WEBTOON Ads
Media Kit
Meet WEBTOON™

A borderless community of content enthusiasts

We introduced the world to a whole new way to tell stories open to everyone.

We’re home to thousands of creator-owned stories embodying amazing, diverse viewpoints.

We stand at the intersection of technology and participatory media, captivating audiences and tearing down walls to enable an unprecedented content experience for creators and readers alike.
Since its global launch in 2015, WEBTOON has grown to be the top digital comics publisher across Asia, North America, and Europe.

WEBTOON AT A GLANCE

- #1 App Ranking*
- 72M+ MAUs
- 170M+ App downloads
- 11.5B Monthly Page Views
- 27min Avg. daily reading time
- 32M+ Daily visits

Source: App Annie (May 2020), Internal Data
* Google Play (Comics), App Store (Top comics app in Entertainment)
DIGITALLY NATIVE

Ushering in the digital comics age.

WEBTOON is a digital storytelling destination that pushes the boundaries of creativity, art and narrative.

Every part of the WEBTOON platform is optimized to be a digital experience, bringing comics from paper to screen.
MOBILE-FIRST

An entire entertainment universe in your hands.

Swipe to access world-class content at your fingertips.

We invented an innovative way to consume comics in a vertical format – optimized for mobile & portable devices.
TECH-SAVVY

Powered by cutting-edge, proprietary technology

WEBTOON is built upon world-class proprietary technology - from our creator’s editing toolkit and our comics viewer, to our piracy alert system - you name it.
A THRIVING COMMUNITY

Connecting creators to audiences

We are the largest comic creator community, allowing creators to freely upload and share their comics to audiences worldwide and make money at the same time.

That's why we are home to 220,000 creators, publishing 25,000 episodes weekly across the globe.
YOUNG AND ENERGETIC

Capturing the hearts and minds of Generation Z

Our core audience is Gen Z, whose identities are forged by brands they love and the content they create and share.

They value innovation, community, and quality above all else, and we deliver for them.
Ranked #1
on Google Play & App Store

“Wow! What a kick it is for me to be able to discover new talent, and WEBTOON has given artists a great place to show off their stuff and break into the industry.”
- Stan Lee, Father of Marvel Comics

“From my experience with WEBTOON, I believe that digital comics will soon replace its paper counterparts.”
- Didier, CEO of Delitoon

“WEBTOON is the world’s most successful comics publisher.”
- Bleeding Cool, Comics News Publisher

BEST IN CLASS

The unrivaled digital comics publisher

We are the trailblazing leader in digital comics, boasting the highest readership in over 100 countries.

Source: App Annie (May 2020), Internal Data
* Google Play (Comics), App Store (Top comics app in Entertainment)
ON THE WAY UP

Unlimited growth potential

Our industry leadership is backed by solid, relentless growth.

Source: Internal Data 2016-2020
THE SOURCE OF CREATIVITY

We go beyond digital comics. Our series are reimagined as movies, TV series, and games.

- 200+ Movies, TV series, or Animated shows
- 300+ Merchandise lines
- 100+ Publications
- 60+ Games
United States

#1
Google Play & App Store*

10M+
Monthly Active Users

110,000+
Registered Creators

15M+
Daily Page Views

Source: App Annie (May 2020), Internal Data
* Google Play (Comics), App Store (Top comics app in Entertainment)
Indonesia

#1
Google Play & App Store*

7.5M+
Monthly Active Users

23,000+
Registered Creators

14M+
Daily Page Views

Source: App Annie (May 2020), Internal Data
* Google Play (Comics), App Store (Top comics app in Entertainment)

Webtoonist Day, Indonesia

Mistake
Weekly Page Views: 2.9M

iMarried
Weekly Page Views: 3.5M

Pasutri Gaje
Weekly Page Views: 7.2M

ⓒ WEBTOON Entertainment Inc.
Summer Night
Weekly Page Views: 882K

Take My Money
Weekly Page Views: 610K

Prince Ledas: Knight
Weekly Page Views: 900K

Game of Toons, Thailand

#1
Google Play & App Store*

3.5M+
Monthly Active Users

35,000+
Registered Creators

150M+
App Downloads

Source: App Annie (May 2020), Internal Data
* Google Play (Comics), App Store (Top comics app in Entertainment)
OUR PRODUCTS
WORTH A THOUSAND WORDS

Our audience won't just read about your brand, they'll see and imagine it. Transform your script-based brand message into picturesque storytelling.
YOUR BRAND, REDEFINED

Represent your brand with WEBTOON's unique storytellers and characters. Our versatile digital talent can be your most dedicated brand ambassadors.
EXPAND YOUR REACH

Take your branded content to our audience worldwide. WEBTOON Ads offers translation and global content distribution.

Translation services available in 6 languages
English, 한국어, 中文 (繁體), 中文 (简体), ภาษาไทย, Indonesia, Español, Français

Applicable to Product Placement, Branded Epilogue, Branded Webtoon
Product Placement (PPL)

**PLATFORM**: Mobile, Desktop

Two to three dedicated scenes showcasing your brand as part of the story in a WEBTOON original of your choice.

**The PPL includes**:  
- 2 to 3 Integrated Scenes  
- WEBTOON Creator-made Display banner (In-Viewer)  
- Advertiser-provided Display Banner

In a specific episode of the selected W original (semi-permanent, exclusive)  
In ALL episodes of the selected W original for a week (exclusive)  
Distributed across all ad placements for a week (further consultation needed)

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Branded Epilogue (BEP)

PLATFORM: Mobile, Desktop

Short spin-off content that appears right after an episode, ensuring high media engagement.

BEP includes:

- Short spin-off content
- WEBTOON Creator-made Display banner (In-Viewer)
- Advertiser-provided Display Banner

In a specific episode of the selected W original (for a week, exclusive)
In ALL episodes of the selected W original for a week (exclusive)
Distributed across all ad placement for a week (further consultation needed)
Branded Epilogue (BEP)

PLATFORM: Mobile, Desktop

Short spin-off content that appears right after an episode, ensuring high media engagement.

BEP includes:

- Short spin-off content
- WEBTOON Creator-made Display banner (In-Viewer)
- Advertiser-provided Display Banner

In a specific episode of the selected W original (for a week, exclusive)
In ALL episodes of the selected W original for a week (exclusive)
Distributed across all ad placement for a week (further consultation needed)
Branded Webtoon (BWT)

**PLATFORM**: Mobile, Desktop

A branded original series of 7 episodes dedicated to promoting your brand, driving long-lasting brand awareness.

**BWT includes**:

- A branded original (7 episodes)
- WEBTOON Creator-made Display banner (In-Viewer)
- Advertiser-provided Display Banner

Daily or Weekly Listed on WEBTOON (semi-permanent)
In ALL episodes of the selected W original for a week (exclusive)
Distributed across all ad placement for a week (further consultation needed)
A branded original consisting of 7 episodes dedicated to promoting advertiser's brand, ensuring long-lasting brand awareness.

In all episodes of the selected W original for a week (exclusive)

Daily or Weekly Listed on WEBTOON (semi-permanent)

Distributed across all ad placement for a week (further consultation needed)

A branded original (7 episodes)

Branded WEBTOON includes:

Creator-made display banner (Viewer-end)

Advertiser-made display banner

Anyways, I bought this pair of shoes for my girlfriend. Will I be redirected to the seller website if I click this ad?

Isn't this card so cute?

I tried to buy this ice cream at the convenience store, but couldn't find it!

The sweetest ad ever!

I just realized that this comic made people want to eat ice cream at night.

I love this couple, I bought the same pair of shoes after reading this webtoon.
Display Ads  Main

PLATFORM: Mobile, Desktop

A fixed banner on the Desktop and APP main page, introducing your brand at the top of WEBTOON's digital content platforms.
Display Ads  In-Viewer

PLATFORM: Mobile, Desktop

A wide banner at the end of each episode, before the Comments section, ensuring high media engagement.
Display Ads  User Profile

PLATFORM: Mobile (App only)

A wide banner that displays within the user profile experience, leaving a long-lasting impression of your brand.

Mobile
672 x 560
600 x 500
Rewarded Video

PLATFORM: Mobile (App only)

A full-screen video that unlocks early access to episodes, maximizing user engagement and participation.

Mobile
768 X 1024
Some of our Advertising Partners

NETFLIX  BURGER KING  PHILIPS  NEXON  HYUNDAI  LG  SAMSUNG

BLIZZARD  McDonald's  Disney  UNIVERSAL  KANGOL  Unilever  Johnson & Johnson

Warner Bros.  OREO  SUPREME  LANEIGE  ByteDance  LOTTE

CLINIQUE  PUBG  uBeJoy  PANDORA  ⓈBANK  ⓈMLB

and 100+ more
LET'S PARTNER UP

Direct
WEBTOON Ads

Programmatic
Header Bidding (APS), Google PMP, js tag, open RTB

Contact
webtoonads@webtoon.com
Enliven Your Brand With WEBTOON Ads

webtoonads@webtoon.com