



Daum.net Mediakit

Prepared by Admaru Network LLC
The Leading Asian-American Ad Network

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Daum, founded in 1995, is the leading operator of Korean-language Websites

- 1995: Founded as Daum Communication
- 1997: First free web mail service in Korea, Hanmail.net
- 1999: Launched Online Community Daum Café
- 2000: Opened Daum Search, achieved the first 100 million page viewers per day in Korea
- 2003: Launched Mediadaum
- 2010: Achieved 8million Daum Café members, market leader in mobile search and community

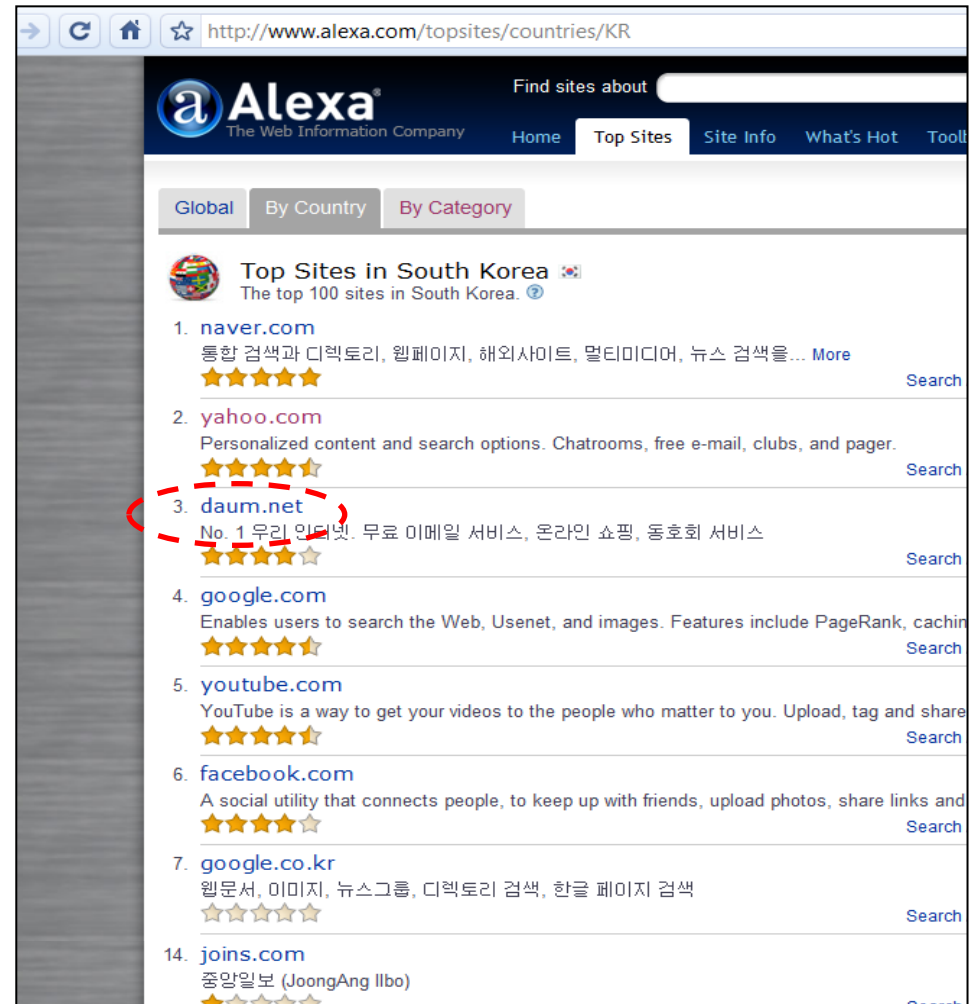
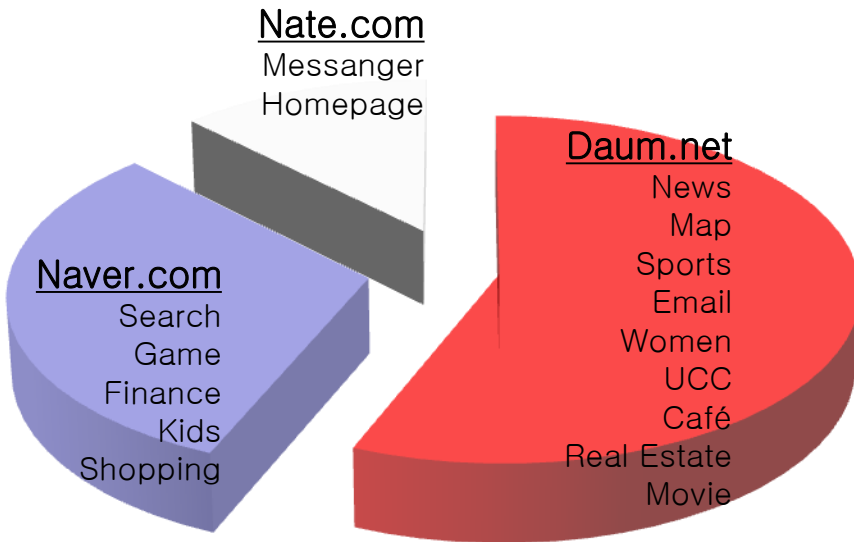


Among top 3 portal sites in Korea, Daum has the most number one services

- The most popular service provider

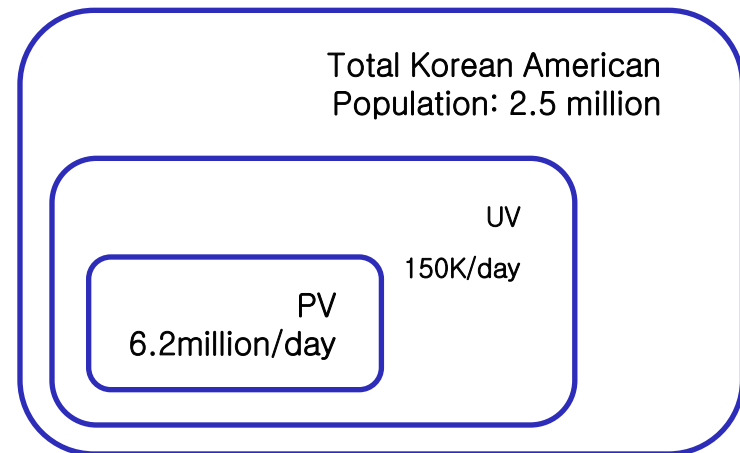
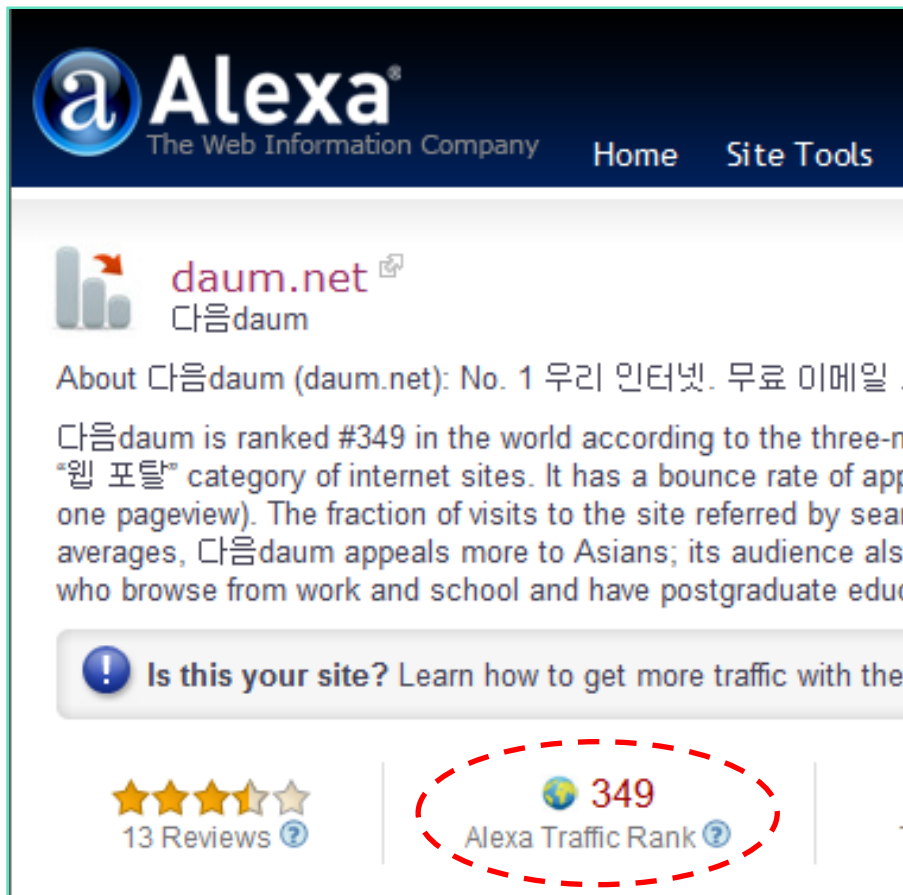
- Ranked 3 in Top Sites in Korea (Alexa.com)

Top UV Services



150,000 Korean Americans visit Daum everyday

- Global Alexa ranking is 349
- 6% of Korean Americans use Daum.net everyday
- Page view per unique visitor outperforms competitors



	Daum	Major Competitor
UV	150K	250K
PV	6.2million	8.0million
PV/UV	41	32

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Display AD Product Information

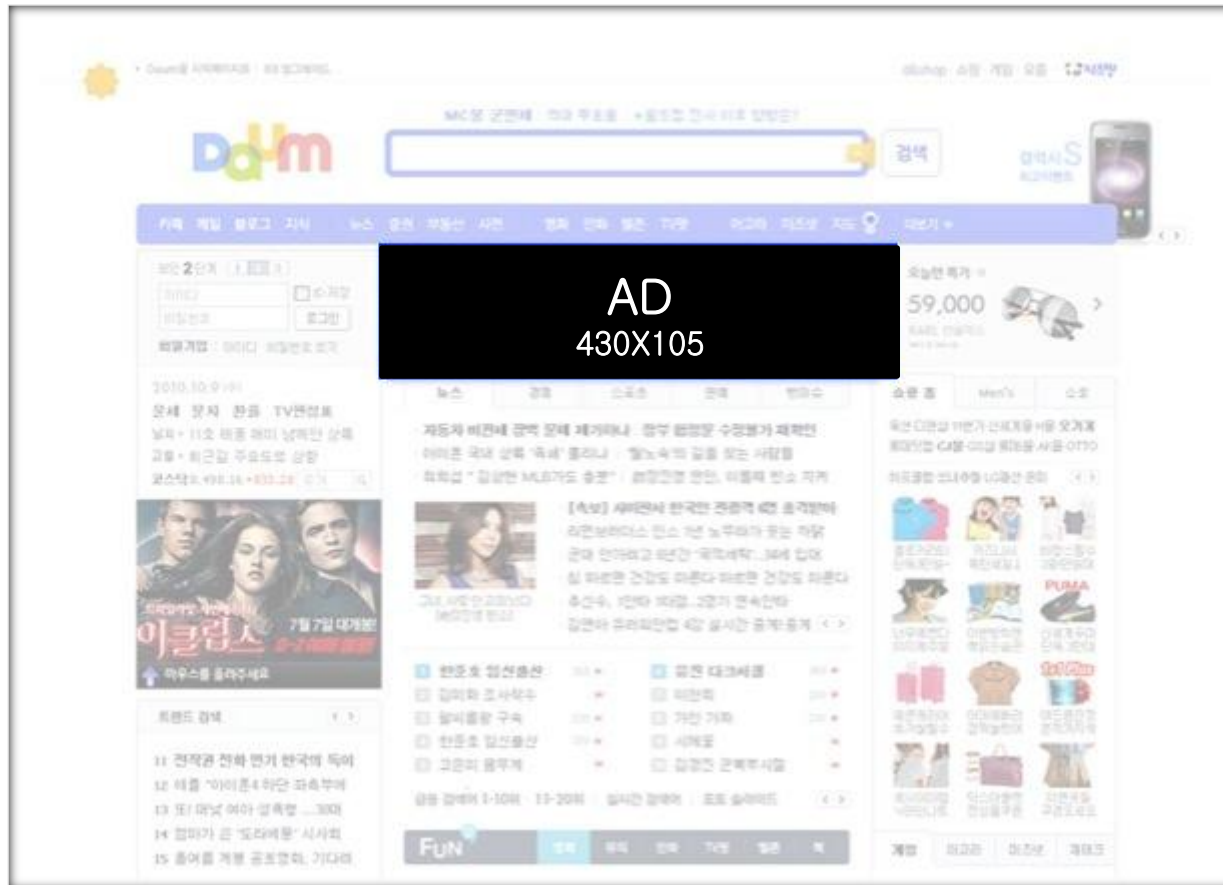
Ad Type	Section	Name of Banner	Size	Rate	Pricing	Monthly Ad Impressions	Minimum Buy
Standard	Homepage	TOP Banner	430*105	\$3.00	CPM	30,000,000	\$2k per week
Standard	News	News250	250*250	\$3.00	CPM	15,000,000	\$3k per month
Standard	Media Daum	Media250	250*250	\$2.00	CPM	15,000,000	\$3k per month
Standard	Community	miznet250	250*250	\$3.00	CPM	1,500,000	\$3k per month
Standard	Finance	finance250	250*250	\$3.00	CPM	1,000,000	\$3k per month
Rich Media	Homepage	TOP Banner (Rich Media, expandable)	430*105 / 655*395	\$4.00	CPM	30,000,000	\$2k per week
Rich Media	News	News250 (Rich Media, expandable)	250*250 / 570*320	\$4.00	CPM	15,000,000	\$3k per month
Rich Media	Media Daum	Media250 (Rich Media)	250*250 / 570*320	\$3.50	CPM	15,000,000	\$3k per month
Rich Media	Community	miznet250 (Rich Media)	250*250	\$4.00	CPM	1,500,000	\$3k per month
Rich Media	Finance	finance250 (Rich Media)	250*250	\$4.00	CPM	1,000,000	\$3k per month

Display AD Audience Profile

Sex/Age	UV Ratio	PV Ratio	PV / UV	Duration Time(Sec.)
Male > 7	0.02%	0.01%	8	129
Male > 8~12	0.14%	0.10%	7	121
Male > 13~18	1.38%	0.80%	5	75
Male > 19~29	11.66%	9.16%	7	94
Male > 30~39	17.78%	19.37%	10	139
Male > 40~49	13.10%	14.89%	10	154
Male > 50+	9.49%	10.23%	9	152
Female > 7	0.01%	0.01%	8	116
Female > 8~12	0.16%	0.11%	6	108
Female > 13~18	2.93%	1.78%	5	77
Female > 19~29	16.42%	14.88%	8	107
Female > 30~39	14.13%	15.46%	10	132
Female > 40~49	8.56%	9.08%	9	139
Female > 50+	4.22%	4.09%	8	136
Male	53.56%	54.57%	9	137
Female	46.44%	45.43%	9	123

Daum.net homepage top banner – Display Ad

http://daum.net



Name (by Spec)	Location
Top Banner 430X105	Home Top

Daum.net homepage top banner – Video Ad: Expandable

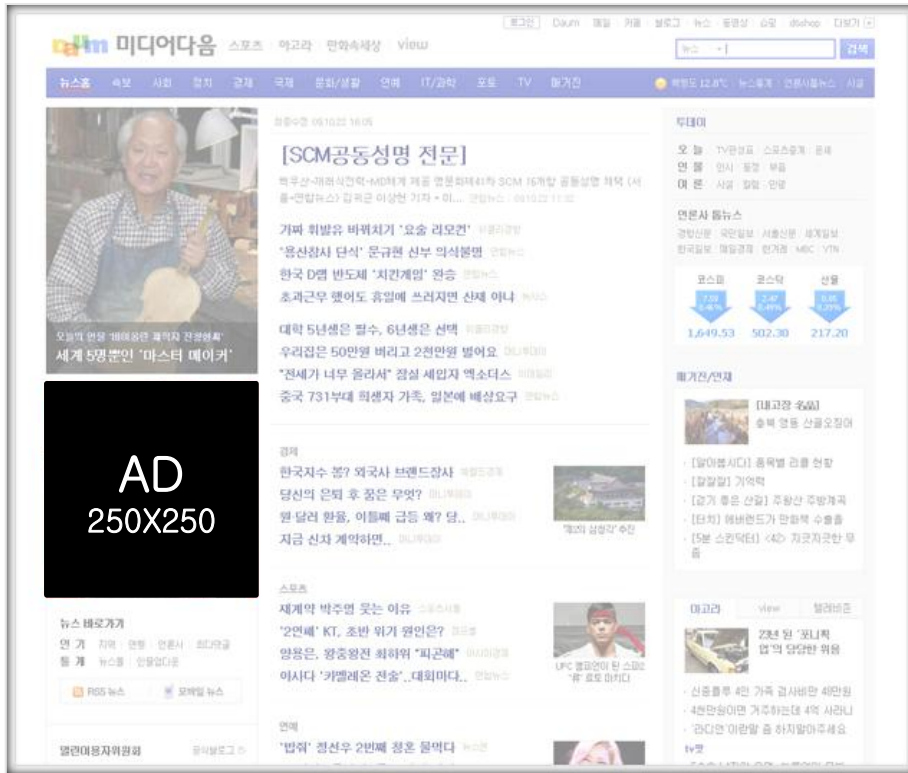
<http://daum.net>



Name (by Spec)	Location
Top Banner 430X105 / 655X395	Home Top

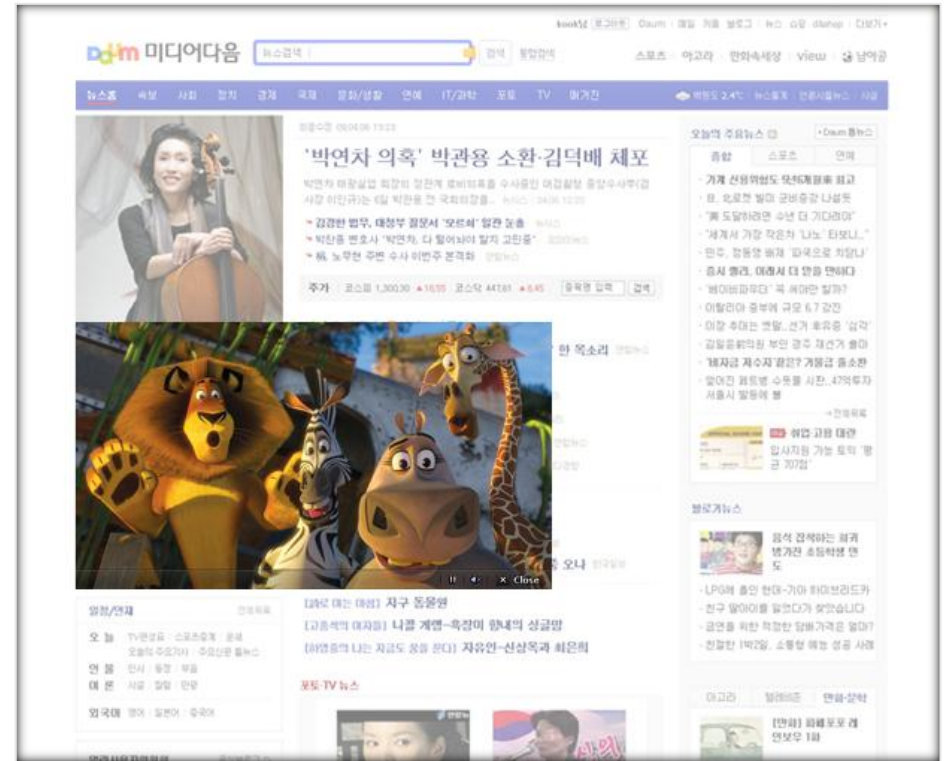
News 250 - Display Ad

<http://media.daum.net>



Name (by Spec)	Location
Media250 Premium 250x250	Media Daum

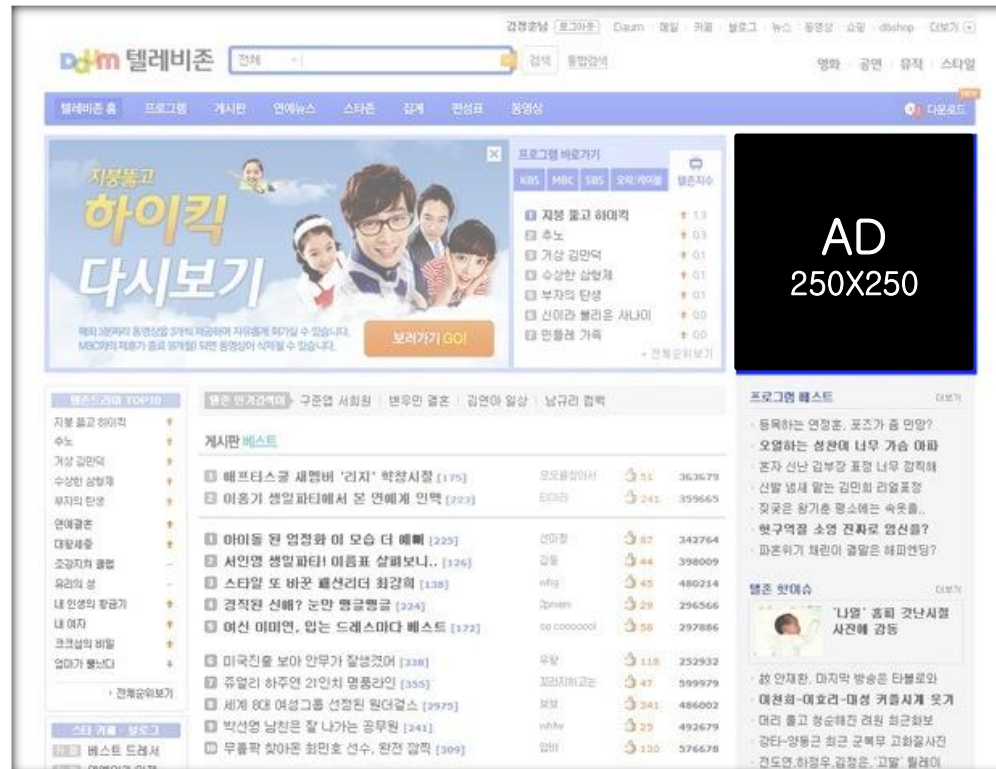
News 250 - Video Ad: Expandable



Name (by Spec)	Location
Media250 Premium 250x250/570X320	Media Daum

Mediadaum 250 – Display Ad / Video Ad: Non-Expandable

<http://media.daum.net>



Name (by Spec)	Location
Media 250 250X250	Media Daum

Search 250 – Display Ad / Video Ad: Non-Expandable

http://k.daum.net



Name (by Spec)	Location
Search250 250X250	Search

Miznet 250 – Display Ad / Video Ad: Non-Expandable

http://miznet.daum.net



Name (by Spec)	Location
Miznet250 250X250	Community

Finance 250 – Display Ad / Video Ad: Non-Expandable

http://finance.daum.net



Name (by Spec)	Location
Finance250 250X250	Finance

Contact Information

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