WHAT IS HELLOT?

A comprehensive media group for key industrial areas, specializing in manufacturing fields e.g. machinery, automobiles, semiconductors, electronics, electrical, chemical, info-communications, shipbuilding, steel, energy, and environment.

Run online campaigns through our HelloT website, organize B2B exhibitions, and publish monthly magazines.
Approximately 93,000 total users, with 400,000 monthly active users.

INDUSTRY'S
MEDIA PLATFORM IN KOREA

Get featured in the SPOTLIGHT
: Reach your targeted Audience and grow your business

Display Ad

Online banners that can be published on our HelloT website. Main page, article page, mobile page, and newsletter are available.

e-DM Newsletter

We send out newsletters provided by our clients to our subscribers and provide reports on open/click rates for each link within the newsletter.

White Paper

Attract new clients with a summarized report about anything (ex. new products and services) to help promote your company.
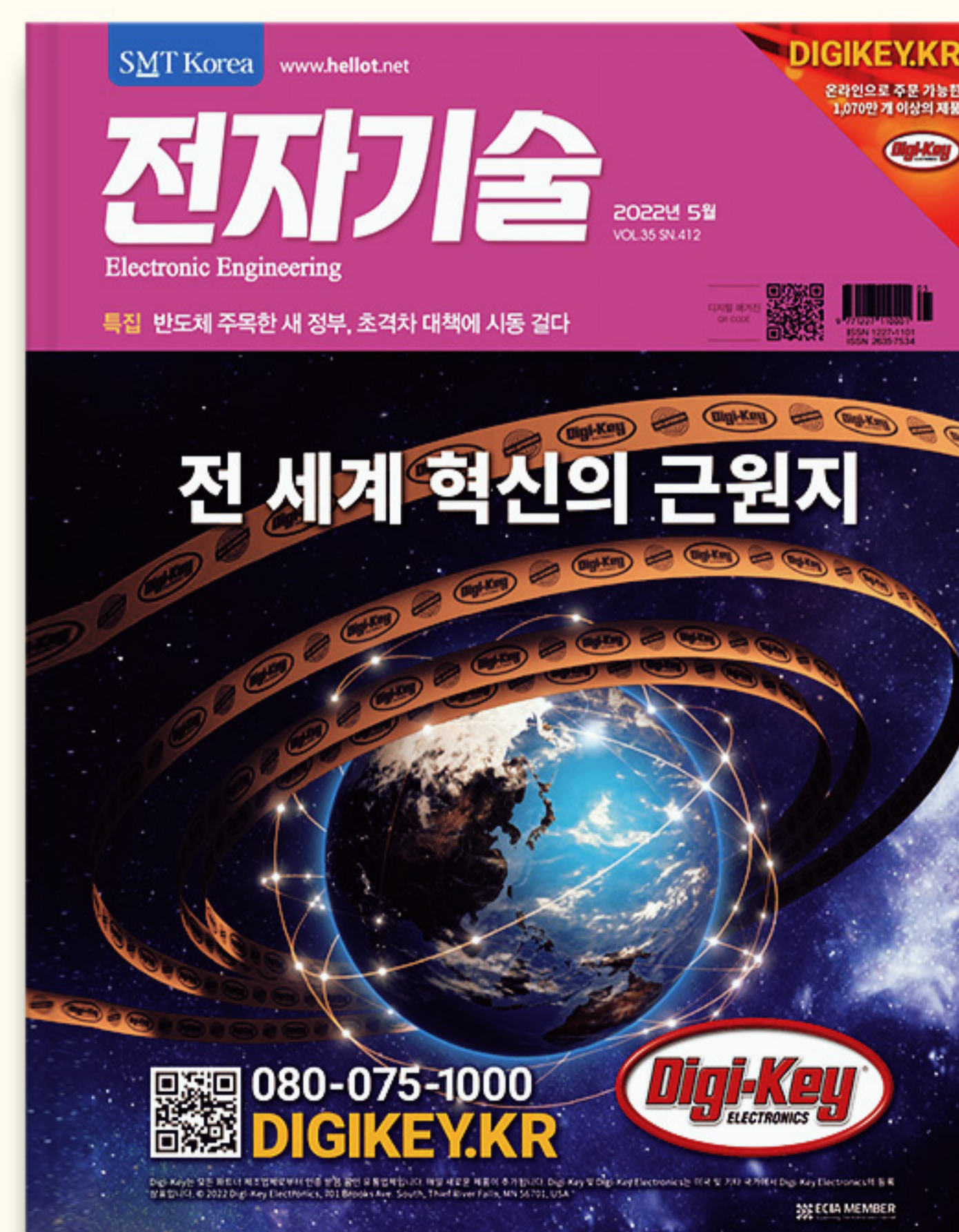
Webinar

Organize online conferences and interviews that are aimed towards specific targets. Live Q&A sessions and online surveys help communicate with potential clients.

Automation Systems

Tracking automation industry issues within South Korea and worldwide

Electronic Engineering

Analysis of electronics, semiconductor, ICT (information and communications technology) and imaging
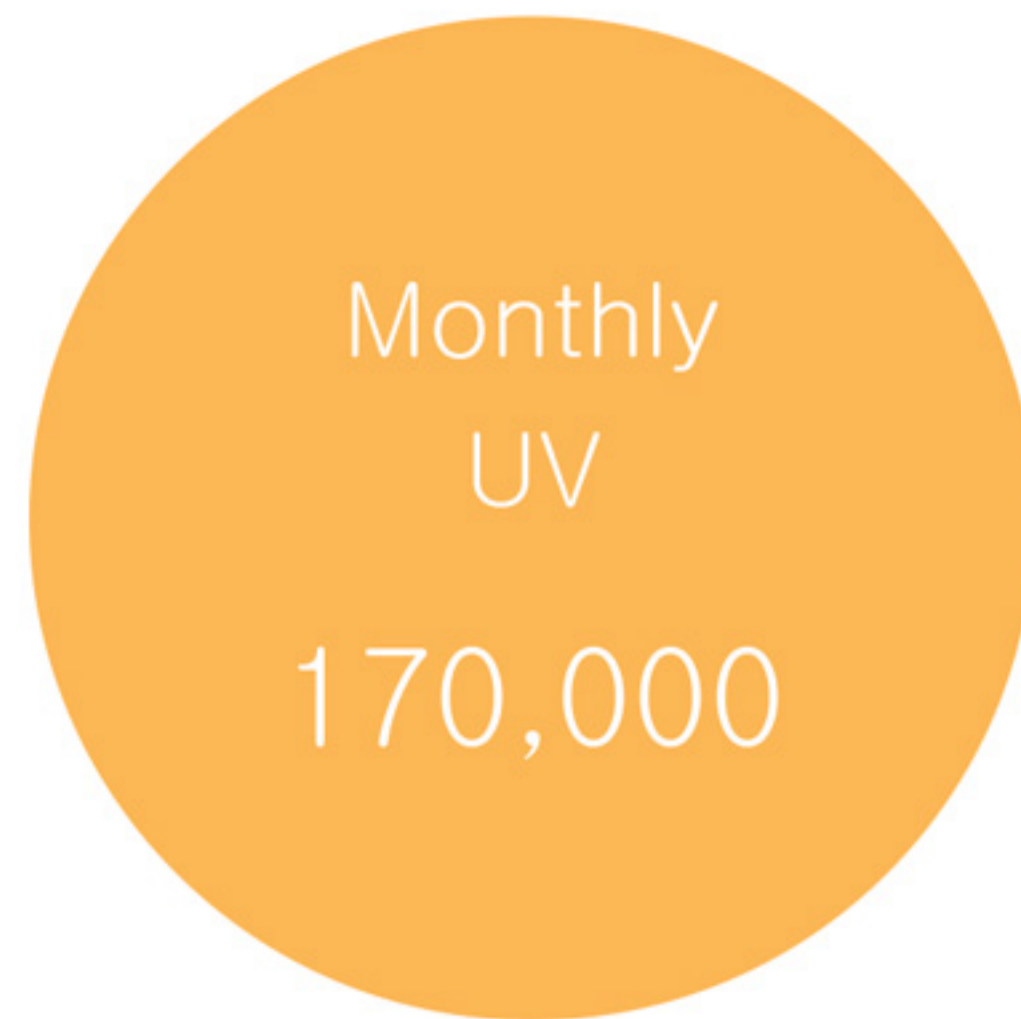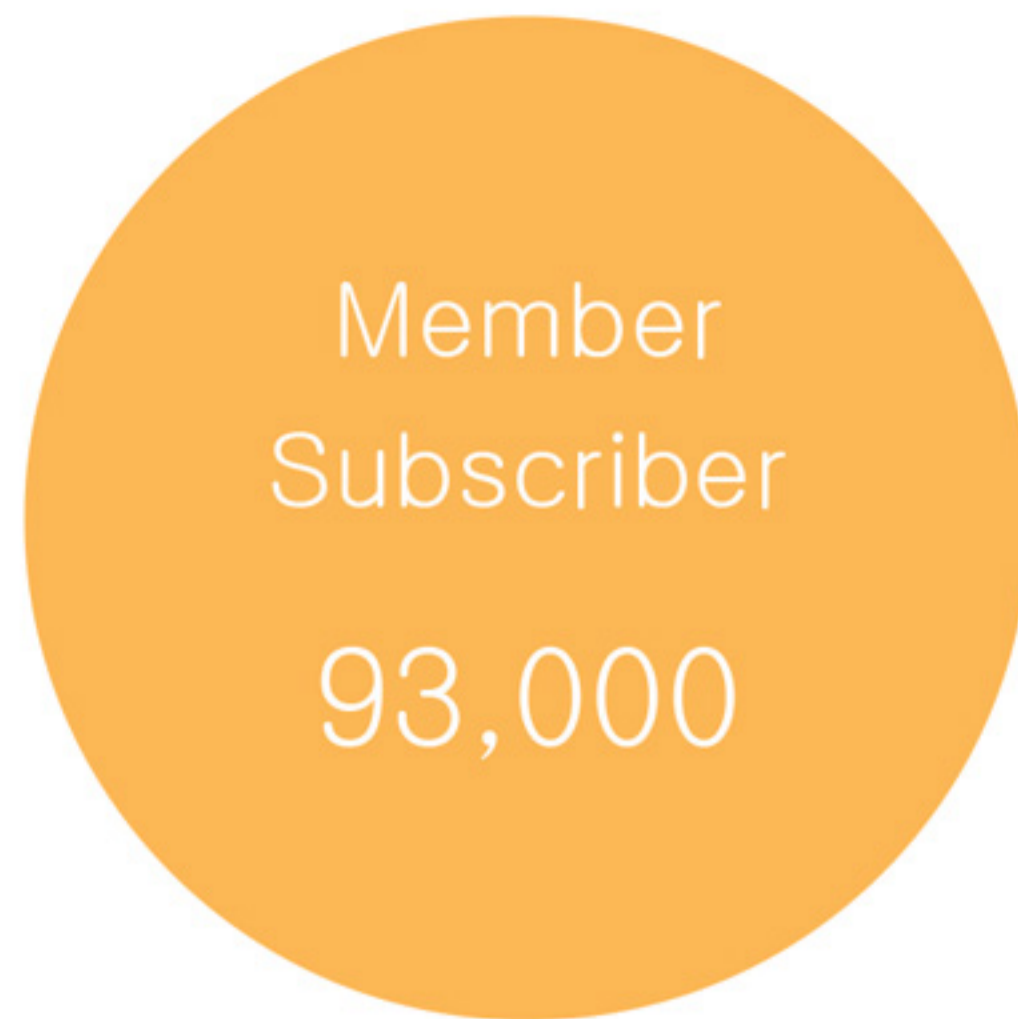
Auto Identification & Vision System

Analysis of AIDC (automatic identification and data capture) and machine vision technology

i-Connected / e-magazine

Combines six magazines into one.
Automation Systems
Electronic Engineering

Member Subscriber	Monthly UV	Monthly PV
93,000	170,000	430,000

Professional Reinforcement

We provide industry-specific technical content through a network of journalists, guest reporters, photographers, advisors, etc.

Real-time Information Network

We provide real-time domestic and international information regarding the major and newly developing industries.
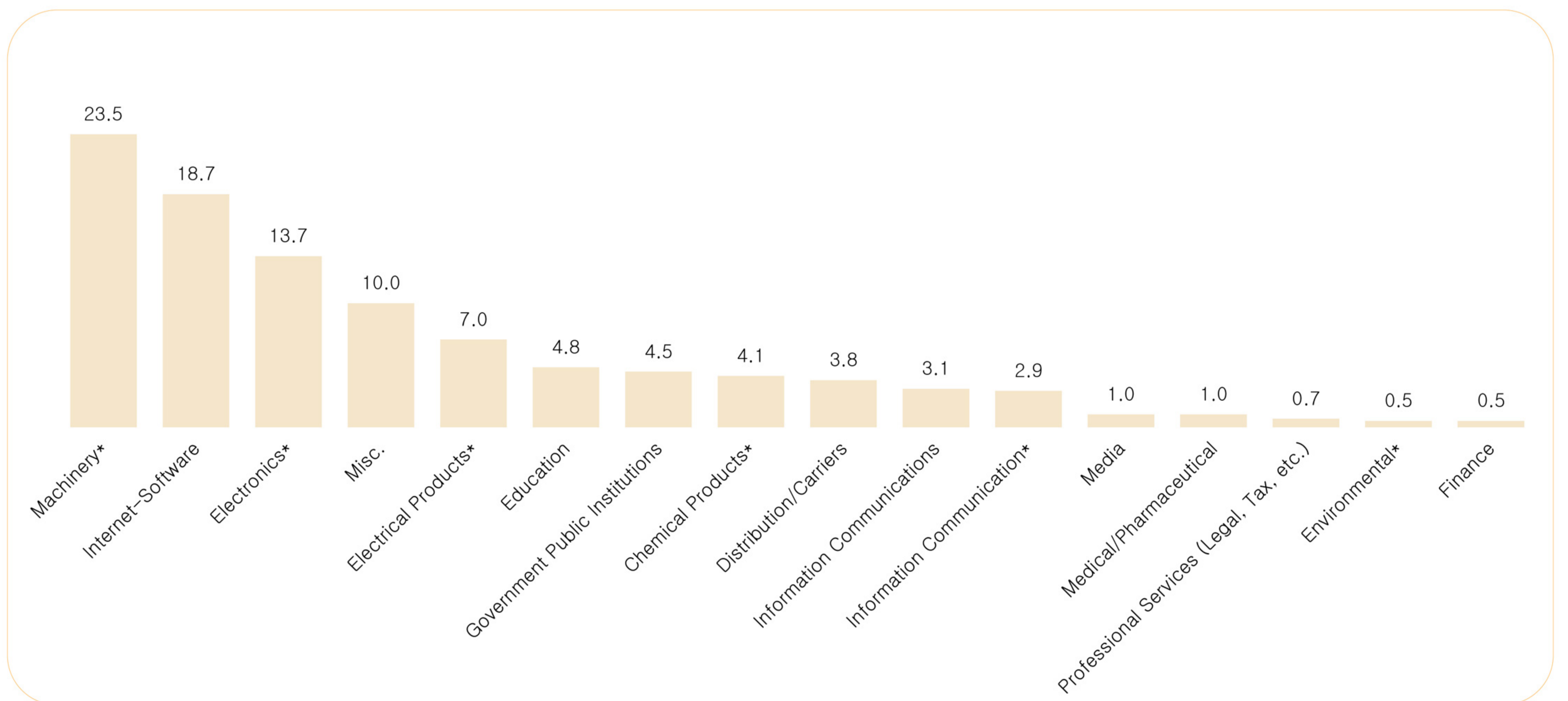
Advanced Article Search

We systematically reclassify articles to deliver the fastest and most reliable results.

Convenient Screen Configuration

We configured our HelloT website with easy-to-use UI/UX that is accessible to all users.

EDM Subscribers by Industry

Machinery*	Internet-Software	Electronics*	Misc.	Electrical Products*	Education	Government Public Institutions	Chemical Products*	Distribution/Carriers	Information Communications	Information Communication*	Media	Medical/Pharmaceutical	Professional Services (Legal, Tax, etc.)	Environmental*	Finance
23.5	18.7	13.7	10.0	7.0	4.8	4.5	4.1	3.8	3.1	2.9	1.0	1.0	0.7	0.5	0.5

*Manufacturing