Directory, Club Events
- Active club participants visit frequently
- The only advertisement space in Club Main Page

FORM  
**Image / GIF**  
(5 Rolling max)

DIMENSION  
**198 x 180 px**

SIZE  
**40KB**

# HeyKorean Club



2B

## Club Sub Banner

- One of the most popular Ads we provide
- Numerous over-a-year contracts

FORM

Image / GIF  
(5 Rolling max)

DIMENSION

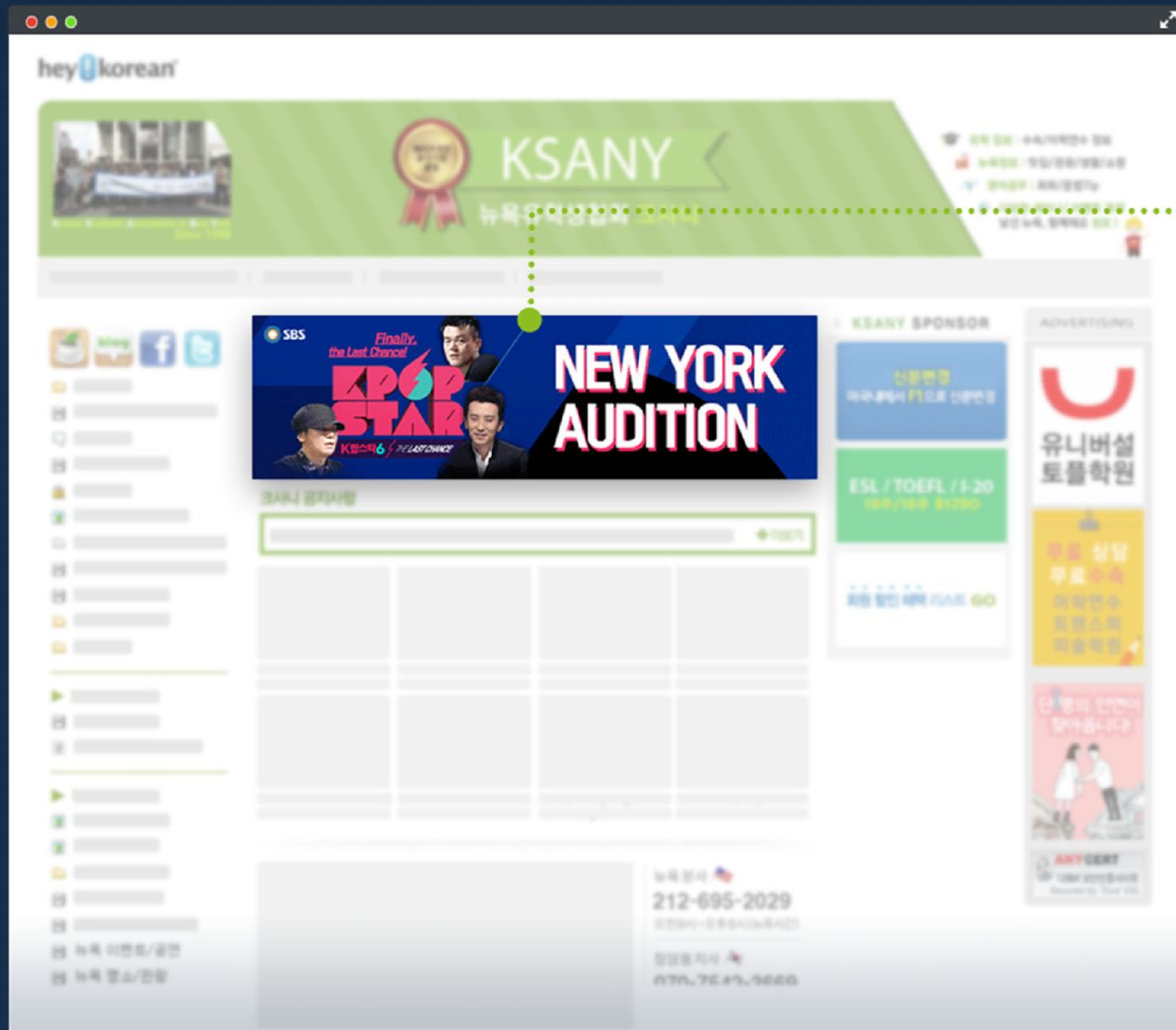
98 x 138 px

SIZE

35KB



# KSANY (Korean Students Association in New York)



3A

## KSANY Main Top Banner

- Big size banner located in the center of the main page
- Great attention & credibility

FORM  
Image / GIF  
(5 Rolling max)

DIMENSION  
482 x 140 px

SIZE  
40KB



# KSANY (Korean Students Association in New York)



## 3B KSANY Sponsor Banner

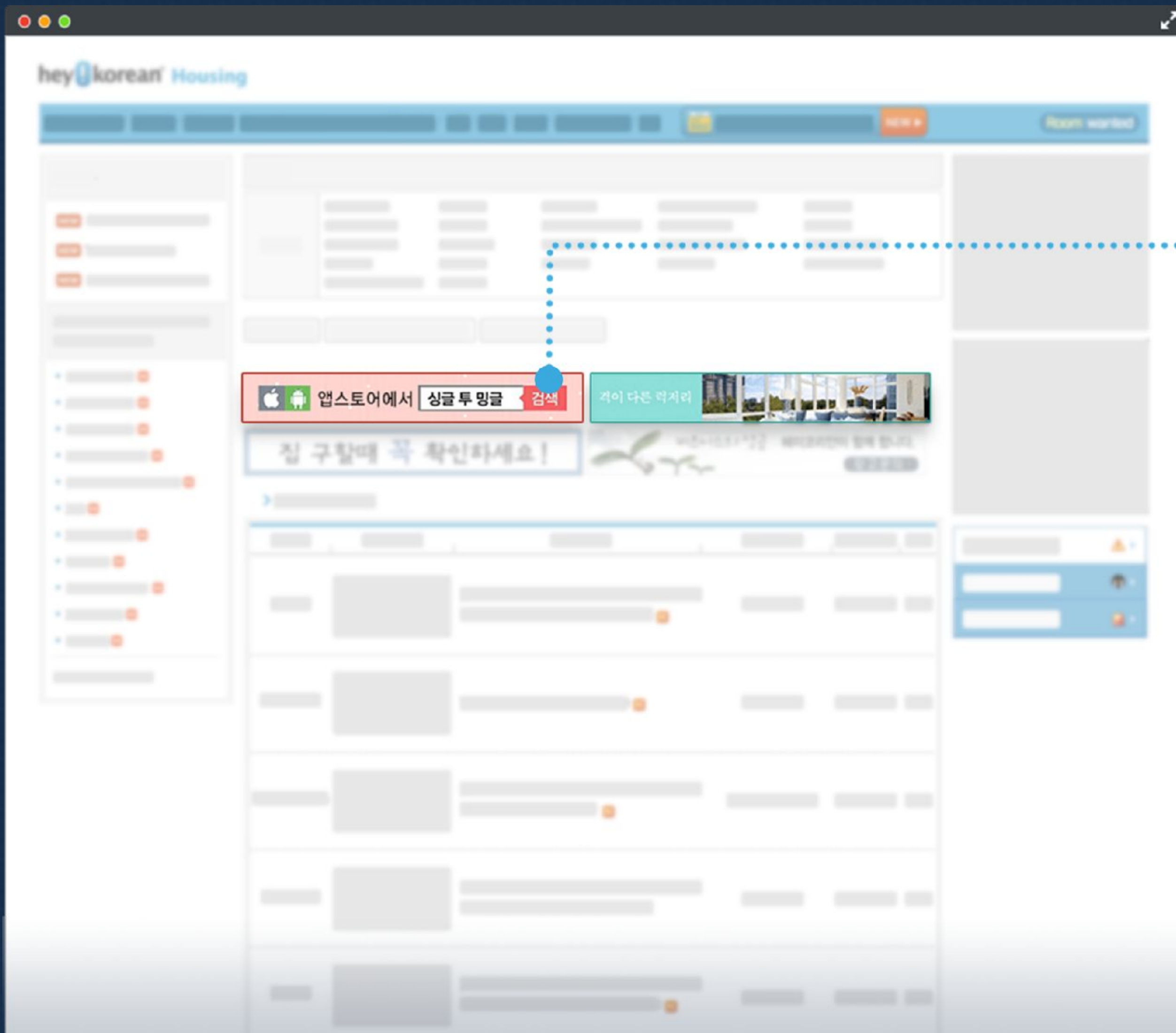
- Slots for small-size banners shown in the third column
- Easily spotted thanks to dedicated space

FORM  
Image / GIF  
(5 Rolling max)

DIMENSION  
150 x 80 px

SIZE  
30KB

# Housing/Realty



## 5A Housing Central Banner

- 4 ad slots, positioned on Housing main page
- Great effect with lower cost

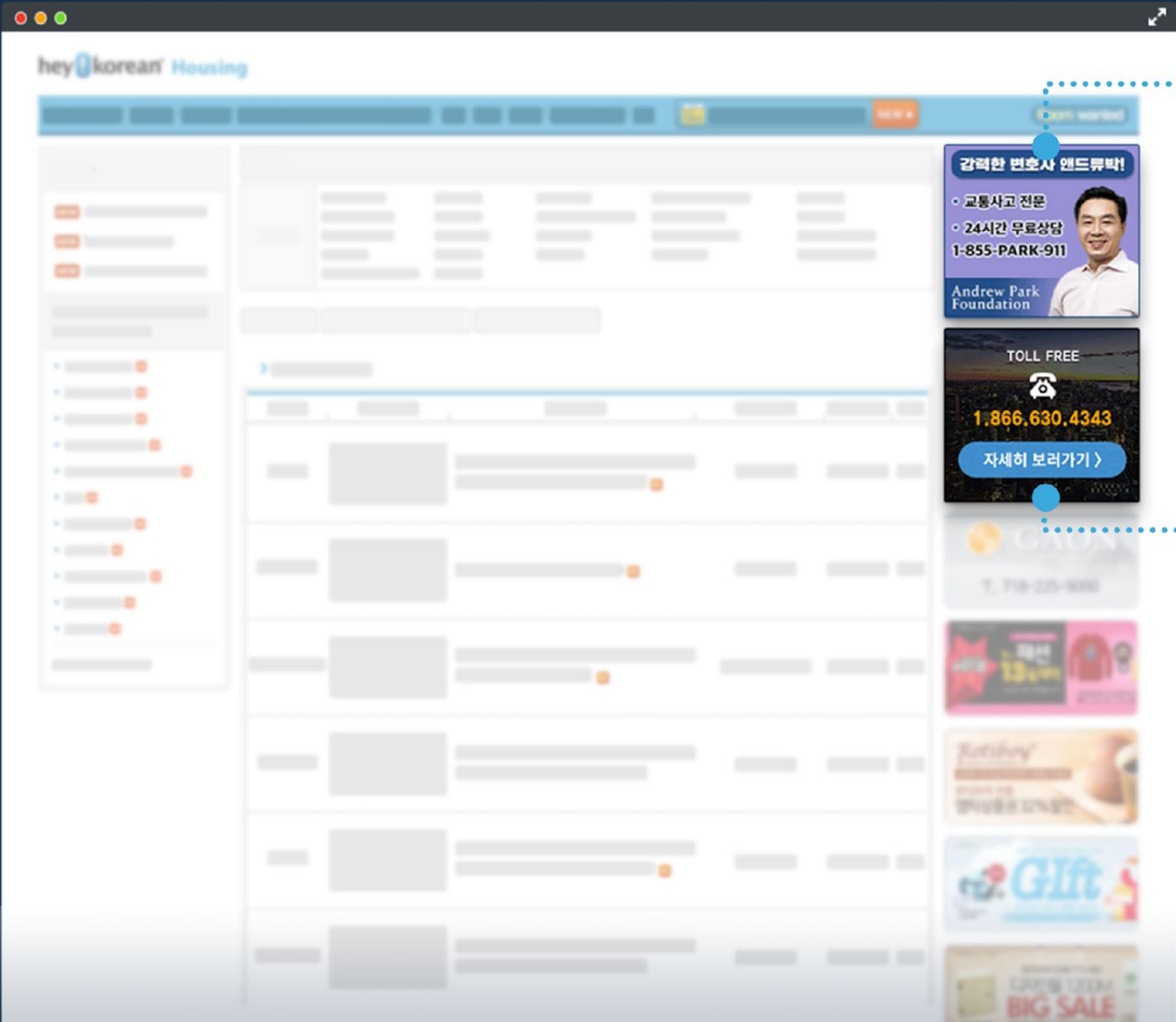
FORM  
Image / GIF  
(5 Rolling max)

DIMENSION  
320 x 45 px

SIZE  
30KB



# Housing/Realty



**5B Housing Right Top Banner**  
Positioned at the upper right corner with its own column

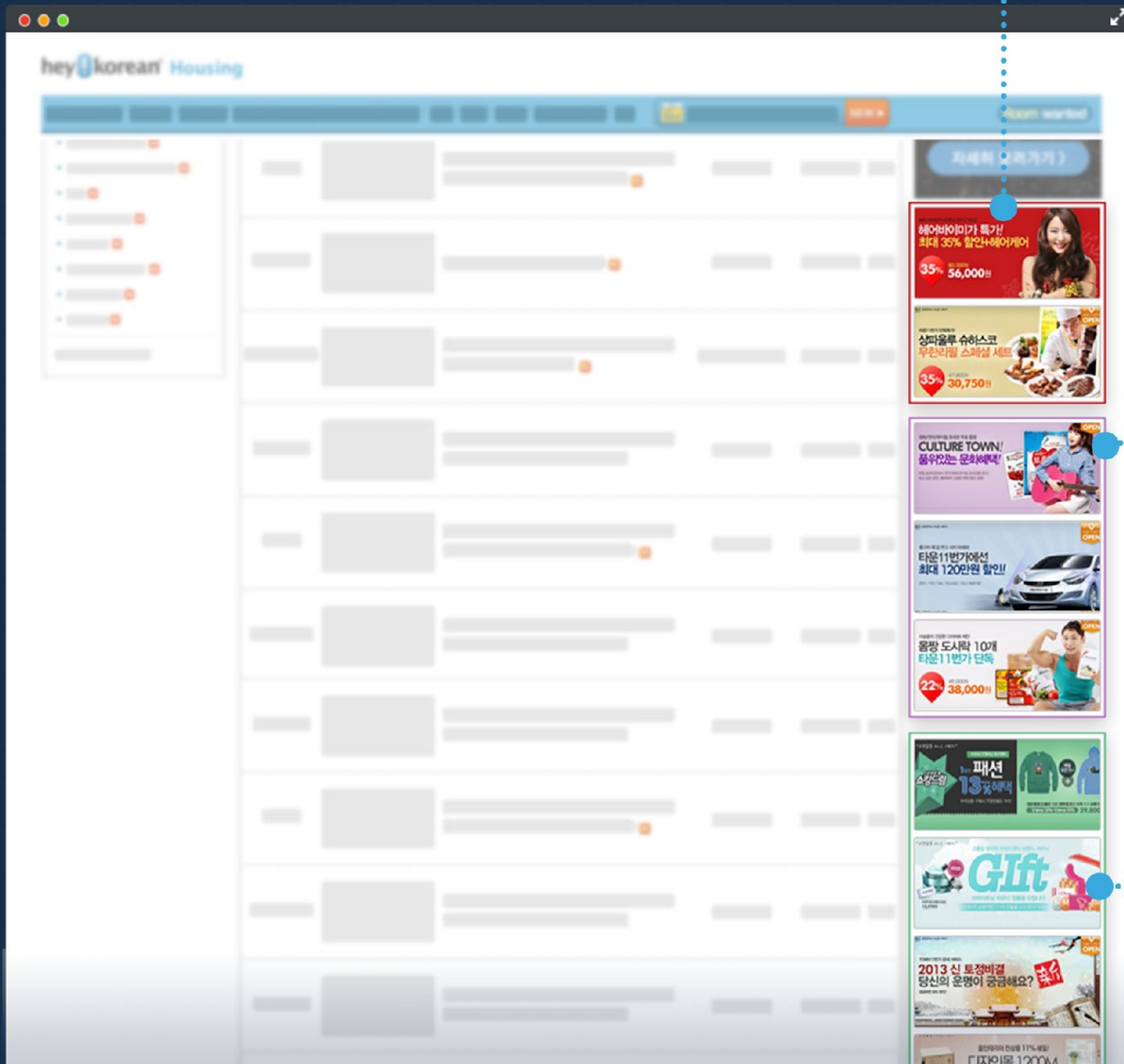
FORM	DIMENSION	SIZE
Image / GIF (5 Rolling max)	185 x 165 px	60KB

**5C Housing Right Bottom Banner**  
Positioned second on the column

FORM	DIMENSION	SIZE
Image / GIF (5 Rolling max)	185 x 112 px	50KB



# Housing/Realty



## 5F Housing Bottom Right #1 - #2 Banner

Monthly banners, positioned at #1 and #2

FORM  
Image / GIF  
(5 Rolling max)

DIMENSION  
185 x 90 px

SIZE  
50KB

## 5F Housing Bottom Right #3 - #5 Banner

Monthly banners, positioned at #3, #4 and #5

FORM  
Image / GIF  
(5 Rolling max)

DIMENSION  
185 x 90 px

SIZE  
50KB

## 5F Housing Bottom Right #6 - #10 Banner

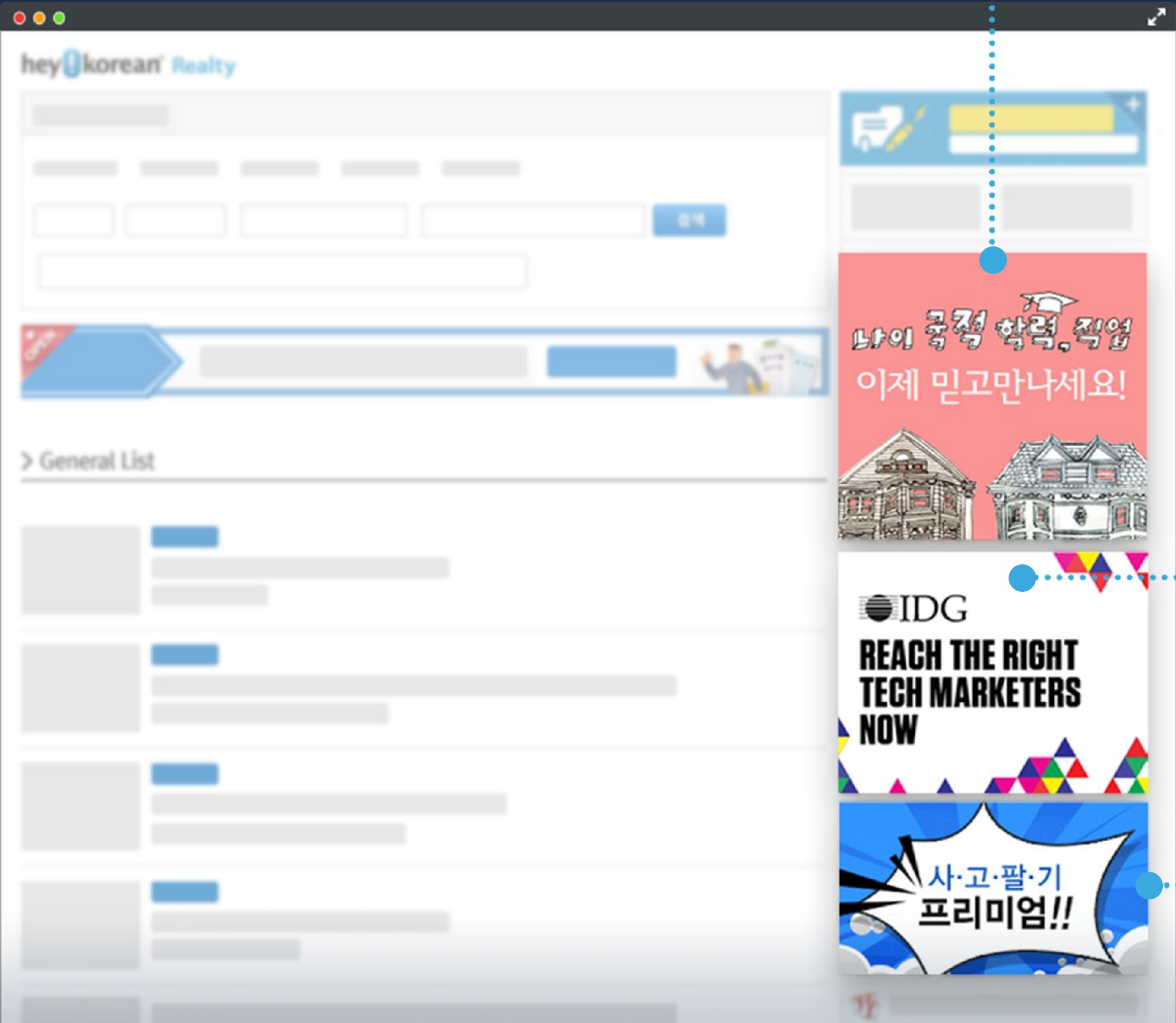
Monthly banners, positioned at #6, #7, #8, #9 and #10

FORM  
Image / GIF  
(5 Rolling max)

DIMENSION  
185 x 90 px

SIZE  
50KB

# Housing/Realty



## 6A Realty Top Banner

FORM  
Image / GIF  
(5 Rolling max)

DIMENSION  
247 x 232 px

SIZE  
60KB

## 6B Realty Middle Banner

FORM  
Image / GIF  
(5 Rolling max)

DIMENSION  
247 x 190 px

SIZE  
50KB

## 6C Realty Bottom Banner

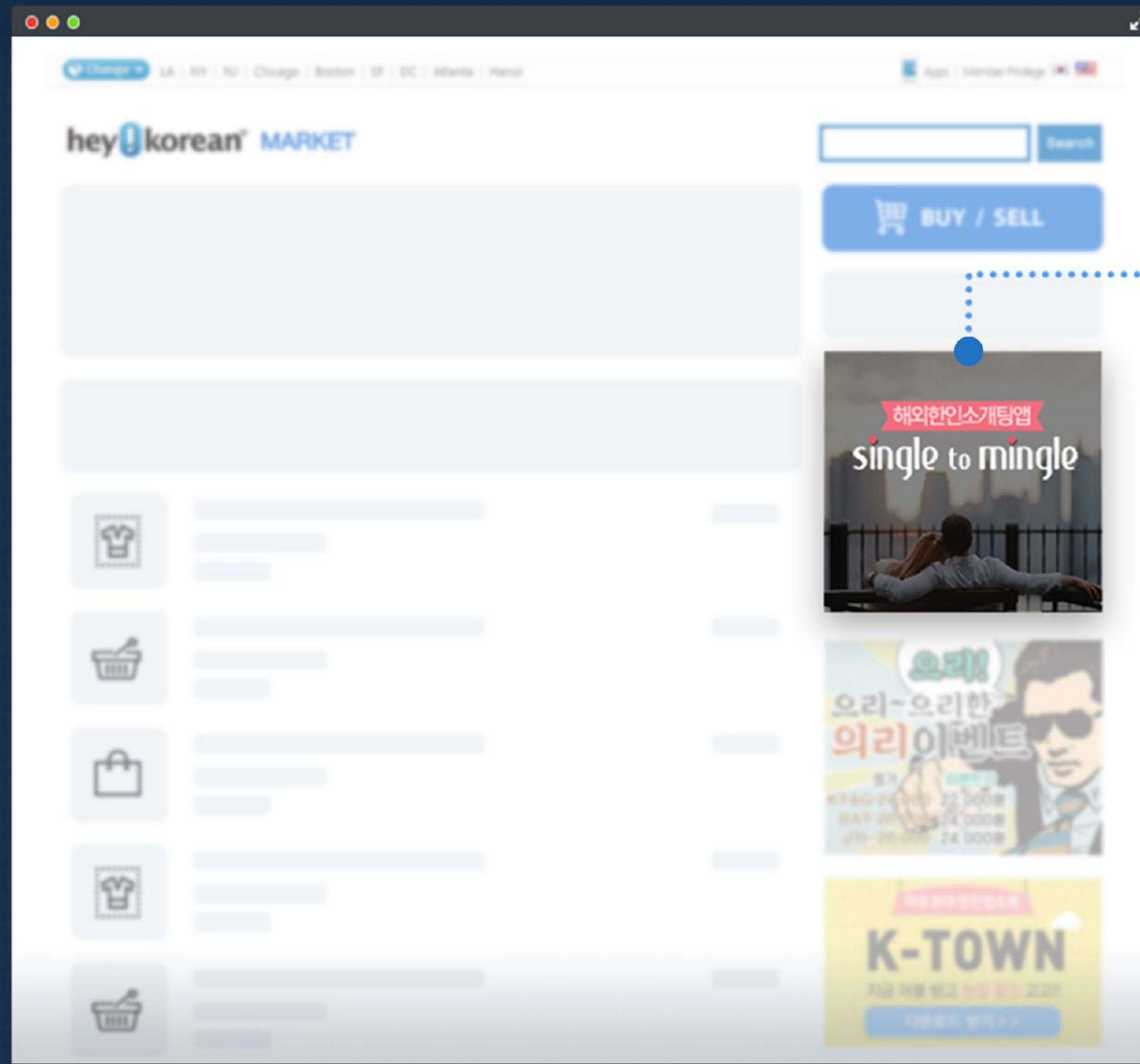
FORM  
Image / GIF  
(5 Rolling max)

DIMENSION  
247 x 150 px

SIZE  
40KB



# HeyKorean Market (HeyMarket)



7A

## Market Top Banner

- Largest Banner on the right with high visibility
- A very effective position for advertising

FORM

Image / GIF  
(5 Rolling max)

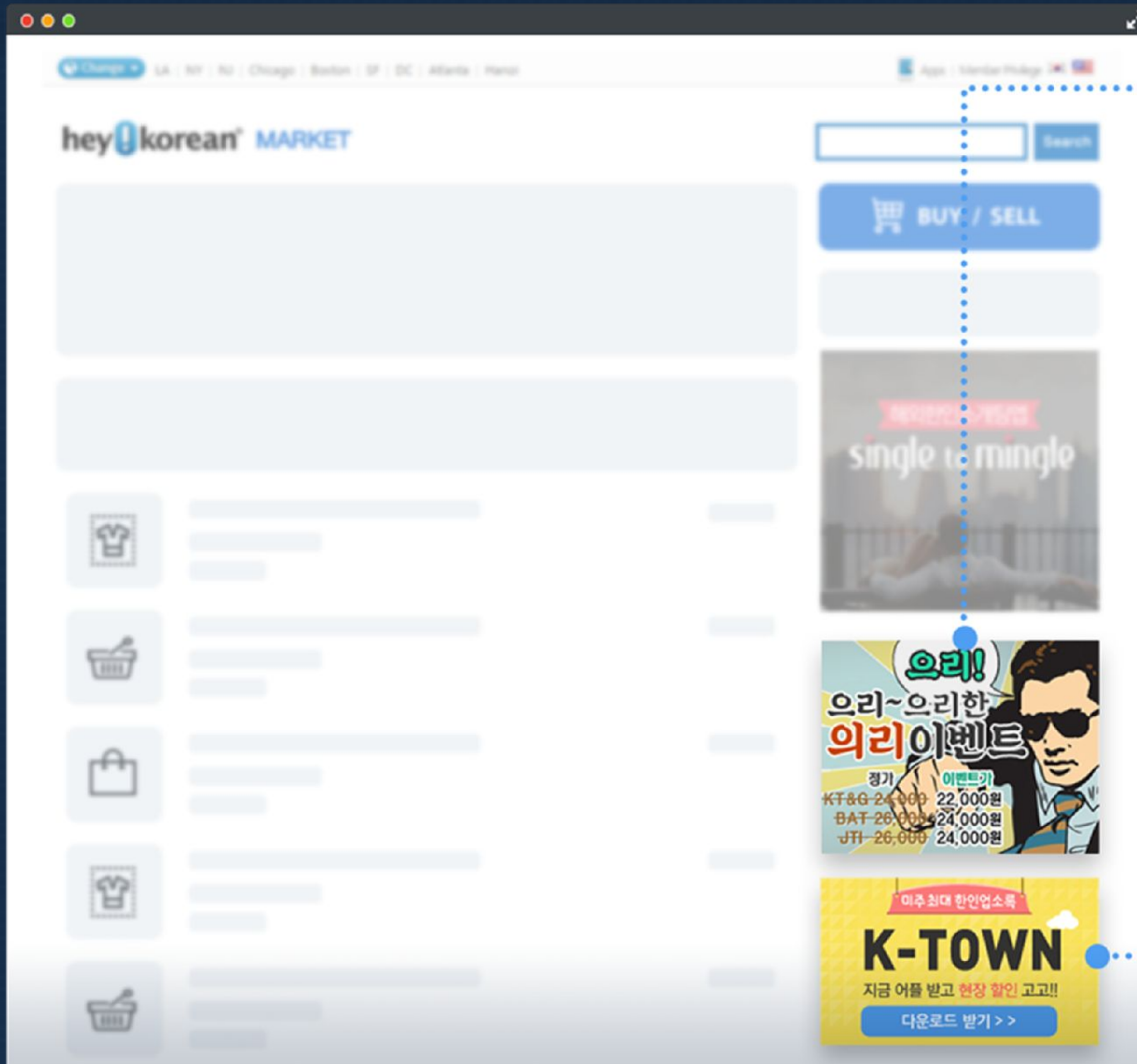
DIMENSION

247 x 232 px

SIZE

60KB

# HeyKorean Market (HeyMarket)



## 7B Market Middle Banner

- Positioned right below the first banner
- this ad still manages to catch the attention of visitors

FORM  
Image / GIF  
(5 Rolling max)

DIMENSION  
247 x 190 px

SIZE  
50KB

## 7C Market Bottom Banner

- Positioned last in the column
- This ad is more affordable but still has a good viewpoint advantage

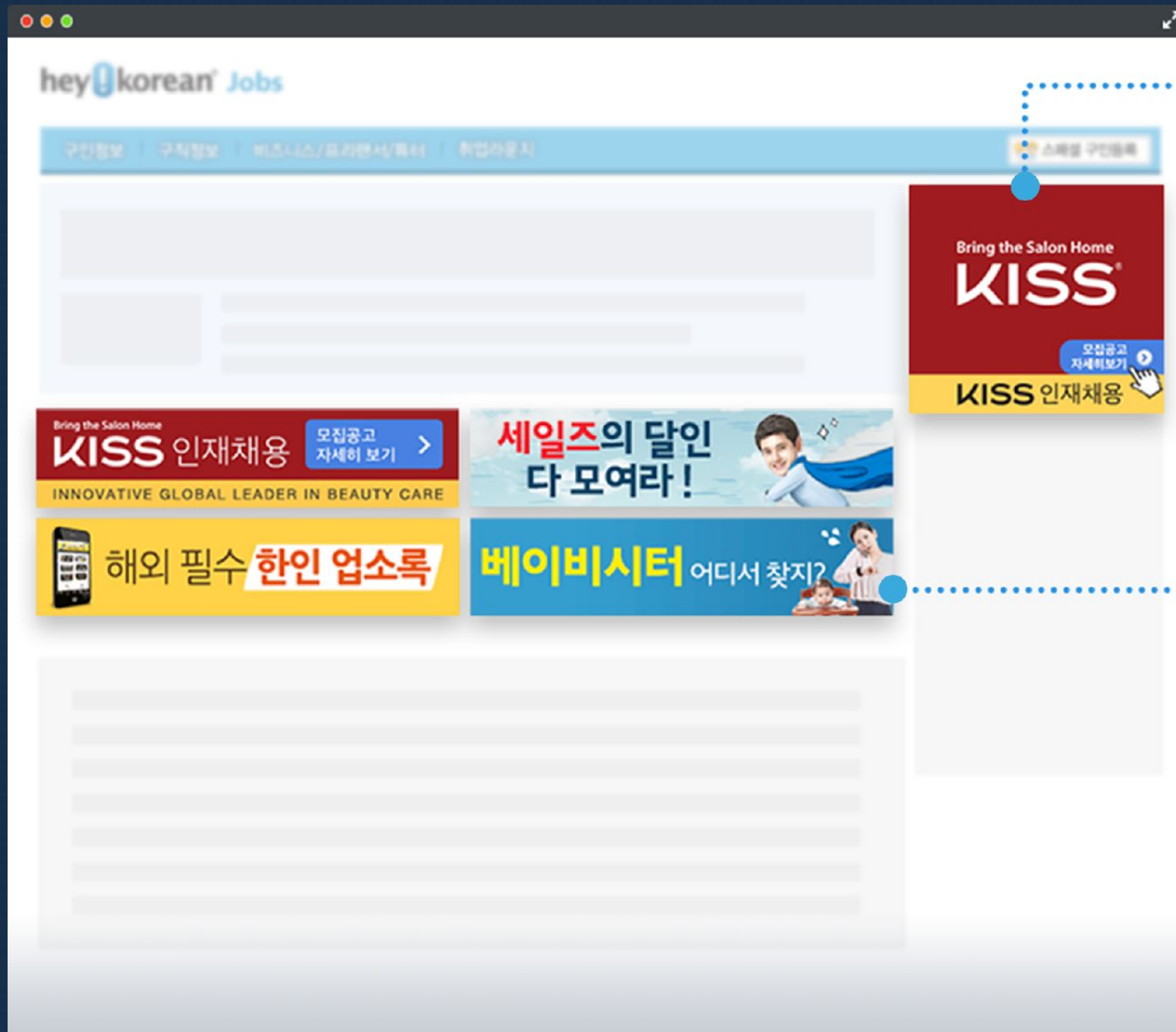
FORM  
Image / GIF  
(5 Rolling max)

DIMENSION  
247 x 150 px

SIZE  
40KB



# HeyKorean Jobs



## 8A Jobs Top Banner

Best eye-catching banner spot. Appears on main Job page and also sub pages

FORM  
Image / GIF  
(5 Rolling max)

DIMENSION  
198 x 180 px

SIZE  
40KB

## 8C-E Jobs Content Banner

4 ad spots that appear on under every job post

FORM  
Image / GIF  
(5 Rolling max)

DIMENSION  
342 x 80 px

SIZE  
40KB

# HeyKorean Jobs



8G

## Jobs Grid Middle Banner

A wide banner located at the middle of the page

FORM

Image / GIF  
(5 Rolling max)

DIMENSION

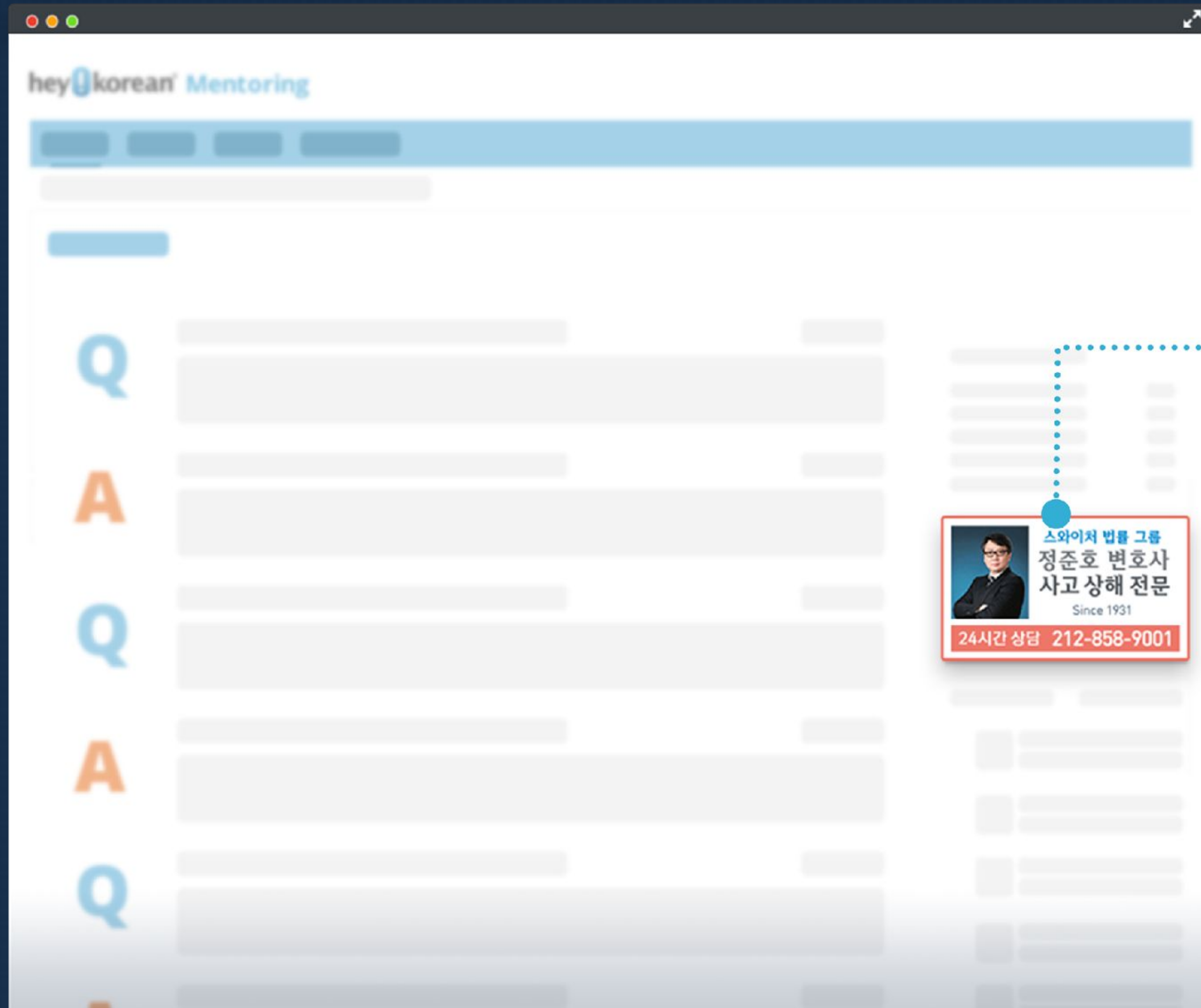
900 x 74 px

SIZE

40KB



# HeyKorean Mentoring



9A

## Mentoring Banner

The only banner on Mentoring page - great attention with high page views

FORM

Image / GIF  
(5 Rolling max)

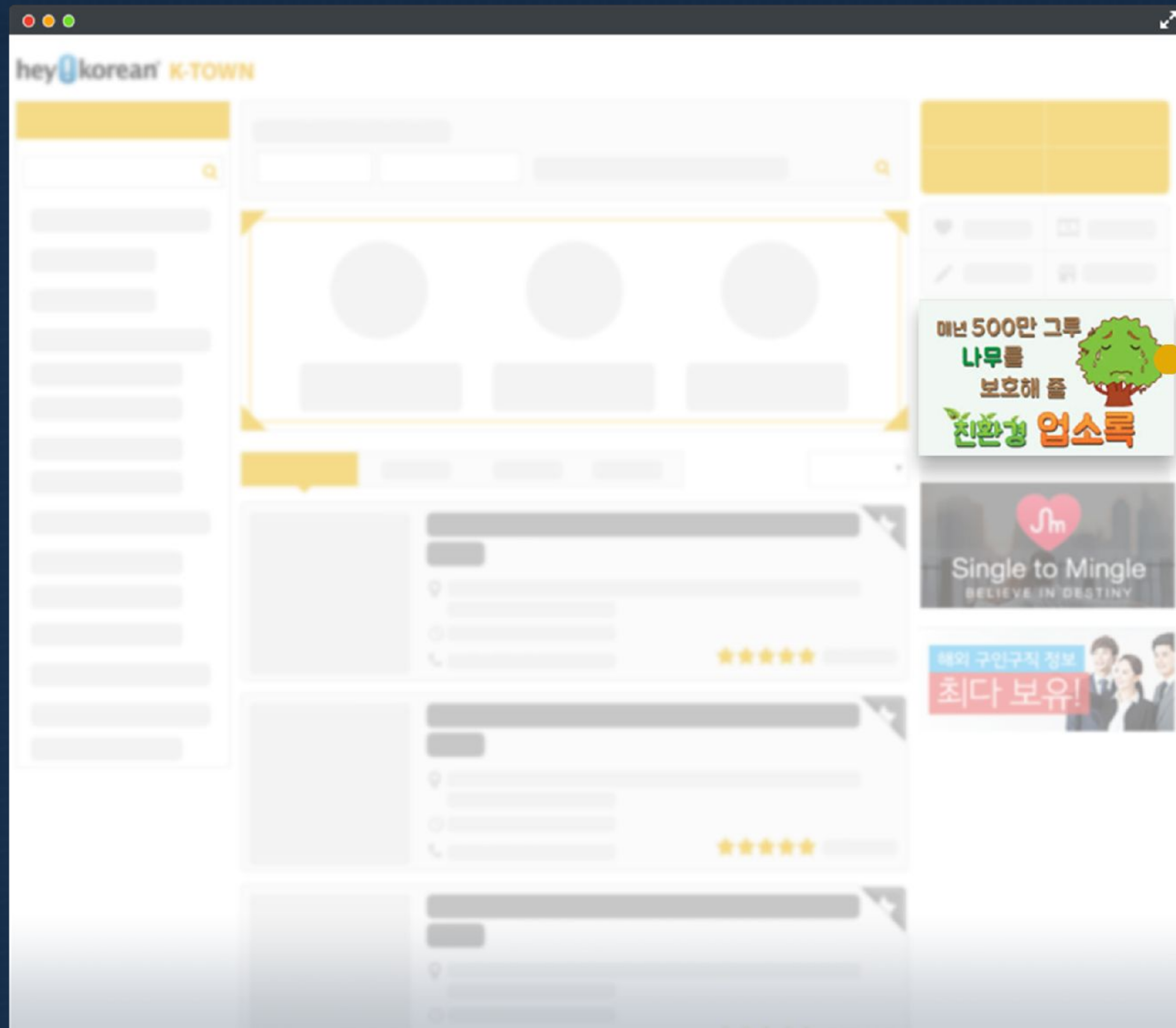
DIMENSION

240 x 145 px

SIZE

40KB

# K-Town



10A

## KTown Top Banner

- First position in the column
- Low-cost, maximum effect

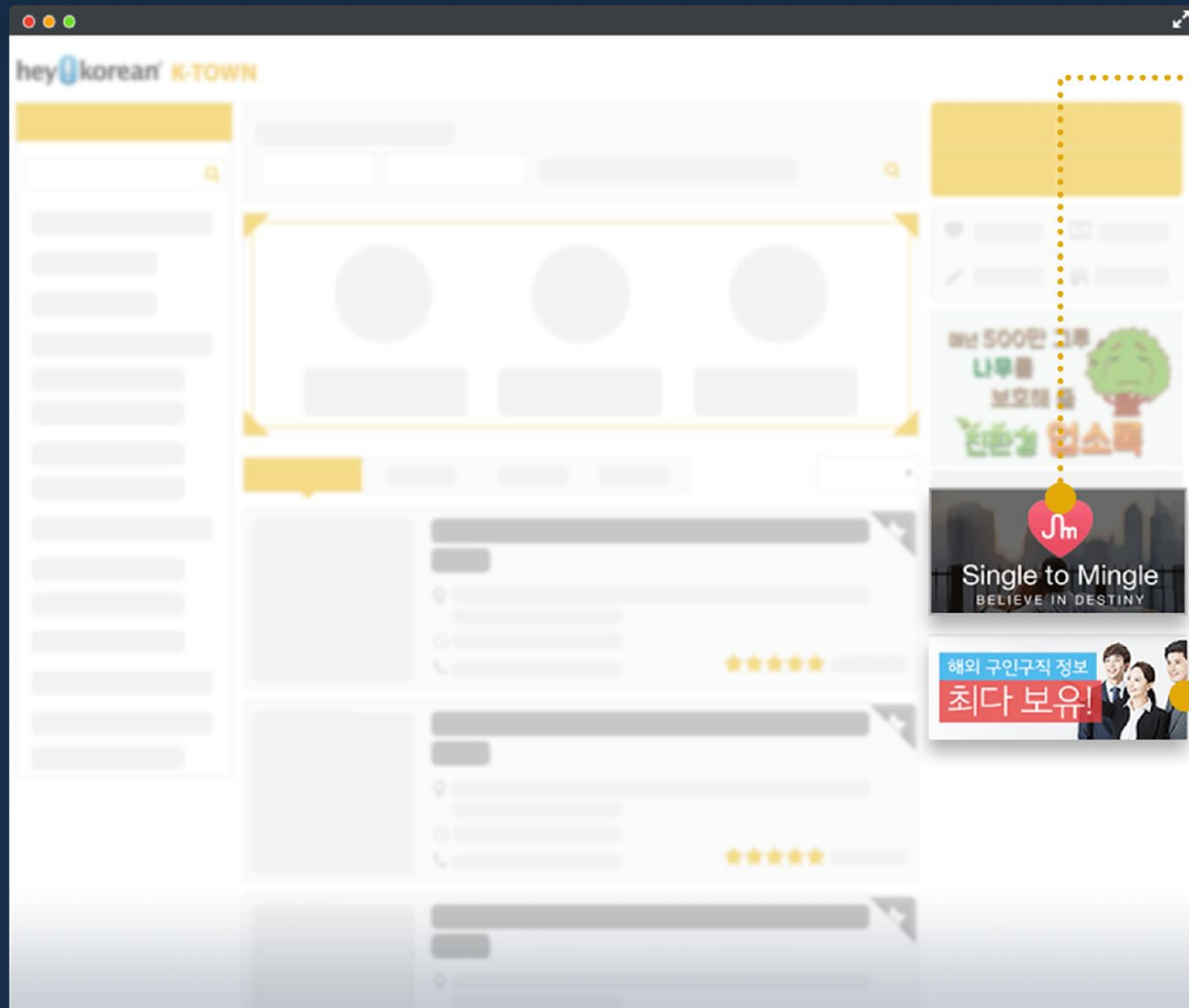
FORM  
Image / GIF  
(5 Rolling max)

DIMENSION  
247 x 150 px

SIZE  
40KB



# K-Town



10B

## KTown Middle Banner

- Second position in the column
- Low-cost, great effect

FORM  
Image / GIF  
(5 Rolling max)

DIMENSION  
247 x 120 px

SIZE  
40KB

10C

## KTown Bottom Banner

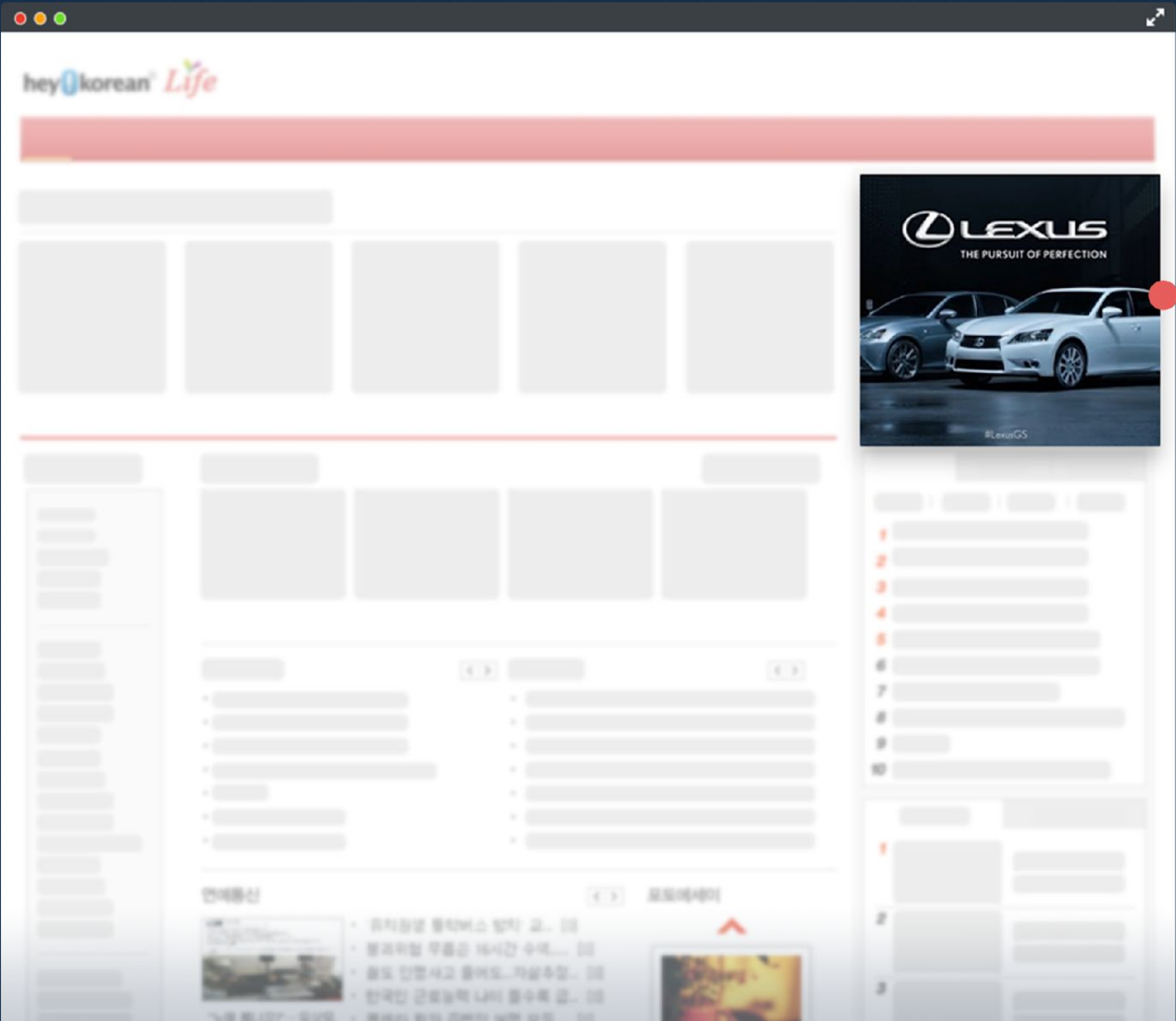
- Third position in the column
- Affordable and efficient

FORM  
Image / GIF  
(5 Rolling max)

DIMENSION  
247 x 100 px

SIZE  
40KB

# HeyKorean Life



11A

## Life Top Banner

Big-size ad with a higher rate of exposure and low cost

FORM

Image / GIF  
(5 Rolling max)

DIMENSION

238 x 214 px

SIZE

40KB





# THANK YOU!

## HeyKorean Marketing Team

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