

Advertise on Ilbe (ilbe.com)

Advertising

Media kit PDF ↓

Apply online (Korean)

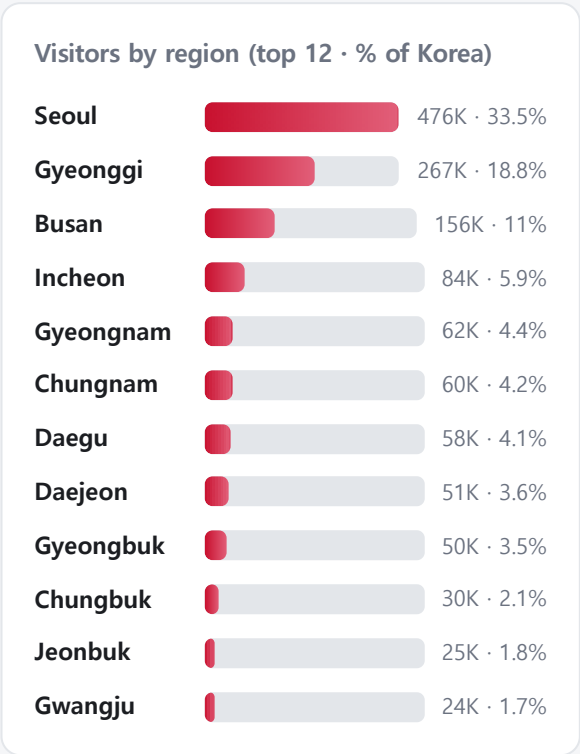
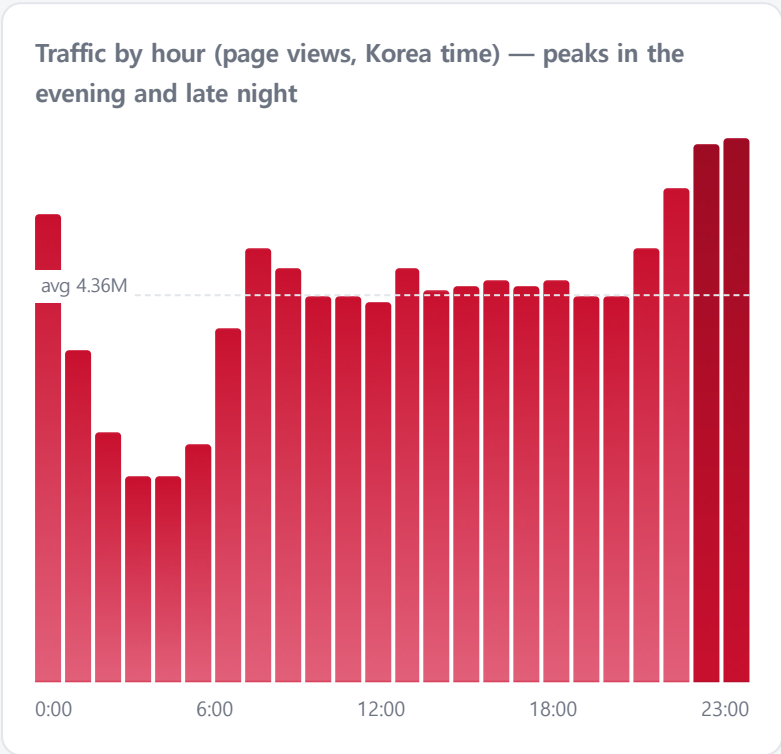
한국어

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).



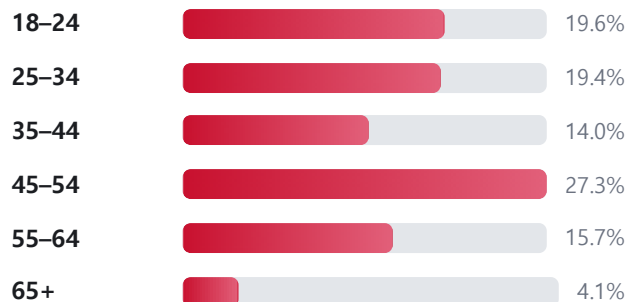
Audience profile

visitors · Google Analytics / interests · member survey

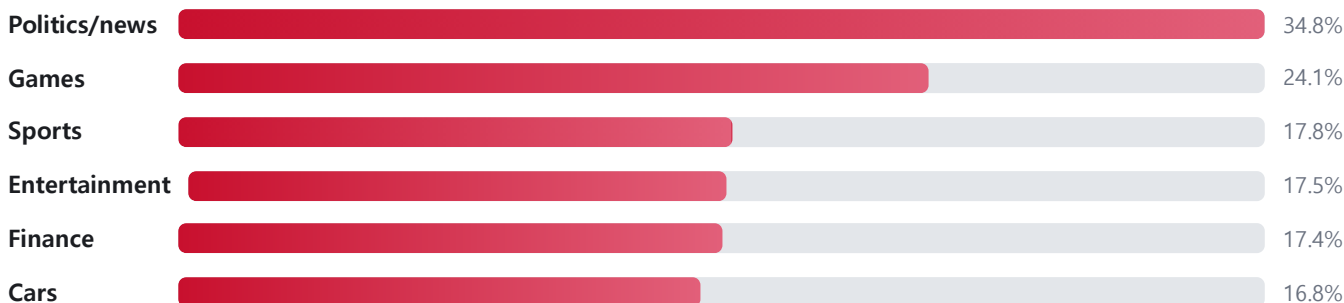
Gender (visitors 84,154)



Age (visitors 83,551)



Top interests (new-member survey · multiple choice)

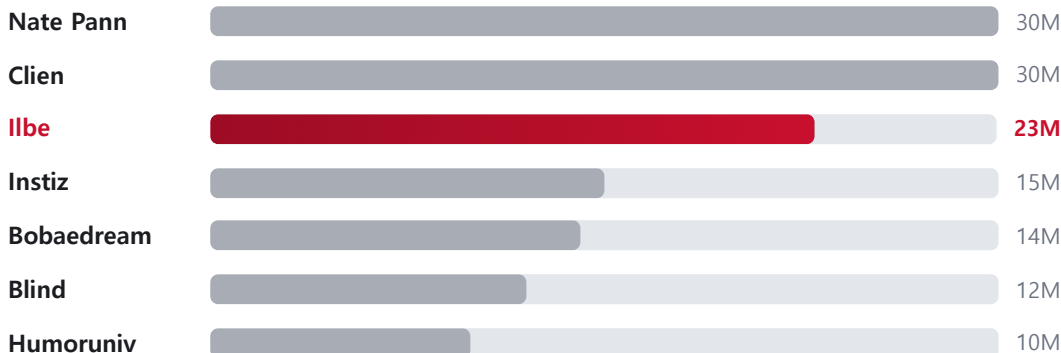


Gender and age are **Google Analytics (GA4) estimates for visitors** since 2026-10-14 — only visitors Google can estimate are counted. Interests come from the **sign-up survey** new members have answered since 2026-09-26. Updated daily.

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)**.

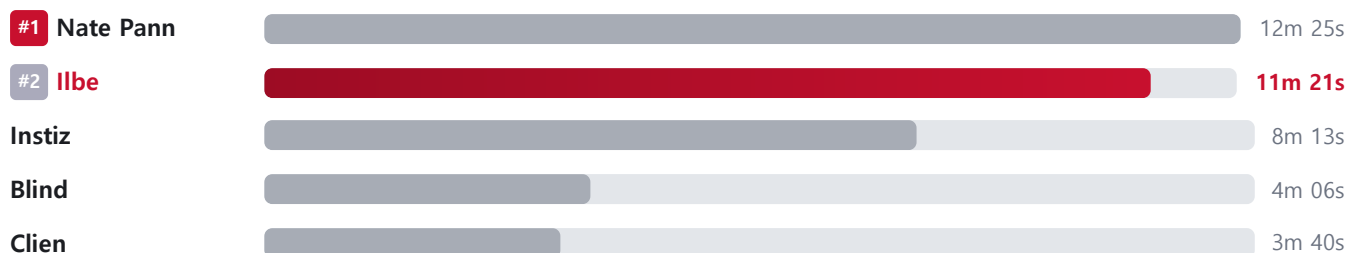
※ The visitors and page views under "Audience" above are **our own GA4 measurements (de-duplicated)**. This comparison uses a **third-party estimate of monthly visits** so that several communities can be put on the same scale; the methods differ, so the absolute numbers differ.

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

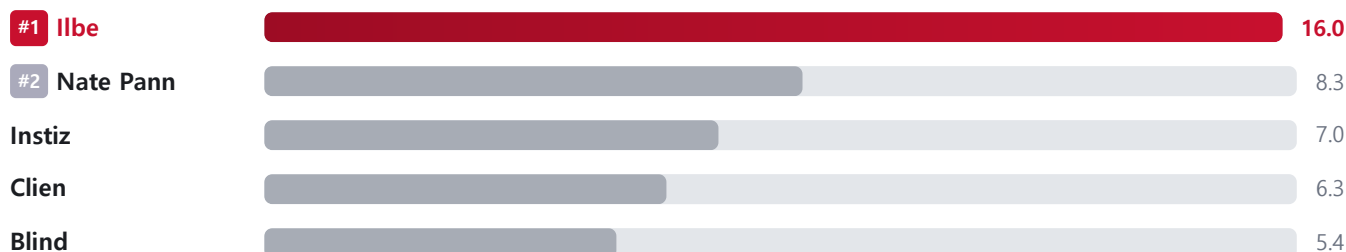
metrics

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.

Avg. visit duration (per visit)



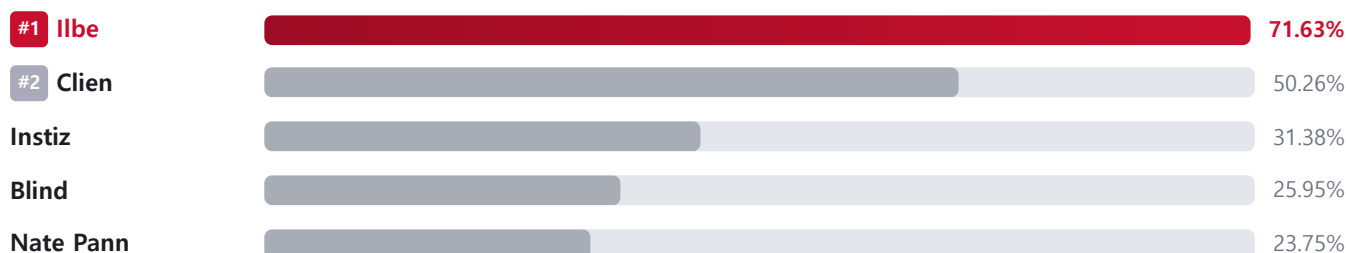
Pages per visitor (per day)



Visits with 2+ pages (100% – bounce rate)



Direct traffic (visitors who type the address)



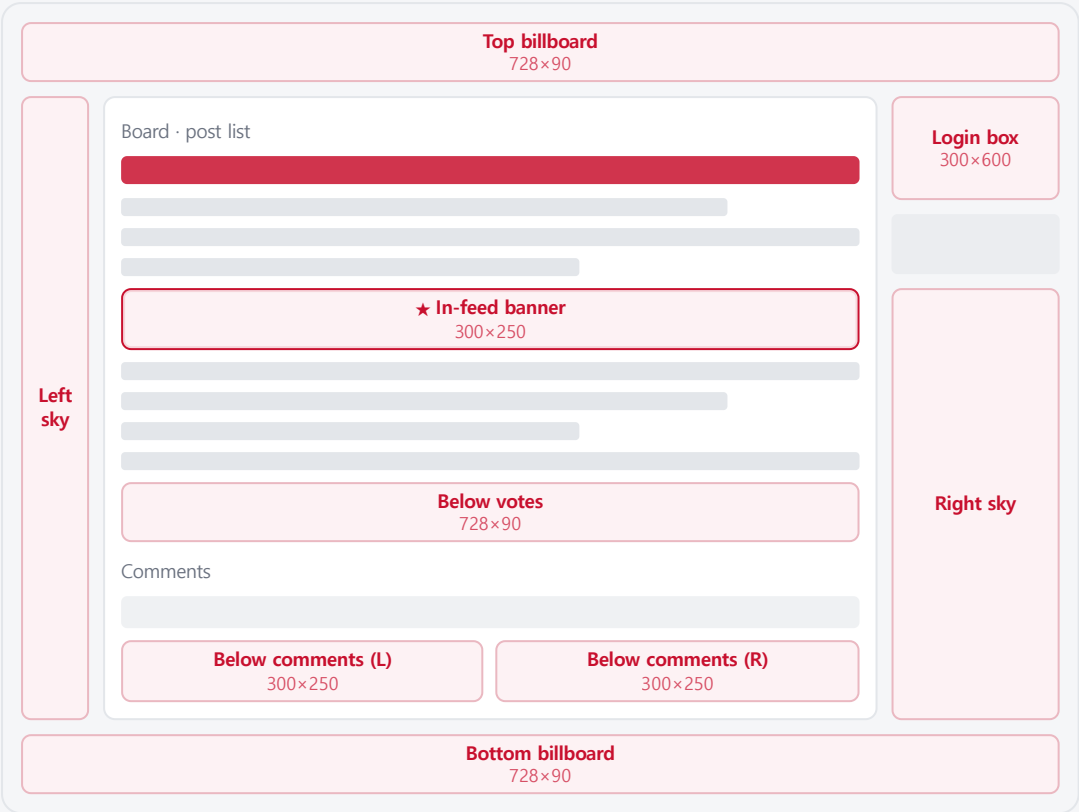
Sources — visit duration, pages per visitor, visits with 2+ pages: [hypestat.com](#) (Similarweb-based, September 2026) / **direct traffic:** [Similarweb](#) (June–August 2026, three months). These come from a different source than the monthly-visit comparison above, so they are shown as a separate block.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

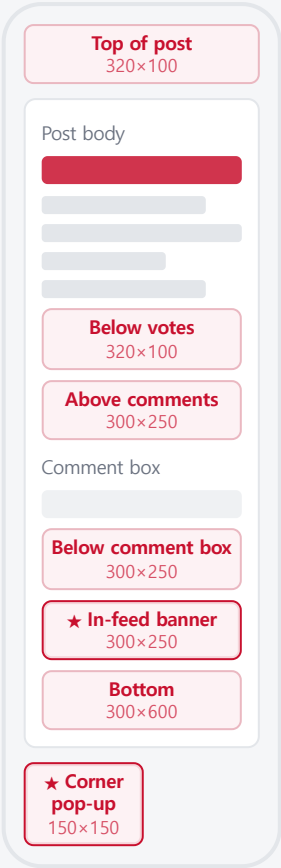
Placement map

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



Mobile



■ Content area ■ Ad placement ■ ★ Premium (higher CTR and rate)

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	728x90	CPM	~~₩760~~ ₩380
Bottom billboard	728x90	CPM	~~₩400~~ ₩200

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
[Flat rate] Mobile top of post, 1 slot	320x100 · 1 slot per week	Weekly flat	~~₩800,000~~ ₩400,000
[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
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.

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.

© IBC Corporation