hey@korean®

HeyKorean Marketing Team

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Content

HeyKorean History

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

Our Brand Value

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

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Target Audiences

A short analysis of HeyKorean's audience

Advertising Opportunity

See why advertising with HeyKorean is extremely beneficial for you

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.

1998

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

2003

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

2018

For 20 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

22M monthly visitors

LIV hits per day

hey]korean^{*} 4

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 16 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.



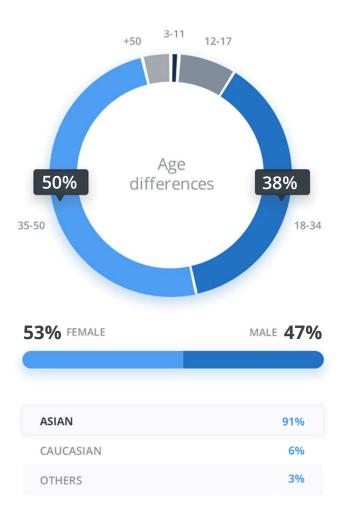
Target Audience

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%).



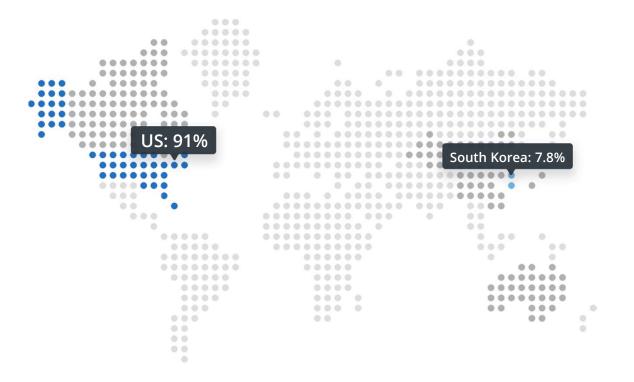
Target Audience

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%



Advertising Opportunity

hey!korean 8





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.



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^K 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.

joined

20

90,000 35^M

years of members history

visits and counting

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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.

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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.

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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.

250 interactions per day 23^M pageviews per month **28**^K daily visitors 18^M pageviews

per month

[^] 300

transactions daily **116**^K stores listed

200 stores offering coupons

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RENT.HEYKOREAN.COM

18^K

daily visitors

HeyKorean Housing

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.

54^M

monthly page view

300



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.

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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.

22K visits to the Jobs site per day

daily posting



pageviews on the Life site every month

hey korean 11

Ad Specifications

hey!korean 12

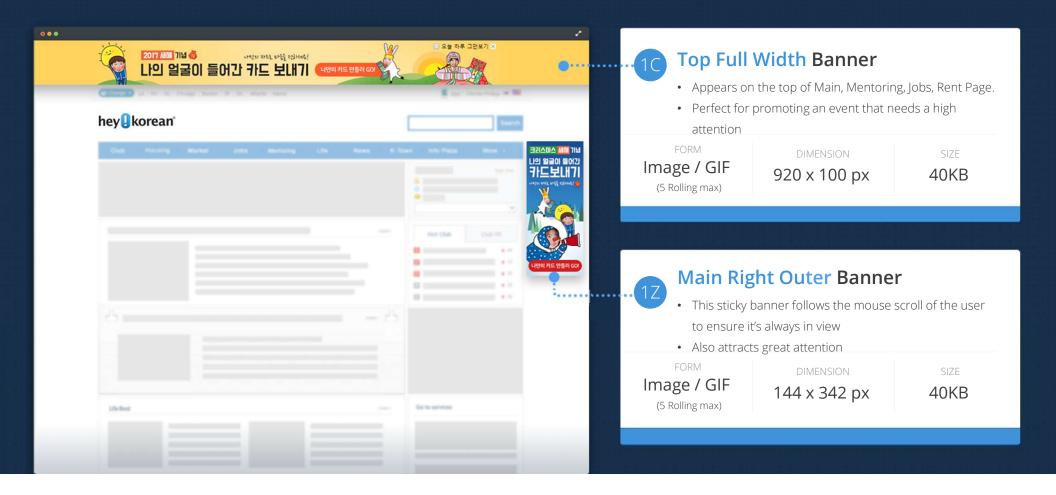
HEYKOREAN.COM

HeyKorean Hub (Main homepage)

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	ShopImmigration	main page		
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HEYKOREAN.COM

HeyKorean Hub (Main homepage)



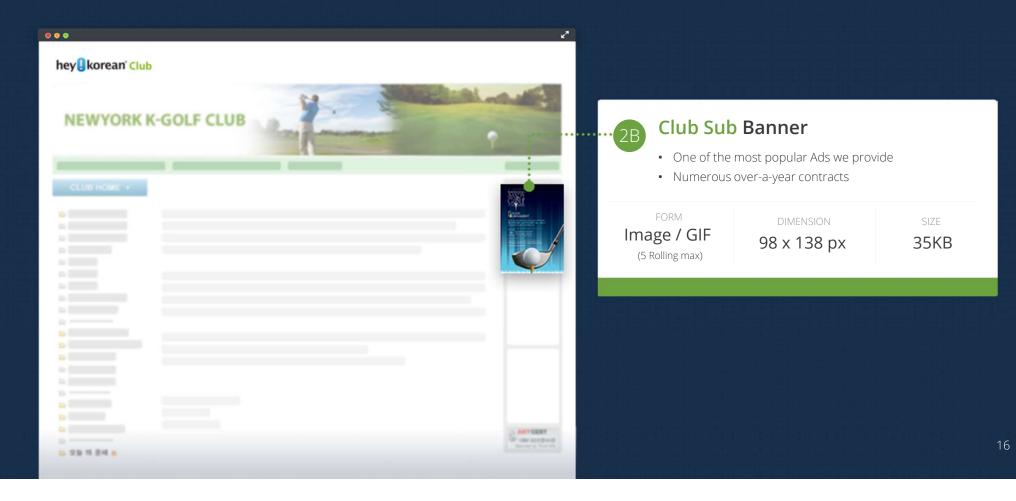
CLUB.HEYKOREAN.COM

HeyKorean Club

hey lorean' Club	
	Club Story & ASAMBRY ASSAMBRA ASSA
	FORM DIMENSION SIZE Image / GIF (5 Rolling max) 198 x 180 px 40KB

CLUB.HEYKOREAN.COM

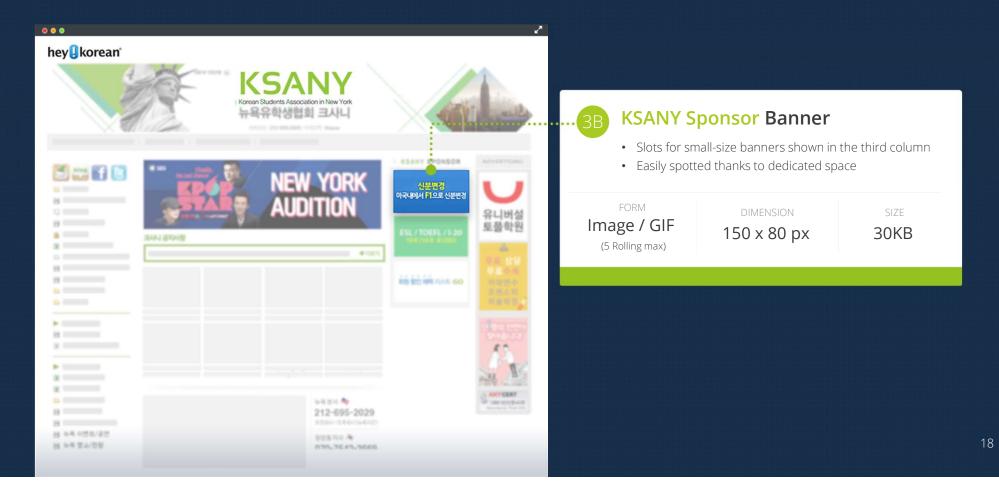
HeyKorean Club



KSANY.COM KSANY (Korean Students Association in New York)

hey korean				
Korean Students Association in New York		Big size bar	Main Top Banner	
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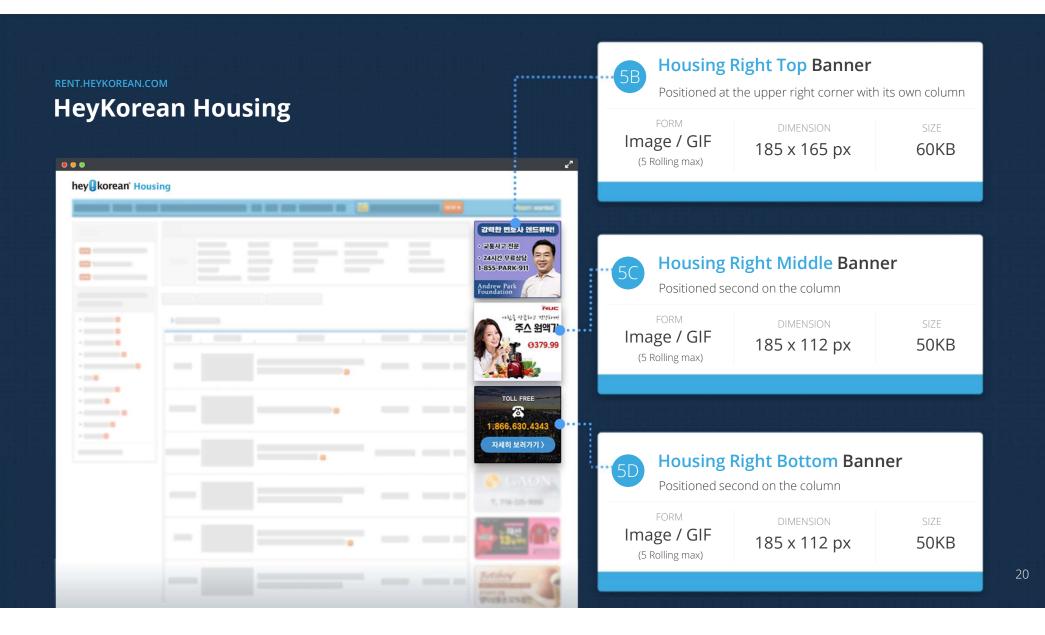
KSANY.COM KSANY (Korean Students Association in New York)



RENT.HEYKOREAN.COM / REALTY.HEYKOREAN.COM

Housing/Realty

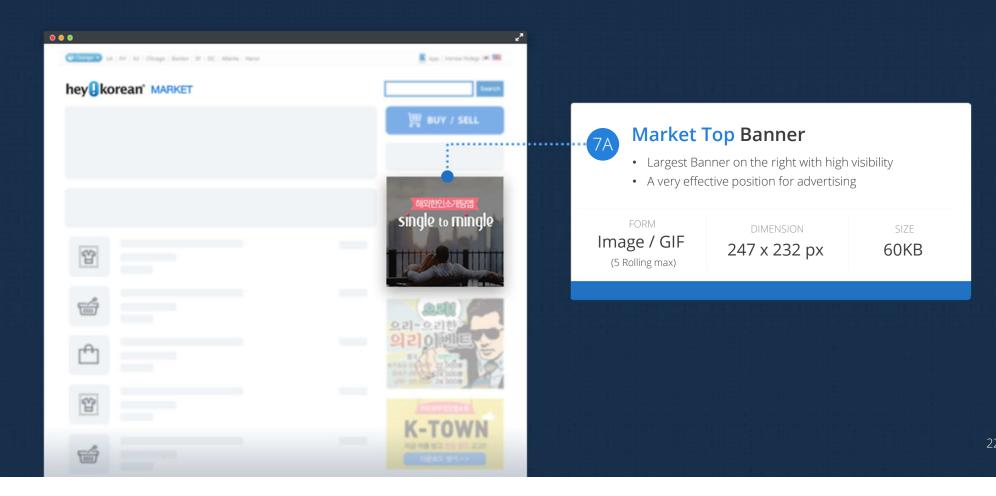
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hey lkorean' Housir	ng	
		 Housing Central Banner 4 ad slots, positioned on Housing main page Great effect with lower cost
	사해복 많이 받으세요	FORM DIMENSION SIZE Image / GIF (5 Rolling max)



Housing Bottom Right #1 - #2 Banner Housing/Realty Monthly banners, positioned at #1 and #2 FORM DIMENSION . . . Image / GIF 185 x 90 px **50KB** hey korean' Housing (5 Rolling max) 1000 Housing Bottom Right #3 - #5 Banner . 5F Monthly banners, positioned at #3, #4 and #5 FORM CULTURE TO DIMENSION Image / GIF 185 x 90 px 50KB (5 Rolling max) -타운11번가에선 최대 120만원 함인 몸장 도시락 10개 다이 11년가 단하 22 Housing Bottom Right #6 - #10 Banner Monthly banners, positioned at #6, #7, #8, #9 and #10 **G**II FORM DIMENSION Image / GIF 185 x 90 px 50KB (5 Rolling max) 2013 신 토 당신의 운영

MARKET.HEYKOREAN.COM

HeyKorean Market (HeyMarket)



MARKET.HEYKOREAN.COM HeyKorean Market		Positioned rig	Viddle Banner ht below the first banner anages to catch the attention of v	isitors
(HeyMarket)	~	FORM Image / GIF (5 Rolling max)	DIMENSION 247 x 190 px	size 50KB
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			Center of the page, this ad is very	y visible to visiting users.
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	지금 어플 받고 현장 할인 고고!!			

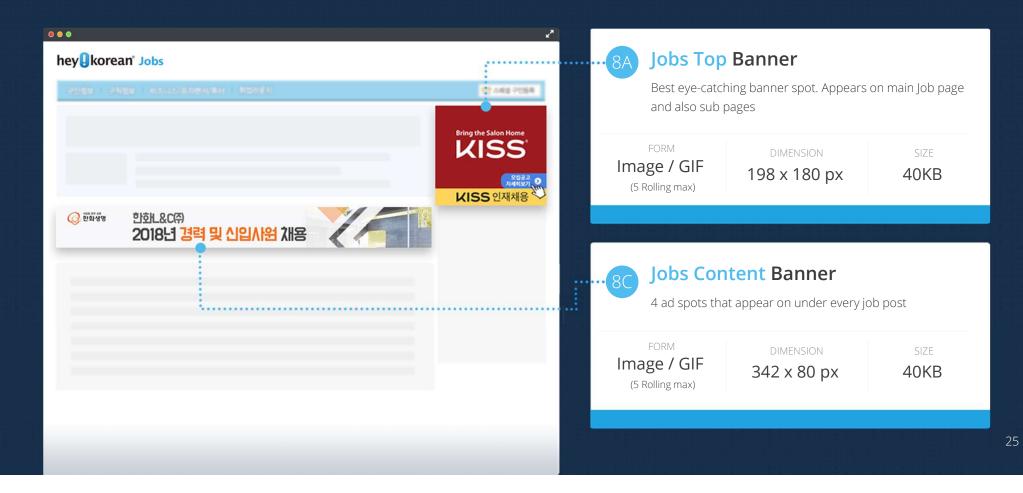
MARKET.HEYKOREAN.COM

HeyKorean Market (HeyMarket)

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Now, don't miss any notifications of my product From "Selling my product" to "Notification".				

JOB.HEYKOREAN.COM

HeyKorean Jobs



JOB.HEYKOREAN.COM

HeyKorean Jobs

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hey]korean [°] Jobs		
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MENTOR.HEYKOREAN.COM

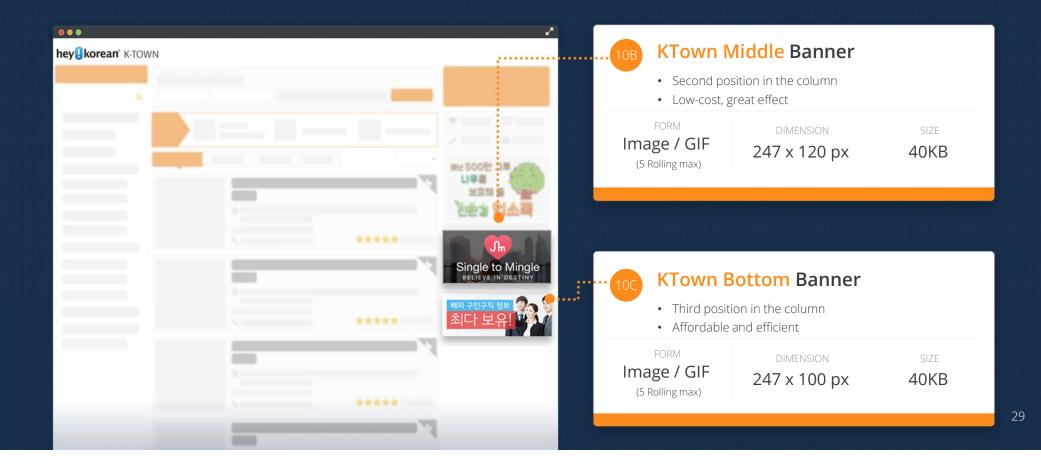
HeyKorean Mentoring

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K-Town ~ hey lkorean' K-TOWN **KTown Top Banner** ---- 10A : • First position in the column 메년 500만 그루 • Low-cost, maximum effect 나무를 보호해 즐 FORM DIMENSION مَنْ <u>الْأَنْمَةُ الْمَنْمَةُ الْمَنْمَةُ الْمَنْمَةُ الْمَنْمَةُ الْمَنْمَةُ الْمَنْمَةُ الْمَنْمَةُ الْمَنْمَة</u> Image / GIF 247 x 150 px 40KB (5 Rolling max) ***** Single to Mingle ***** *****

KTOWN.HEYKOREAN.COM



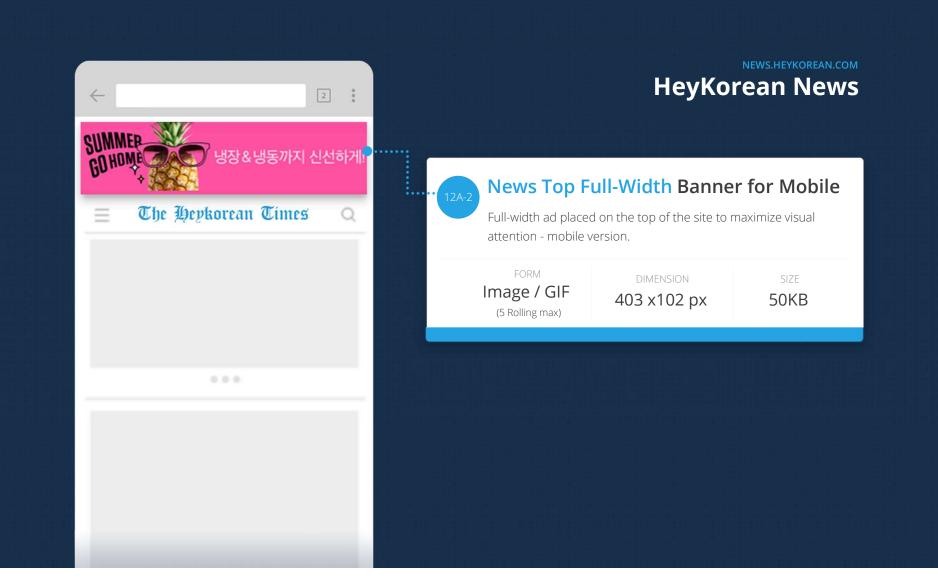


HEYKOREAN.COM/HK_FUNTALK

HeyKorean Life

ev@korean" Life		Life Top Big-size ad wit	Life Top Banner Big-size ad with a higher rate of exposure and low cost		
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The Heykorean Times	Full-wid	12A-1 News Top Full-Width Banner for Web Full-width ad placed on the top of the site to maximize visual attention.				
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	Rectang	News Middle Banner Rectangular-sized ad place individually in the middle of the site, making it more like the site's content.				
	FORM 비료 (5 Rolling m		size 50KB			
지식이	·서(요!					



hey!korean®

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