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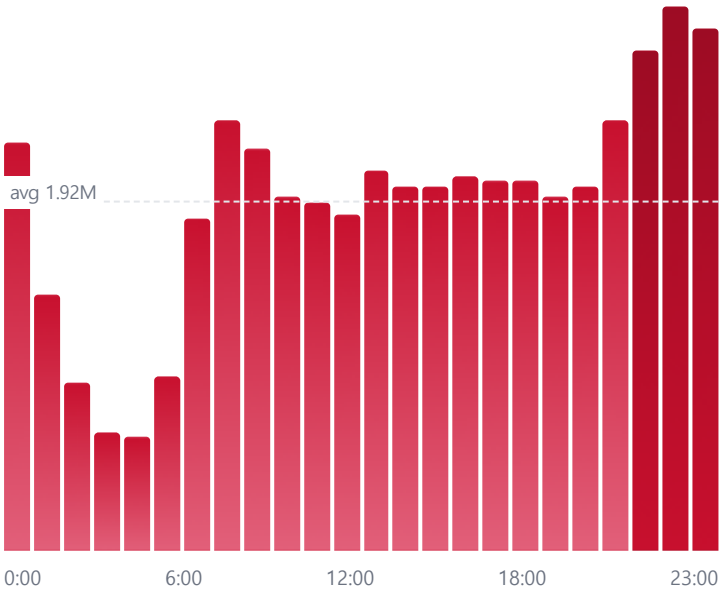
One of Korea's largest online communities · Founded 2010 · IBC Corporation

Audience measured with GA4 · last 30 days

105M Monthly page views	**220K** Daily visitors (DAU)	**9.14M** Monthly sessions	**11.5** Pages per visit
77% Mobile traffic	**7.8 min** Avg. time on site	**56%** Engaged sessions	

One of Korea's leading general-interest communities (founded 2010). The figures and charts above are **measured with our own Google Analytics (GA4)** and cover **the 30 days up to the date shown** (last updated **2026-09-23**). Google Search over six months: 23.3M impressions and 7.39M clicks (Search Console).

Traffic by hour (page views, Korea time) — peaks in the evening and late night

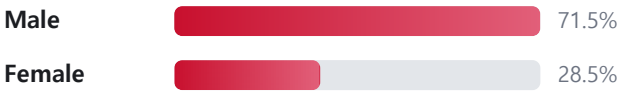


Visitors by region (top 12 · % of Korea)

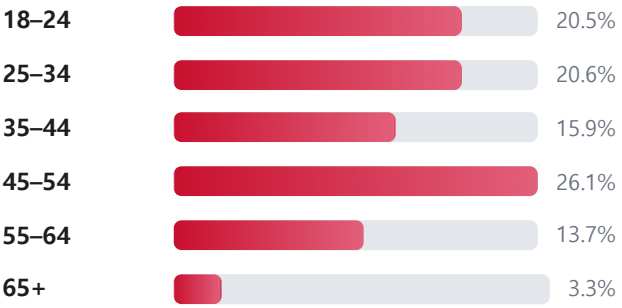
Seoul	476K · 33.5%
Gyeonggi	267K · 18.8%
Busan	156K · 11%
Incheon	84K · 5.9%
Gyeongnam	62K · 4.4%
Chungnam	60K · 4.2%
Daegu	58K · 4.1%
Daejeon	51K · 3.6%
Gyeongbuk	50K · 3.5%
Chungbuk	30K · 2.1%
Jeonbuk	25K · 1.8%
Gwangju	24K · 1.7%

Audience profile visitors · Google Analytics / interests · member survey

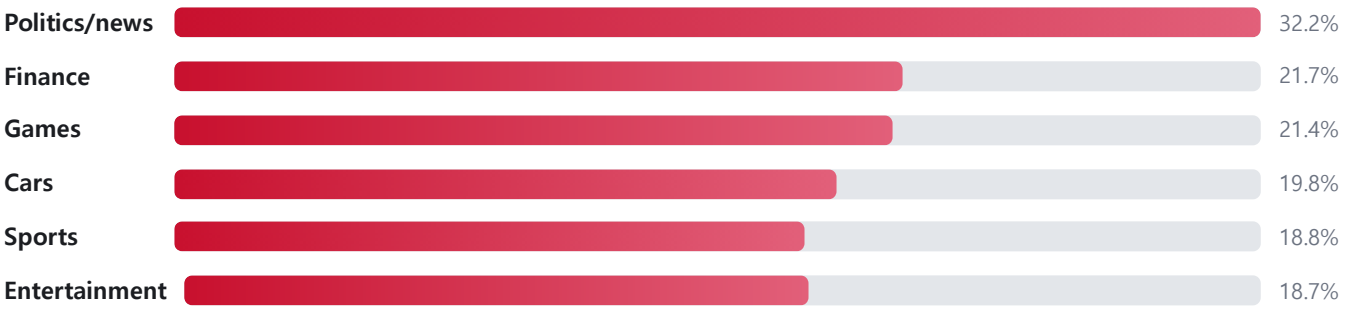
Gender (visitors **217,694**)



Age (visitors **229,716**)



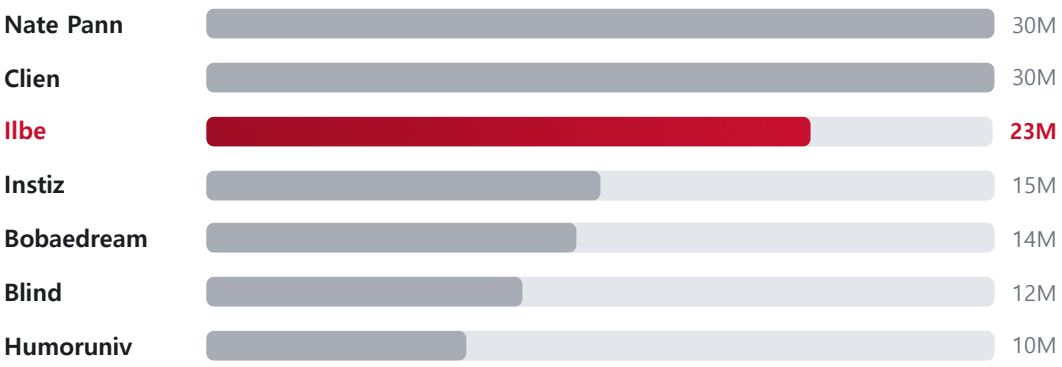
Top interests (new-member survey · multiple choice)



Gender and age are **Google Analytics (GA4) estimates for visitors** since 2026-10-14 — only visitors Google can estimate are counted. Interests come from the **sign-up survey** new members have answered since 2026-09-26. Updated daily.

Compared with major Korean communities third-party estimate · monthly visits

Monthly visits compared with well-known Korean communities of a similar size.

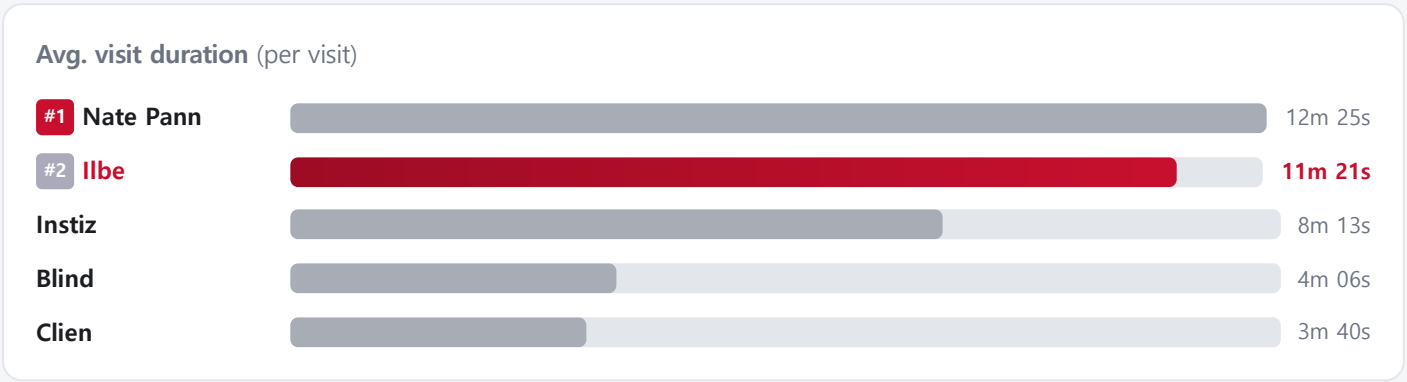


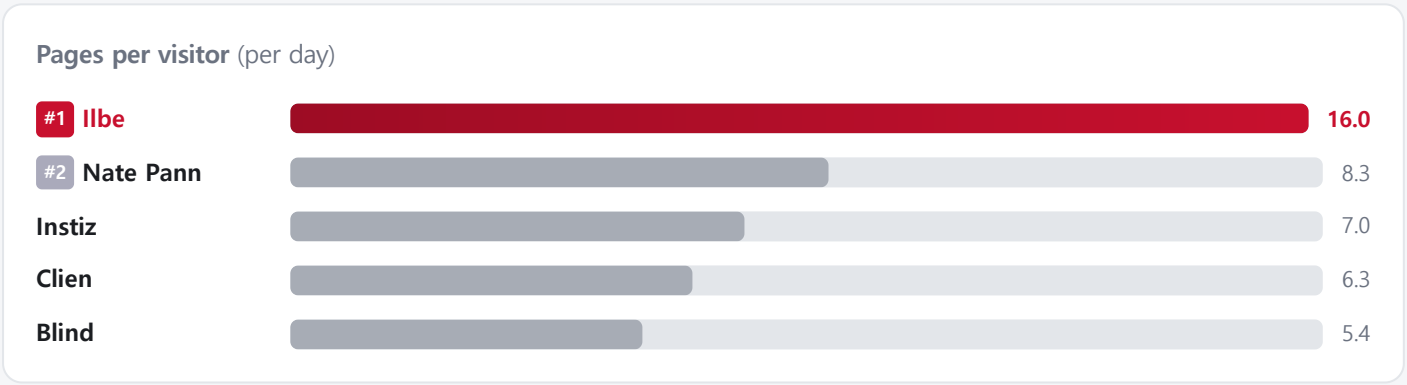
Source: waffleboard.io/ranking (September 2026) — third-party estimate of **monthly visits (not de-duplicated)**.

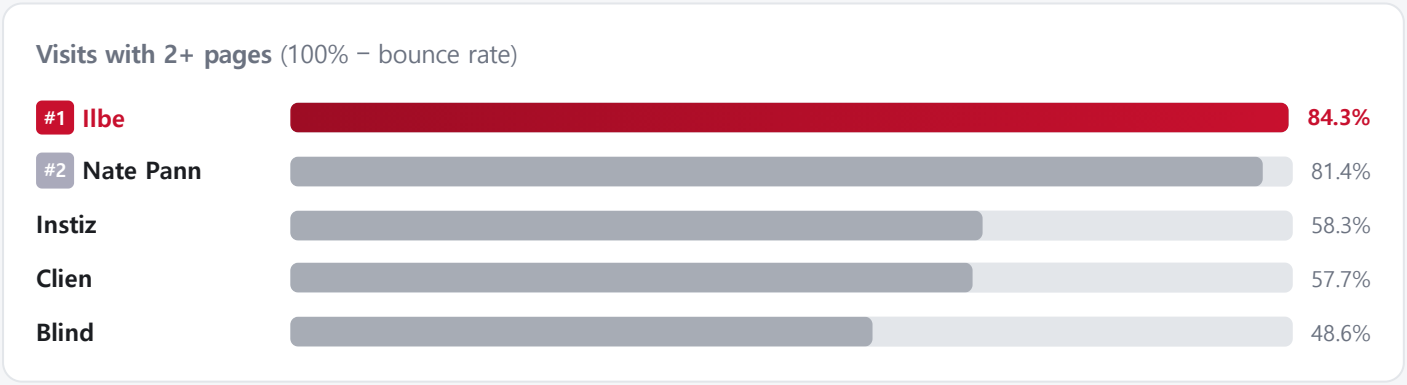
※ The visitors and page views under "Audience" above are **our own GA4 measurements (de-duplicated)**. This comparison uses a **third-party estimate of monthly visits** so that several communities can be put on the same scale; the methods differ, so the absolute numbers differ.

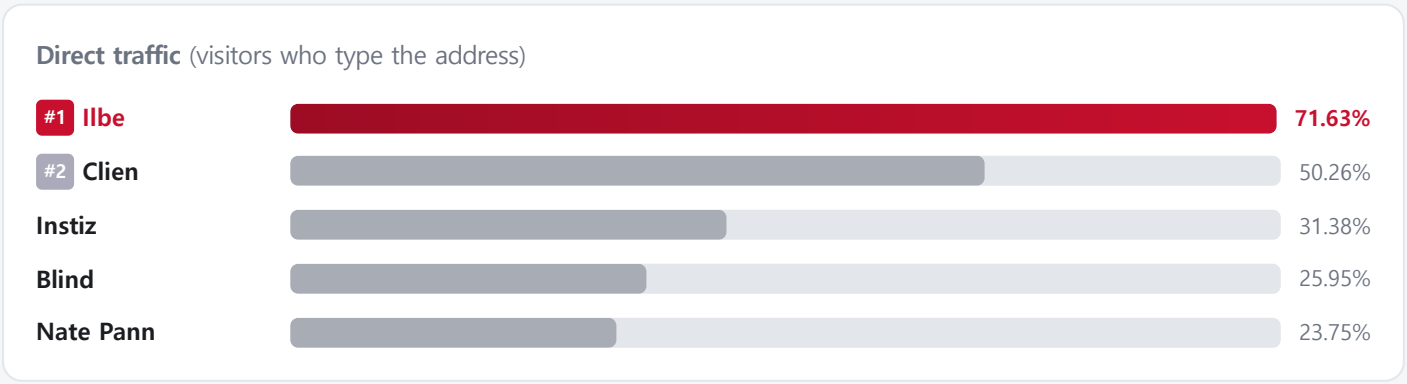
Engagement and loyalty — No. 1 among major Korean communities third-party data · 4 metrics

Among major Korean communities, Ilbe ranks **first in engagement and loyalty — No. 1 on three of the four metrics** (pages per visitor, visits with 2+ pages, direct traffic) and No. 2 on visit duration. In particular, **each visitor views 16.0 pages a day, 1.9 times the runner-up (8.3)**. Ad impressions come from **time spent and pages viewed**, not from the number of visits, so a site with higher engagement delivers more impressions from the same visits.









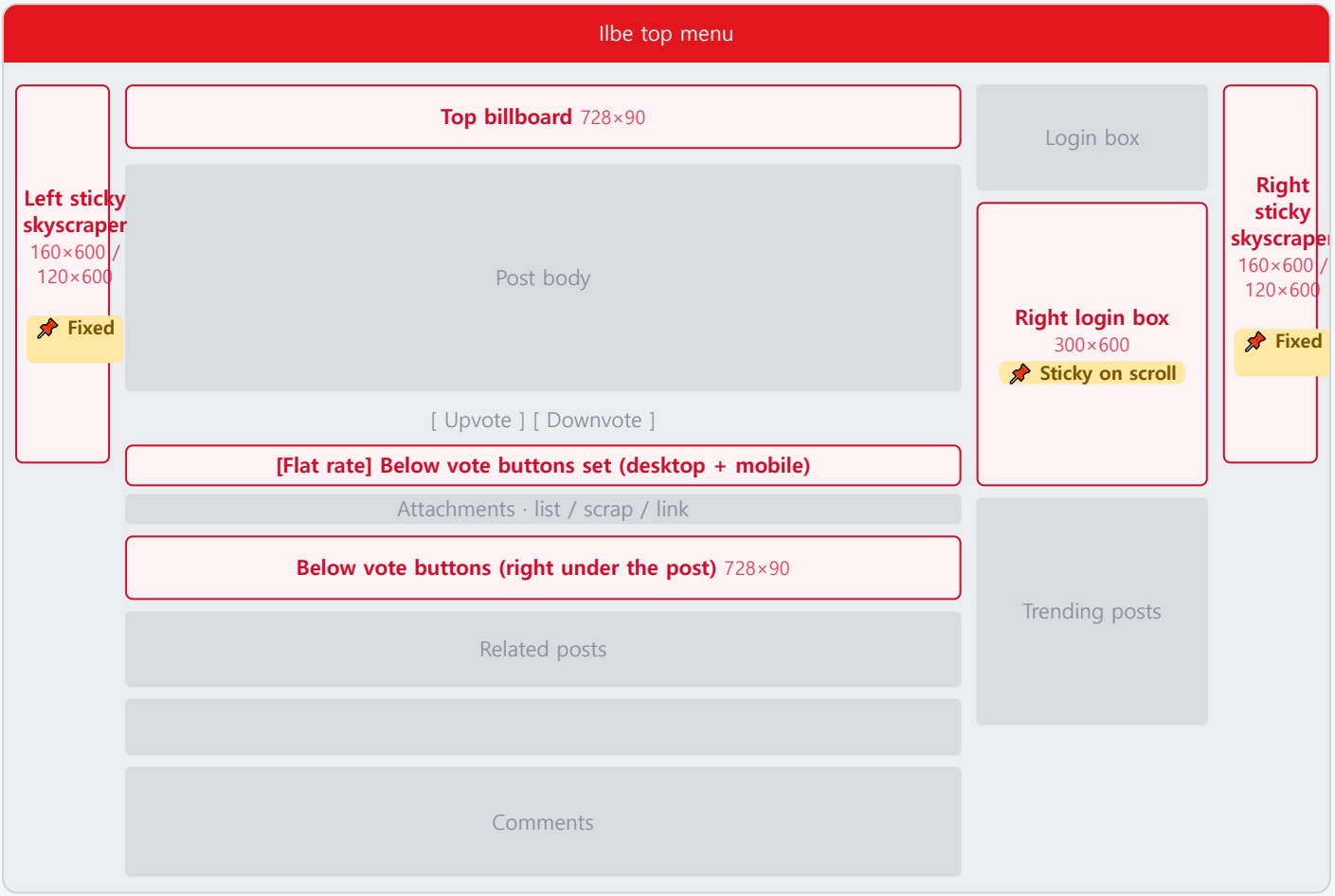
Sources — visit duration, pages per visitor, visits with 2+ pages: hypestat.com (Similarweb-based, September 2026) / **direct traffic: Similarweb (June–August 2026, three months)**. These come from a different source than the monthly-visit comparison above, so they are shown as a separate block. "Pages per visitor" is daily page views ÷ daily visitors.

Visit duration is near the top, and **16.0 pages per visitor** and **84.3% of visits with 2+ pages** are the highest in the group (bounce rate 15.7% · Clien 42.3% · Blind 51.4%). In other words, **the same visit produces two to three times the ad impressions**. Our own GA4 shows an average of **7.8 minutes** and **11.5** pages per visit; the absolute values differ because the measurement methods differ.

Placement map

Grey areas are where posts appear; the red-outlined boxes are ad placements. Click a placement to jump to its row in the rate card below.

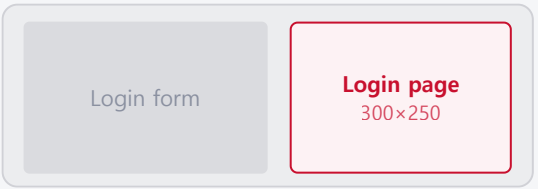
Desktop · post page (top, right column and side skies are the same on lists)



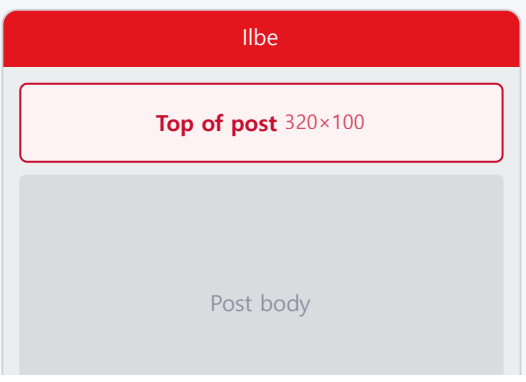
Desktop · board lists

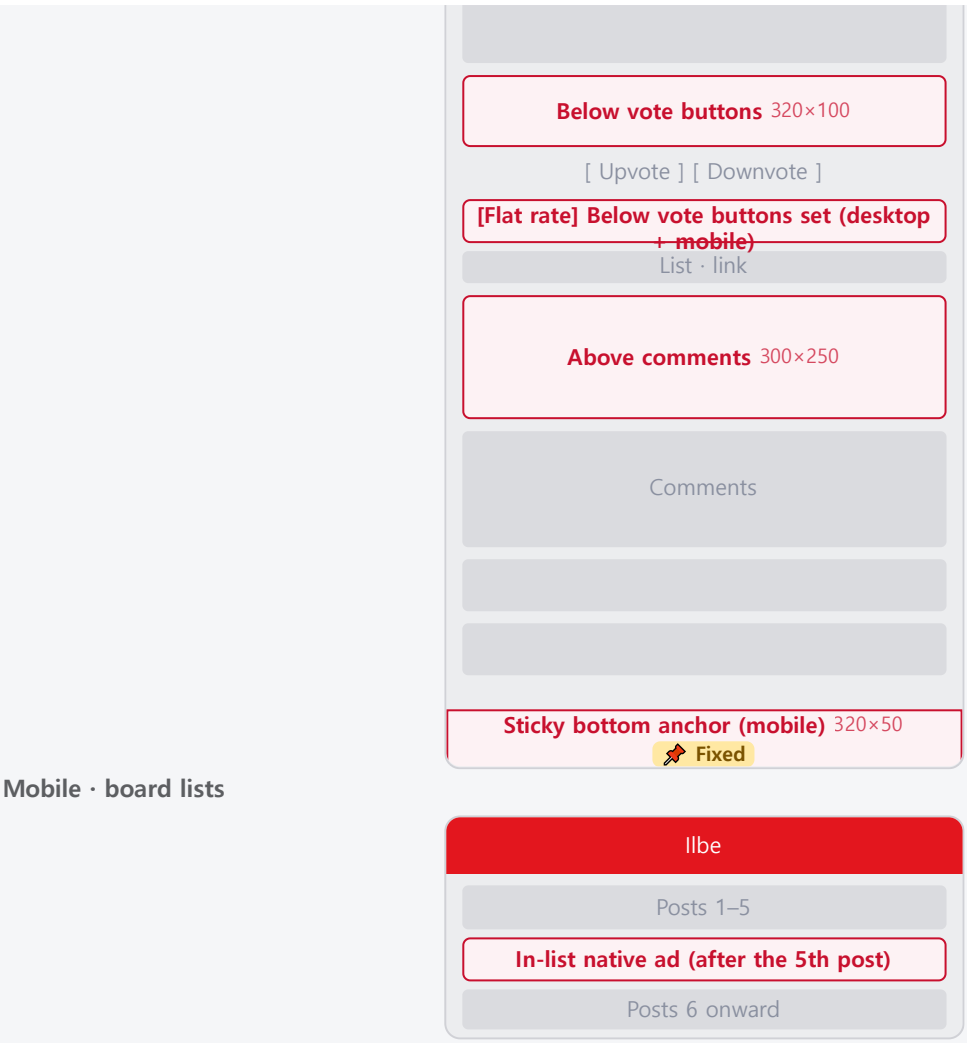


Desktop · login page



Mobile · post page





Content area Ad placement — click to see its rate

Fixed = always on screen · Sticky on scroll = follows as the reader scrolls

Notice ads (a text line at the top of every board) are a separate product, not shown on the map.

Rate card — Desktop

Placement	Size	Unit	Rate (KRW)
Right login box	300x600	CPM	~~₩600~~ **₩300**
Top billboard	728x90	CPM	~~₩900~~ **₩450**
Below vote buttons (right under the post)	728x90	CPM	~~₩760~~ **₩380**
Left sticky skyscraper	160x600 · 120x600	CPM	~~₩500~~ **₩250**
Right sticky skyscraper	160x600 · 120x600	CPM	~~₩500~~ **₩250**
Login page	300x250	CPM	~~₩500~~ **₩250**

Rate card — Mobile

Placement	Size	Unit	Rate (KRW)
Top of post	320x100	CPM	~~₩900~~ **₩450**
Below vote buttons	320x100	CPM	~~₩1,000~~ **₩500**
Above comments	300x250	CPM	~~₩600~~ **₩300**
Sticky bottom anchor (mobile)	320x50	CPM	~~₩400~~ **₩200**
[Flat rate] Mobile top of post, 1 slot	320x100 · 1 slot per week	Weekly flat	~~₩800,000~~ **₩400,000**
In-list native ad (after the 5th post)	Title up to 40 characters · optional photo (thumbnail in webzine view)	CPC	~~₩200~~ **₩100**
[Flat rate] Below vote buttons set (desktop + mobile)	728x90+300x250 · 1 slot per week	Weekly flat	~~₩300,000~~ **₩150,000**
[Flat rate] All-placement package	All placements · 1 slot per week	Weekly flat	~~₩1,600,000~~ **₩800,000**
[Flat rate] Top-menu partner link (desktop + mobile)	Top-menu text link (up to 6 characters) · 1 slot per week	Weekly flat	~~₩300,000~~ **₩150,000**
[Flat rate] Sponsored poll, 1 poll (7 days)	주제·선택지 2~8개 · 3~14일(7일 단위) · 1표 +3P	Weekly flat	~~₩400,000~~ **₩200,000**
Notice ad (text line at the top of every board)	Up to 30 characters	CPC	~~₩200~~ **₩100**
[Flat rate] Desktop top billboard, 1 slot	728x90 · 1 slot per week	Weekly flat	~~₩600,000~~ **₩300,000**

> **Relaunch discount in effect** — when we rebuilt our inventory around impression-based (CPM) pricing we halved the base rates, and an **additional 50% discount** applies on top. There is no set end date; **any change will be announced in advance**.

Flat-rate packages — a "weekly flat" package holds the slot for the whole period. Impressions are not guaranteed (we share measured reference volumes on request). Creatives are due three days before the start and go through review. Early cancellation carries a fee of 30% of the remaining period.

CPM = price per 1,000 impressions; CPC = price per click. Rates are in Korean won (KRW), VAT excluded. Exclusive periods or placements and targeting of specific boards are negotiable. Click-through rates (CTR) per placement are being measured and will be published on this page from October 2026.

Sponsored polls — survey-style advertising

Balance Game is ilbe.com's polling board — members vote on topics in humor, everyday life, economics, society, academia and more, and leave a one-line reason for their choice. A sponsored poll puts **your topic and options** in front of them for the whole campaign.

- **Shown repeatedly for the whole period** — rotates in the "Today's Balance Game" card (desktop sidebar on every page · mobile home) and stays in the "live" section at the top of the Balance Game board until it closes.
- **Participation driven by points** — every vote earns the member 3 site points (three times a regular poll), so votes keep coming in instead of a single glance.
- **Results you can use** — live share per option, number of voters and anonymous reasons; voters get a result notification when the poll closes, and we send you a summary.
- Reach: a poll averages about 3,800 views, and popular polls draw over 1,000 voters.
- **Rate** — flat KRW ~~400,000~~ → **200,000** per poll for 7 days (relaunch discount 50%); 14 days is billed as two weeks. VAT excluded.
- Period 3–14 days · shown with an "Ad" label · political and adult topics are not accepted.

Creative specs

We accept JPG, PNG and GIF image banners (up to 300 KB; sizes as in the tables above). Any lawful advertising is welcome — products, services, games, apps, events and so on. After you submit, we review the creative and the landing page together.

How it works

Email us: webmaster@ilbe.com Online form (Korean)

1. Tell us the placements, dates and budget you have in mind.
2. We reply with the expected impressions for the period and a quote.
3. After the contract, send us the creative and we review it.

4. The campaign goes live; when it ends we send an impression and click report.

We serve ads ourselves through Google Ad Manager. Delivery is counted in real time, and we can share the figures during the campaign on request.

You can add your own tracking parameters (UTM or affiliate codes) to the landing URL, so your analytics shows the sign-ups and leads that come from Ilbe.

Contact

webmaster@ilbe.com

IBC Corporation · Advertising

Tell us your **preferred placements, campaign dates and budget** and we can quote faster.

These rates apply to direct contracts; terms may differ for bookings made through an agency.
Rates and placements may change without prior notice. Last updated 2026-09-17.
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