

HelloT Integrated Media Introduction

What HelloT?

01 Korea **Best Industrial Media**

It is possible to execute in various industries beyond specialized sectors (manufacturing, IT, software, services).

02 **Highly loyal** members

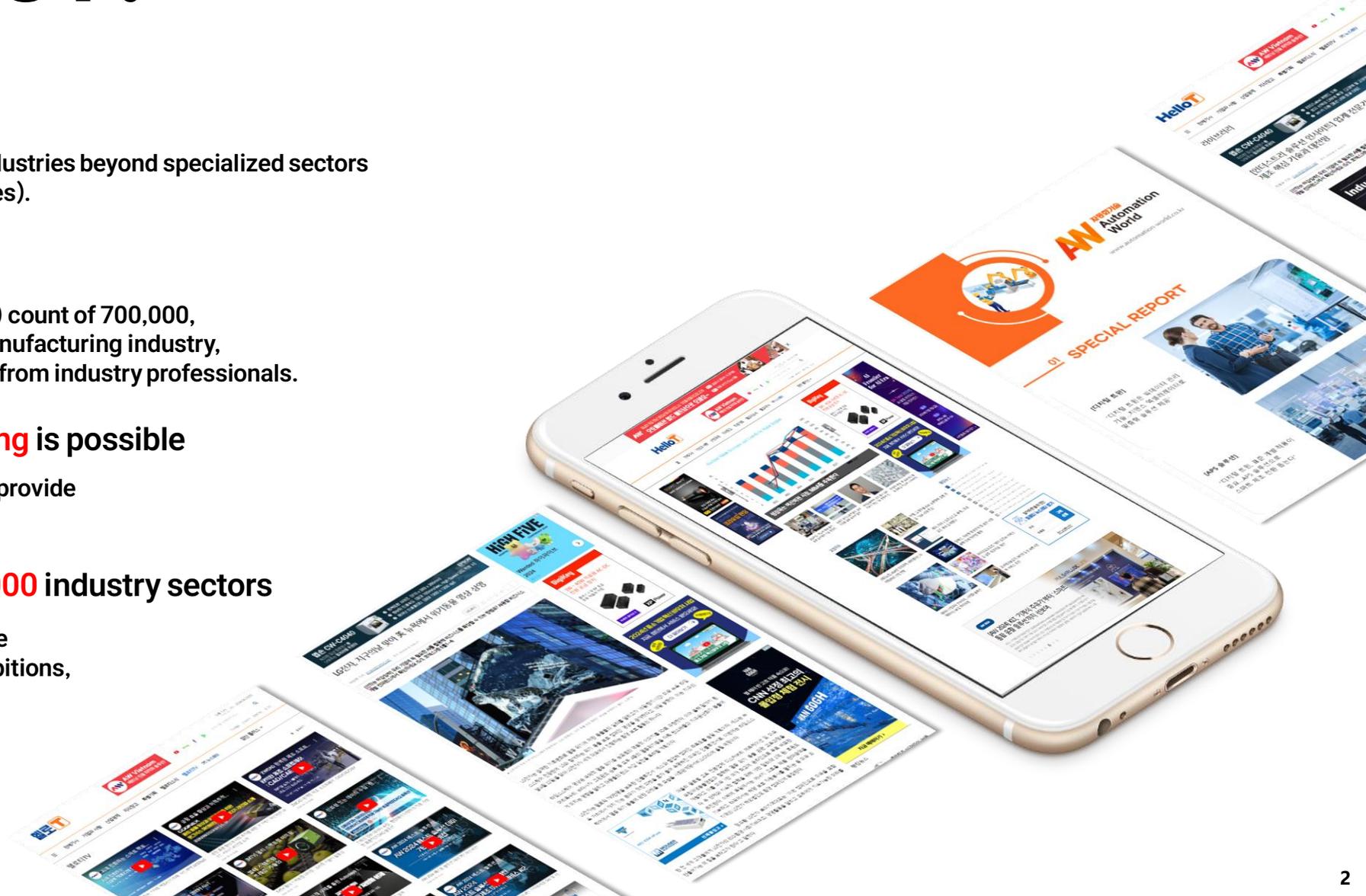
We have a monthly active user (MAU) count of 700,000, and as a media specialized in the manufacturing industry, we have high revisit rates and loyalty from industry professionals.

03 **Integrated industry marketing** is possible

We run multiple online campaigns to provide leads and performance (efficiency).

04 Holding a database of **114,000** industry sectors

We continuously update our database through hosting and organizing exhibitions, conferences, and online seminars



Contents

01 Mobile SMS● 4~5pg

02 DA● 6~9pg

03 e-DM● 10~12pg

04 newsletter● 13~14pg

Making **meaningful transitions** Mobile SMS



Targeting available

It is possible to target specific industries and send targeted SMS messages, maximizing efficiency.



Immediate response

After receiving the message, there is a high probability of immediate response, allowing you to receive quick feedback on promotional messages.



High CVR

It is possible to achieve tangible conversions by utilizing various purposes (events, webinars, conferences, etc.) to encourage direct actions.



Efficient cost

It is possible to send bulk messages at a relatively lower cost compared to other services, allowing for cost savings

Mobile SMS Introduction Up to **55,000 B2B people** Promote it!

SMS

\$0.12

One-time

* Excl. VAT

- Up to 90 bytes
- Lowest cost

LMS

\$0.14

One-time

* Excl. VAT

- Up to 2,000 bytes
- Affordable for longer content
- The title can be included

MMS

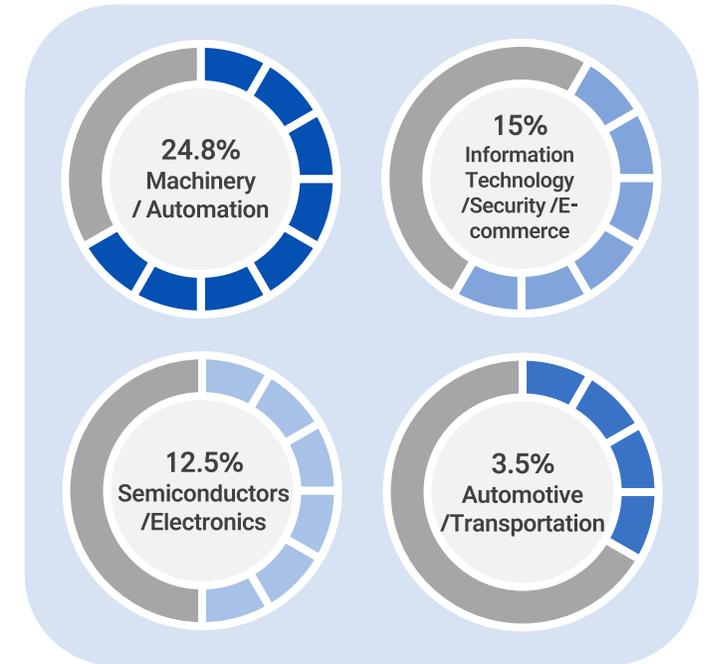
\$0.17

One-time

* Excl. VAT

- Up to 2,000 bytes
- The Title can be included
- Multimedia content can be used (images, videos, audio)
- Brand image and content visualization are possible

- The above amount is the per-unit cost for a full dispatch (one time).
- Provides Report (number of sent messages, actual delivery)



**With over 90 segmented categories
Aim for more accurate B2B targeting!**

With a monthly maximum **impression of 2,100,000**
HelloT DA

Many companies prefer the DA.

The HelloT banner service displays banners created to promote new products and services on major domestic portals such as NAVER and DAUM and the global portal Google.

Aim for brand image consolidation with HelloT, which is loved by customers across the manufacturing industry!

The image displays a collection of digital advertising banners for various companies and products. The banners are arranged in a grid-like fashion, showcasing different promotional messages and product images.

- DigiKey:** Promoting AMD Kria™ KR260 robotics test kits, highlighting ROS 2 and Ubuntu support.
- MS365:** Offering a special price of 88,000 for MS365, with a link to view details.
- Hexagon:** Promoting 2024 Half-Year Manufacturing Trends, featuring PREALITY software for insight confirmation.
- Analog Devices:** Advertising the MAX17793 DC-DC converter, with the tagline "AHEAD OF WHAT'S POSSIBLE™".
- Mouser Electronics:** Promoting the MAX17793 DC-DC converter, with a link to learn more.
- Markforged:** Advertising the FX10, a world's fastest metal 3D printer, with a link to view details.
- Epson:** Advertising the CW-C4040 color printer, highlighting its compact size, high speed, and high resolution.
- AW2025:** Promoting the AW2025 event, scheduled for March 12-14, 2025, at the Coex A, B, C, D Convention Center.

HelloT DA PC (Main – DA Area)



HelloT DA PC (Main - Pricing)

*on a monthly basis

항목	금액	매달 평균 노출
TOP	\$3,400	2,500,000
LOGO	\$2,720	2,400,000
B	\$2,040	360,000
C	\$1,700	370,000
D	\$1,700	370,000
G	\$2,720	360,000
SKY1	\$2,040	350,000
SKY2	\$2,040	350,000
SKY3	\$2,040	350,000

*vat 별도금액

HelloT 배너 상품 PC 버전(Article - 이미지)

Sky1

Sky2

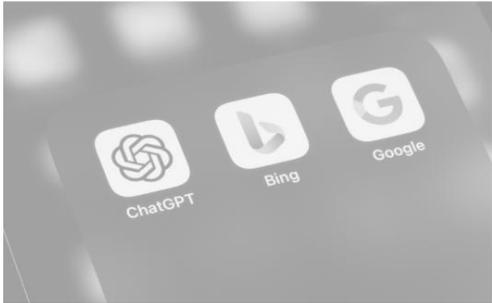
Sky3

기획특집

Article A

검색 판도 바꾸는 생성 AI, 차세대 패권 다들 서비스는?

성공적인 해외 진출을 위한 필수 선택! 홈페이지, 홍보 영상 제작, 카탈로그 디자인까지!



검색 시장은 생성형 AI의 발전으로 혁신적인 변화가 일어나고 있다. 한 해로, 오랜 기간 강자로 군림했던 구글은 오픈AI와 마이크로소프트(MS)와 같은 경쟁한 경쟁자의 도전을 받고 있다. 무엇보다 생성형 AI의 발전은 사용자 경험을 향상시키고 개인화된 결과를 제공한다는 데 강점을 보인다. 검색의 맥락을 잘 이해하고, 사용자의 질문에 관련된 높은 답변을 제공한다. 이러한 AI 적용이 확대됨에 따라, 주요 기업은 효율적인 서비스를 제공하기 위해 기술 혁신을 추진할 것으로 보인다.

Article B

Article C

Article G

랭킹뉴스

- 생물다양성, ESG 경영의 새로운 화두로 떠오른 이유...
- 썬엑스, 디지털 글로벌화 유공 장관 표창 수상
- 산업 자동화 위한 중앙네트워킹 컨트롤러

라이브러리

[인더스트리 솔루션 인사이트] AW 2025 ...

[인더스트리 솔루션 인사이트] 업계 전문...

[인더스트리 솔루션 인사이트] Machine Vi...

Article H

웹 트래픽 분석 사이트에 따르면, 9월 기준 구글의 세계 검색 시장 점유율은 90%에 이른다. 1년 전 91.58%에서 다소 떨어졌지만 여전히 압도적 수준이다. MS의 Bing이 1년 전 3.01%에서 3.96%로 2위다. 오픈AI는 2022년 11월 챗GPT를 처음 공개하며, 구글을 긴장시키기도 했다. 챗GPT의 주간 활성 사용자 2억5000만 명 수준으로 지난해 1년간 15배가 더 증가한 것으로 알려졌다.

구글은 검색엔진에 생성형 AI를 탑재하는 등 수성에 나서고 있다. 구글은 검색 결과와 함께 연관 광고가 노출되던 기존 방식과 달리 'AI 오버뷰' 기능으로 자사 AI 모델 제미나이가 요약한 내용을 우선 제공하는 방안을 지난 5월 공개한 바 있다. 디인포메이션 보도에 따르면, 구글은 AI가 PC 사용자로부터 웹브라우저를 넘겨받아 검색소통 등 등의 작업을 하도록 하는 '업류더' 사용 예이전트(CUA)도 개발 중이다.

HelloT 배너 상품 PC 버전(Article - 금액)

*1개월 기준

항목	금액	매달 평균 노출
A	\$3,400	600,000
B	\$2,040	520,000
C	\$2,040	520,000
G	\$2,720	560,000
H	\$2,720	500,000
SKY1	\$2,040	490,000
SKY2	\$2,040	490,000
SKY3	\$2,040	450,000

*vat 별도 금액

HelloT DA
Mobile – DA Area



HelloT DA
Mobile - Pricing

Banner A		
*on a monthly basis		
Cost	Avg. Impr./mo	Avg. Clk./mo
\$3,400	1,287,000	1,000
*vat 별도금액		
Banner B		
*on a monthly basis		
Cost	Avg. Impr./mo	Avg. Clk./mo
\$2,040	678,000	150
*vat 별도금액		
Banner C		
*on a monthly basis		
Cost	Avg. Impr./mo	Avg. Clk./mo
\$2,040	598,000	150

* Excl. VAT

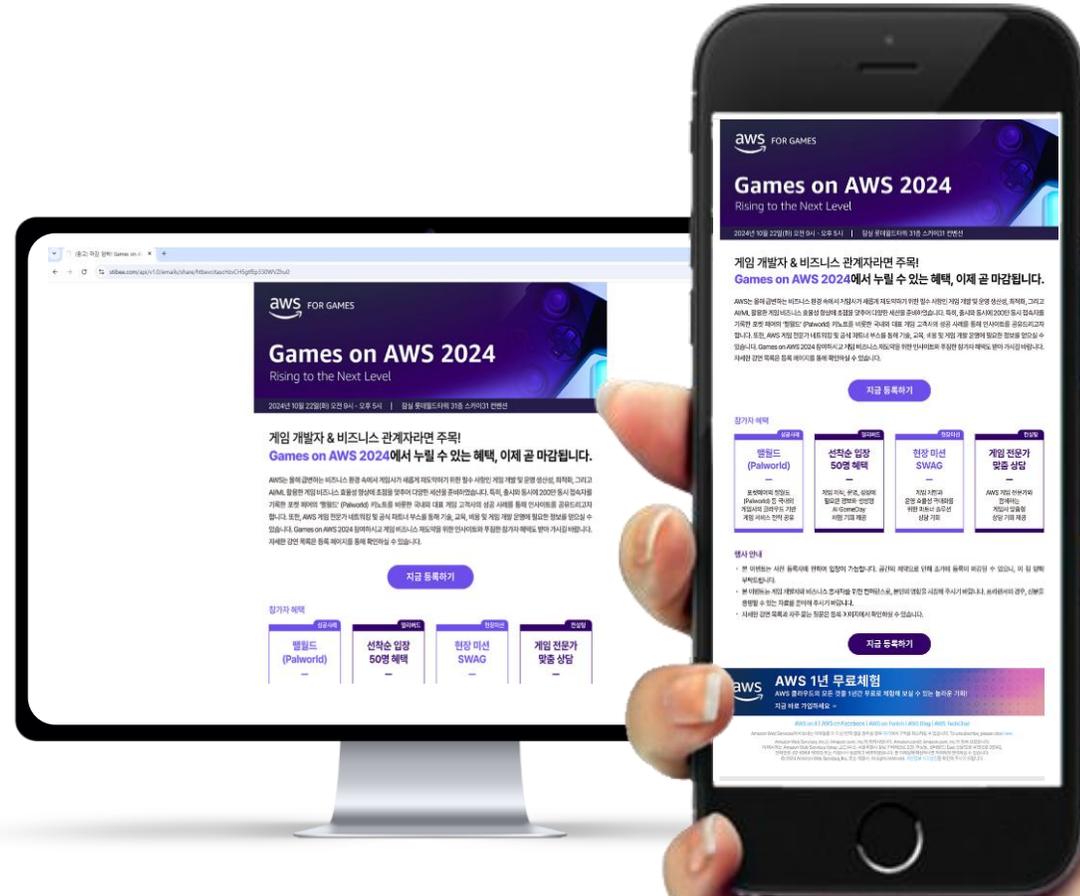
Effective information delivery across PC and mobile HelloT e-DM

Ways to obtain a **B2B target database**

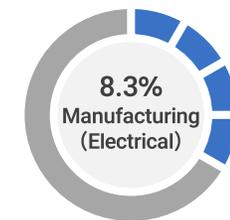
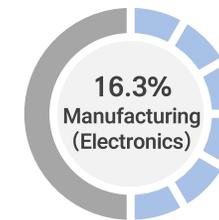
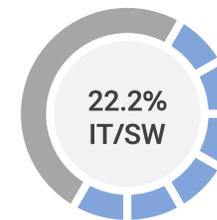
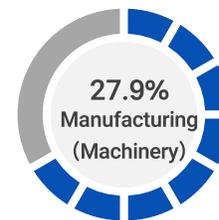
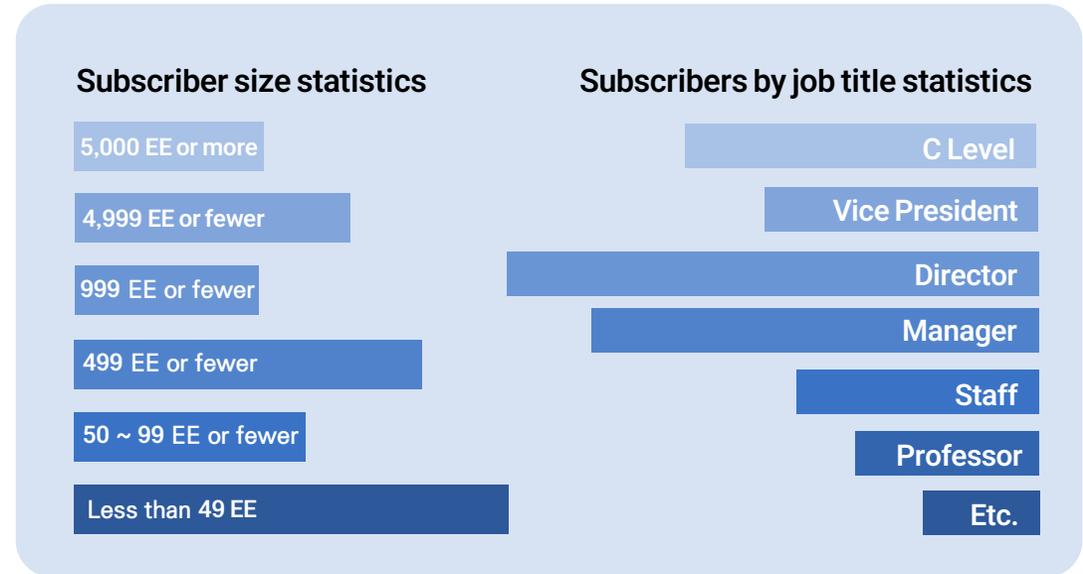
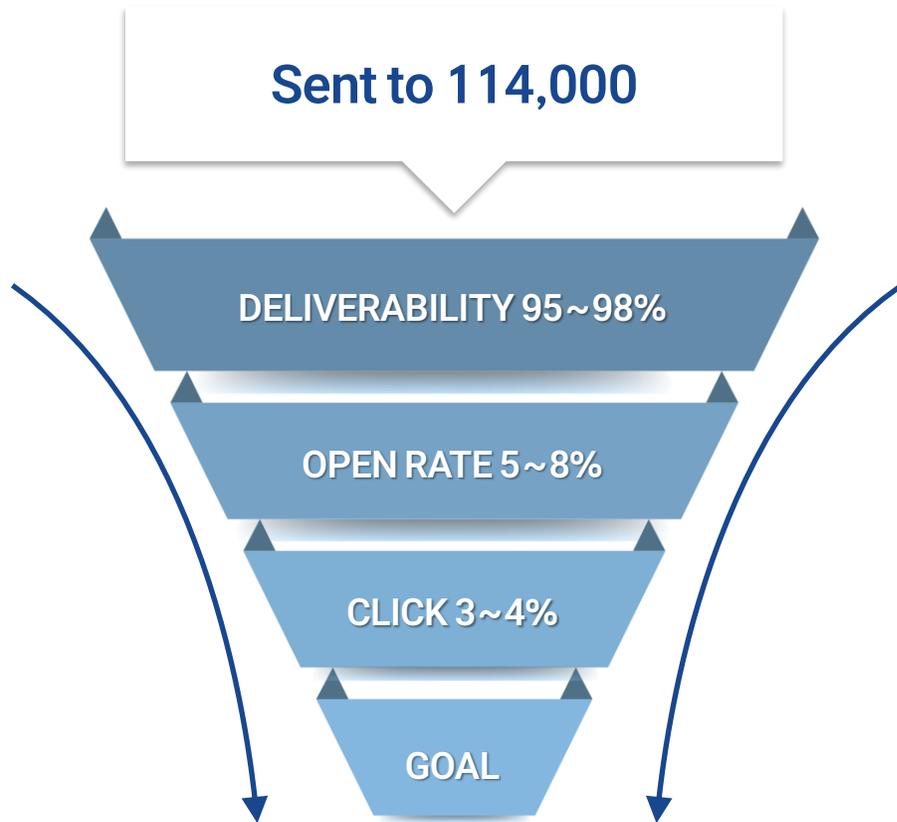
Chomdan is securing a B2B target DB related to industrial IT through six publishing media and the online industry portal HelloT.

When is the database updated?

We **continuously and regularly update the database** through hosting exhibitions and participating in booths, with up to 40,000 participants each year.



Reaching 114,000 with a single distribution
HelloT e-DM



Maintaining relationships with customers through regular communication HelloT e-DM

Basic ----- • \$1,230

Send count | 1 time
Send | 114,000
Arrive | 105,000

*Cost per Send (1 time) \$1,225

* Excl. VAT

Advanced ----- • \$3,072

Send count | 3 times
Send | 342,000
Arrive | 325,000

*Cost per Send (1 time) \$1,020

* Excl. VAT

Professional ----- • \$4,100

Send count | 5 times
Send | 570,000
Arrive | 544,000

*Cost per Send (1 time) \$815

* Excl. VAT

◦ Provides Report | SC, DR, OR, CTR

When you want to **pretend it's not an ad**, even though it is? **HelloT Newsletter**

01 Banner Ads

Promote your company and FIT newsletter topics
Promote your products and services



Wider targeting



Promote your brand and products
promote your brand and products
to a wide audience.

Three diverse newsletter topics



Choose from 3 newsletter topics
to achieve higher effectiveness.
to achieve greater effectiveness.



114,000 subscribers

A monthly newsletter sent out.
Reaches 114,000 industry
professionals.



High credibility

Through professional articles and
HelloT's in-depth articles,
our newsletters high click-through
rates.

02 Native Ads

Not an actual HelloT article, but presented as one
to promote products and services



Specialized Media for Factory and Process Automation Technology Automation Technology Newsletter



Open Rate 5%

Click-through rate 6%

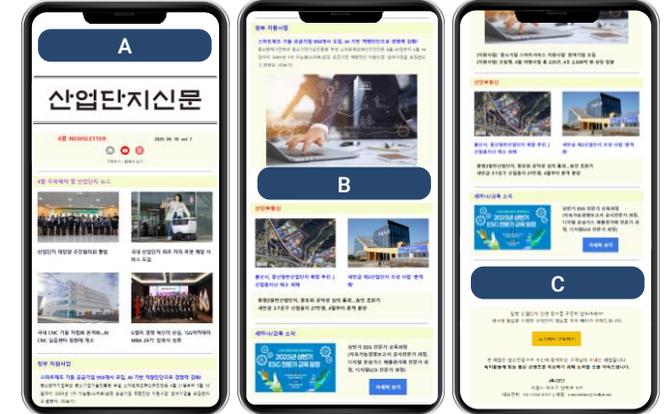
Top Readership in the Electronics Industry Electronics Technology Newsletter



Open Rate 5%

Click-through rate 4%

Focusing on news and policies for companies in the industrial complex Industrial Complex Newspaper Newsletter



Open Rate 5%

Click-through rate 4%

Banner A ----- • \$680 * Excl. VAT

Banner B ----- • \$480 * Excl. VAT

Banner C ----- • \$340 * Excl. VAT

Native Ad ----- • \$480 * Excl. VAT

Integrated Marketing Solution HelloT

Join HelloT.

Homepage www.hellot.net

Contact Email pey0516@hellot.net
yhs1@hellot.net

