



Media Introduction

Version 1.1 | Latest Data 2023.06.29. | Produced by Mobiinside



The Story of People Living in the Mobile Era

Mobidays, which achieved remarkable growth in the advertising industry within just five years, created the 'Mobile Advertising Research Center' in 2014 to systematize their know-how.

Based on this, Mobiinside was launched in October 2015 to deliver news on the overall domestic and international mobile and startup market.

[Mobidays Link](#)

[Mobiinside Link](#)



Contributors and Subscribers

- About **140** contributors in the fields of business, startups, and marketing, etc.
- Operating channels (as of June 2023)



Naver Post

(About 18,000 subscribers)

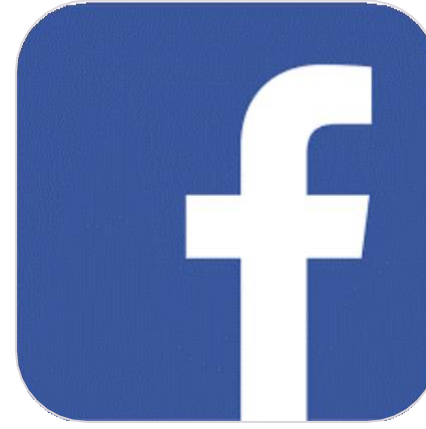
[Link](#)



Brunch Story

(About 17,000 subscribers)

[Link](#)



Facebook

(About 14,000 subscribers)

[Link](#)



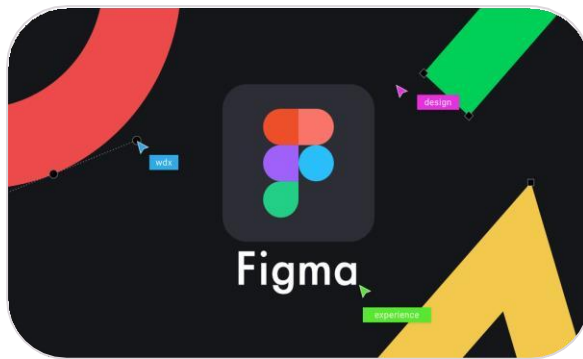
Newsletter

(About 13,000 subscribers)

[Link](#)

Insights for Marketing Practitioners

: Performance Marketing, Growth Marketing, Content Marketing, etc.



How to Use Figma, as Taught by Professionals
by Yonyon

[Link](#)



What is Growth Marketing?
by Hurdlers

[Link](#)



Starbucks Marketing: No More Sold Out
by Workerbee

[Link](#)

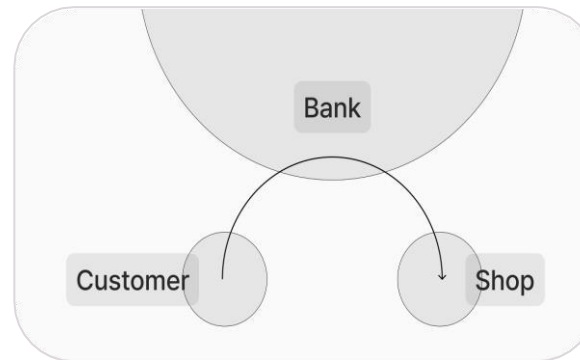
Business Insights for Start-up Professionals

: IT, Trends, Organizational Culture, and more



Even Virtual Beings Use Instagram?
by Kang Sung-mo

[Link](#)



Understanding the Concept of Blockchain
by Lee Jaegu

[Link](#)



The 4 Benefits of Writing Good Work Emails
by ASH

[Link](#)

Weekly Newsletter Published Every Monday

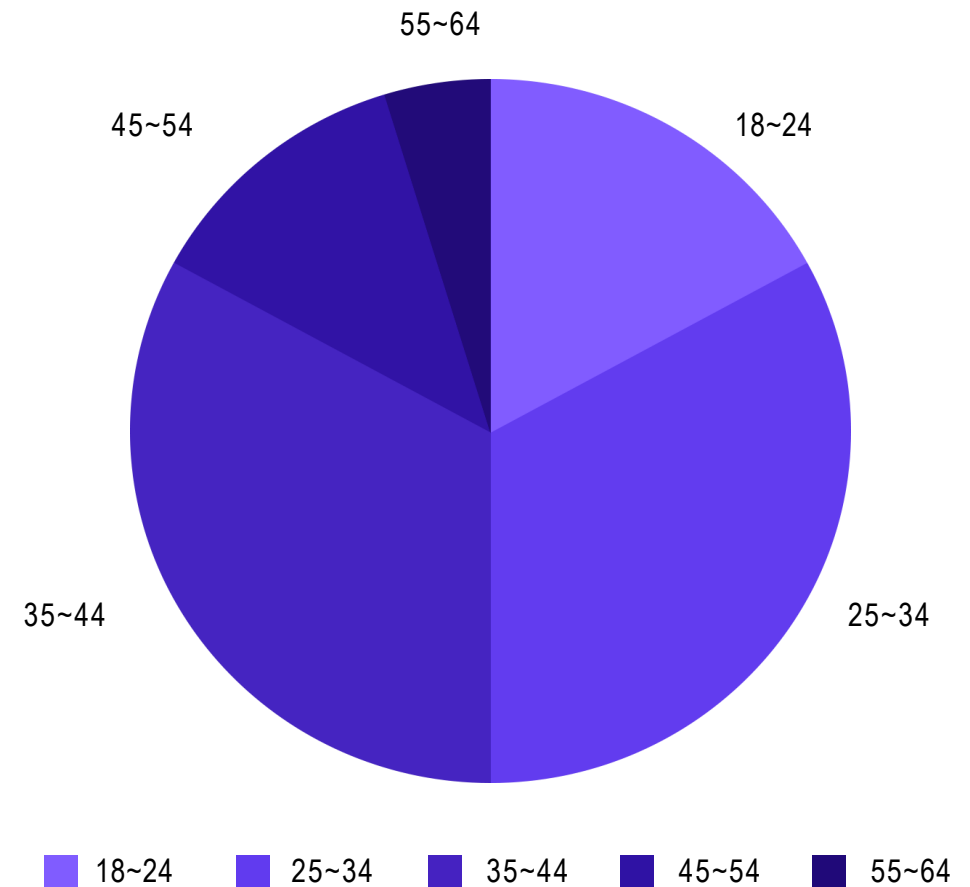
- The must-read content among the contents published during the week
- Average newsletter open rate is about **27%** and click-through rate is **8%**.

[Subscribe](#)

The Current Status of Mobiinside Readers

The main consumers of content are **advertising/marketing industry practitioners** such as startup workers, marketers, planners, etc.

*Source : Mobiinside Survey, 2022



Valuable Insights

Based on Direct Experience in the Field



“The goal is to develop UX Writing guidelines that enable designers and developers to write better-than-average content.”

- UX Writing Lab

[Interview Link](#)




“When you read an article written by Kang Sung-mo in Mobiinside, you can understand how the modern IT trend is flowing in detail, as he makes an effort to write such detailed articles.”

- Kang Sung- mo

[Interview Link](#)


Various Benefits Given to Mobiinside's Contributors

A network of stylized human figures connected by lines, representing a viral effect or social network.


Viral effect
through Mobiinside
channels

A close-up of hands holding a smartphone, with a blurred background, representing website traffic or digital engagement.

Encouragement of
website traffic

A group of people clinking champagne glasses, representing a celebratory event like a year-end networking party.

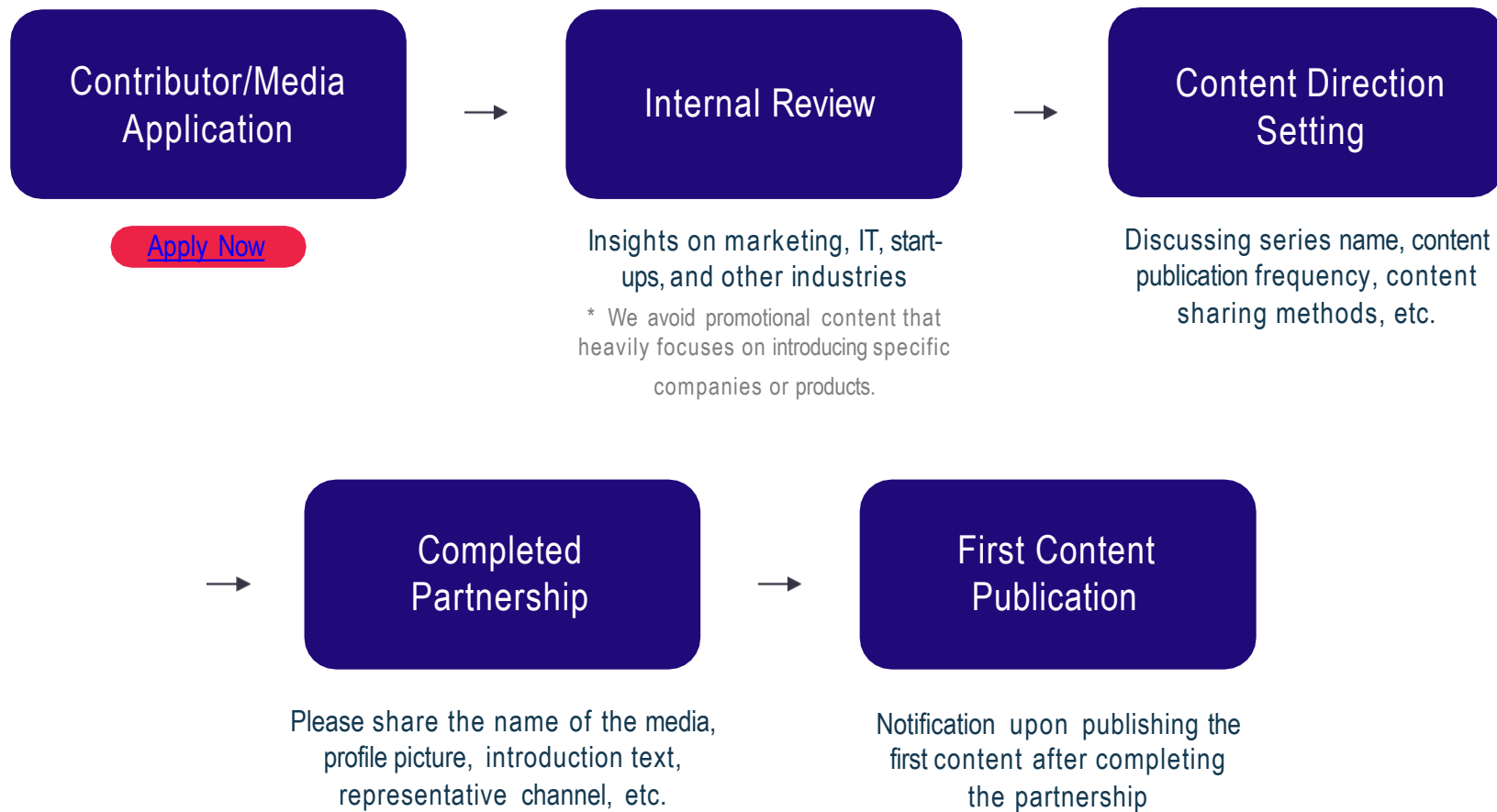
Gifts for holiday &
invitation to year-end
networking party

A woman standing at the front of a room, gesturing towards a screen, representing an offline lecture or presentation.

Opportunities for
offline lectures
through MobiAcademy.

[MobiAcademy Link](#)

Process of Partnering with Contributors



Do you want to promote your company to **Mobiinside** readers?

Banner + Native Ad

Banner (2 weeks/PC basis)	Native Ad
Wing (160*600)	Interview
Sidebar (300*250)	Feature Article
Content Bottom (336*280)	Newsletter (eDM, Content)
Newsletter (Top, Middle, Bottom / 600*160)	Event Coverage
	Exposure of Feature Article / Press Release

Combined Package (2 weeks / Wing banner based)

Package	Description
1	Website Banner 1 + eDM
2	Website Banner 1 + eDM + Press Release
3	Website Banner 1 + eDM + Interview + Feature Article
4	Website Banner 1 + eDM + Interview
5	Website Banner 1 + eDM + Feature Article

*Please refer to the Mobiinside Advertising Introduction for more information.

[Link](#)

Various international companies are working with Mobiinside



Mobiinside is growing steadily

(1) We are hosting the largest mobile ad tech conference in Korea, MAX SUMMIT & MAX The Creative.



[MAX SUMMIT Link](#)



[MAX The Creative Link](#)

Mobiinside is growing steadily

(2) We are providing Mobidays Digital Trend Report.



Mobiinside is growing steadily

(3) We are interviewing with the company that has been selected as Baby Unicorn.



Park Sung-yong, CEO of Edenlux

[Interview Link](#)



Shin Gyu-seop, CEO of POSTYPE

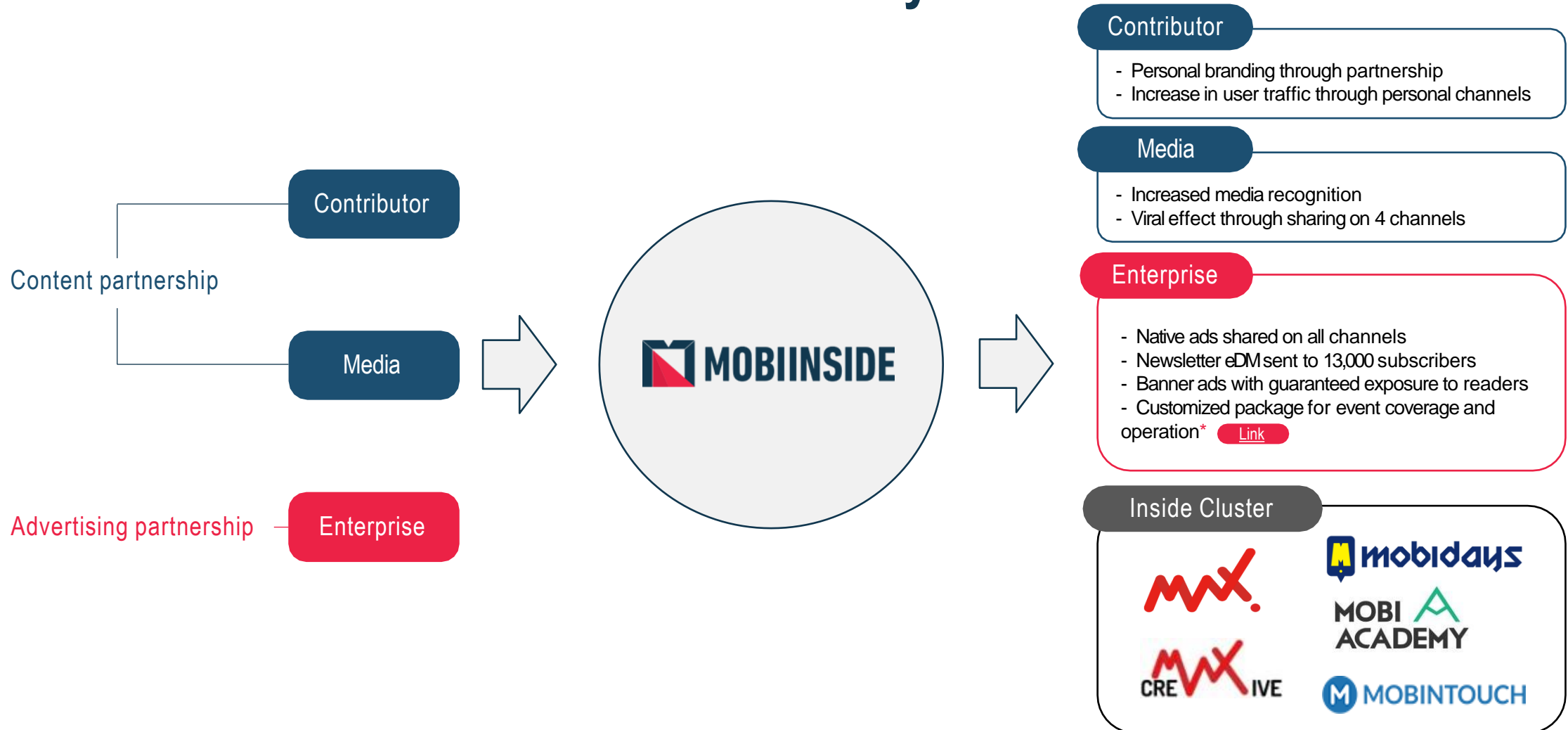
[Interview Link](#)



Lee Joo-sang, CEO of Nature Mobility

[Interview Link](#)

Mobiinside's Contents Business Cycle





Delivering Business Insights Fastest

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